## KLRU Brands

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>KLRU Family</th>
<th>KLRU Explores</th>
<th>KLRU Connects</th>
<th>KLRU Presents</th>
<th>KLRU Creates</th>
</tr>
</thead>
<tbody>
<tr>
<td>$250/$100K</td>
<td>$100/$50K</td>
<td>$150/$75K</td>
<td>$100/50K</td>
<td>$75/40K</td>
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</tbody>
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### Brand Promise
- To nurture families in positive ways
- To provide intellectually curious people insights into the natural and cultural forces that shape their world
- To provide people interested in their community, nation, and world an opportunity to understand the issues, hear diverse voices and take action
- To expose, enrich, and inspire people passionate about the arts through high quality, unique content from diverse genres
- To provide lifelong learners high quality content that leads to new skills, mastery of old skills, and the collection of new experiences

### Focus
- Children's programming, parenting, health/nutrition, family and childhood literacy
- Science, nature, technology, history
- Public affairs, Spark, community issues, town halls
- Arts, entertainment, film, drama, comedy
- How-to, cooking, continuing education, self improvement

### PBS Programming
- PBS Kids block, Parenting block, Family Choice, Family-oriented documentaries (*Raising Cain, Lion in the House*)
- Nature, Scientific American Frontiers, NOVA, American Experience, Ken Burns, History Detectives, Antiques Roadshow
- Newsour, NOW, Nightly Business Report, Washington Week in Review, Frontline, POV
- Masterpiece Theatre, American Masters
- This Old House, Julia Child, Carrabas, Real Simple, America Quilts, Rick Steves

### Local Productions
- Biscuit Brothers, Papí's Kitchen
- Las Misiones, The Painted Churches
- Austin 2040, Austin NOW, Downtown, Special Session, Texas Monthly Talks
- Austin City Limits, In Context, SXSW Presents
- Central Texas Gardener, Wine Roads of Texas

### Web
- Kids sites and communities, TEA datacasting, KLRU Kids Club e-newsletter, United streaming
- Program specific deep web content, occasional original web content exploring Austin history and environment, e-newsletters
- Program content links, streaming, periodic opinion polls, links to issue-oriented links, voting info, TMT streaming, e-newsletters
- Program content links, streaming, e-newsletters
- CTG web site, how tos, recipes, marketplaces, travel guides, links, original expert oriented content, e-newsletters

### Events/Services
- Kids Club, Family Choice, Dia de los Ninos, program viewing, Spark student sessions, RTL workshops, Teacherline, Scholastic program, Share a Story, Childhood obesity program, Parent Leader training
- Town halls, Spark, outreach events, Steps to A Healthier Austin, TMT tapings
- ACL tapings
- CTG events, wine auction, cooking events, CTG tapings

### Merchandise
- Workshop content, character appearances, Biscuit Brothers merchandise
- TMT merchandise, KLRU Community Events calendar, transcripts from TMT
- ACL merchandise
- CTG merchandise, marketplaces