

IT'S TIME TO START THINKING INSIDE THE BOX.



KBTC-PUBLIC TV HAS THE POWER TO DEFINE, UNITE, INSPIRE, EDUCATE, ADVANCE, AND CELEBRATE.

YOU SHOULD USE IT.



"We cheer your quality offerings. The enclosed check is sent to let you know we're part of the KBTC fan club."

Is there something you're passionate about? Are you committed to a cause? Is there a project that has captured your attention? Do you have a dream you'd dearly like to see become a reality?

If so, wouldn't it be helpful to have the world's most powerful communication medium as your partner?

Even better, wouldn't it be nice to support your favorite cause while creating awareness and good will for your business, organization or program?

YOU CAN.

The KBTC Campaign to GO PUBLIC is turning KBTC-Public TV into an interactive forum dedicated to serving this community. You can be a part of it. After all, KBTC is your public television station. You can use it.

There are three reasons why you will want to make the most of this offer. First, public television is one of the most trusted institutions in America. Second, KBTC-Public TV has a large and loyal following. Third, a new, state-of-the-art digital delivery system will give viewers the ability to access the information they want, when they want it and where they want it.

The KBTC signal stretches from Longview to Bellingham and from the Cascades to the Pacific.

KBTC is available over the air and on cable to nearly two million TV households and just under three million viewers in Western Washington.

More than 800,000 households tune into KBTC every month and both men and women, 35 years and older, educated and affluent, constitute the average viewer.

"You offered me an incredible night of joy, laughter, tears and romance."



Those numbers will grow. That's because new technologies will enable KBTC to offer more programs and services focused on Western Washington's interesting people, unique locations, and important issues.

Millions of families already watch public television by way of broadcast and cable. Now, KBTC will be streamed over the Internet and connect to an even broader audience.

Soon you will just click on embedded web links during the program to explore topics in more depth. If you wanted, you could record the program on your TIVO for later viewing, or, participate in a live on-line discussion. You could request a favorite show on demand over Comcast or CLICK! You may even browse programming from your PDA, selecting only the clips and content that match your interest.

Your business can use it, too.

Imagine how effective your company's sponsorship can be when millions of viewers have access to KBTC where, how and when they want it.

Your company will be able to sponsor a selected program with a message that creates awareness for your business and positions it as a contributing member of the community.

"My father watches KBTC all the time. I know that it's because of him and KBTC that I went to college."

Or, perhaps a new and exciting production about local issues can be "brought" to viewers by your company.

Now, imagine thousands of interested people viewing your message at their convenience on their TVs, computers, or PDAs.

What kind of results can you expect?

A Cone/Roper Poll shows that more than 60 percent of public television subscribers are more inclined to purchase the products and services of companies that support public television programming.

What's more, unaided advertiser recall for public TV is three times higher than the average 30-second commercial. And all things being equal, two out of three PBS viewers consciously choose the products and services of PBS sponsors over their competitors.

KBTC is a theater showcasing the finest drama and music. It is a museum where history comes alive. It is a classroom where children grow and learn. And it is a forum for citizens to engage in civil discourse on recent news and issues of regional concern.



"I watched the Wishbone series and read all the books. Although I was in the 5th grade, I began to read at the 12th grade level."

In a very real sense, when you give to KBTC, you give to the greater community. Best of all you get to see the results.

Now is the time to tell the exciting stories all of us in Western Washington will enjoy.

Business is booming in the South Sound. You will hear that story.

Real estate is going places. You'll find out where it's headed.

We have world class arts and cultural institutions. You'll visit them.

Downtown Tacoma has been revitalized. You will see how.

Some of the world's most interesting, intelligent, successful and inspiring people live in the Puget Sound area. You will meet them and hear their stories.

The South Sound has a rich and varied history. You will look back.

"We don't have cable TV so we rely on rabbit ears. We get four stations. Luckily, KBTC is one."

You will see all of this happen in a way that has earned public broadcasting the reputation as one of the most trusted institutions in America.

All you have to do is join the KBTC Campaign to GO PUBLIC.

KBTC is seeking substantial partnerships with individuals, organizations and companies interested in maximizing the enormous potential of digital media for the benefit of the community.

The goal is to provide start-up funding for local programming and to provide continued support over the next three years to cover local events, issues and news.

But that's not all. KBTC, your public television station, is a highly valued public institution. It is as much a part of this community as our libraries, hospitals, parks and museums.

Your partnership will make all this possible. For more information on how to GO PUBLIC, please contact Paul Jackson, KBTC Director of Development, at (253) 680-7704 or pjackson@bates.ctc.edu.



"Thank you for providing programming for all ages. It's why I included public TV in my estate planning."



KBTC is a service of Bates Technical College



the **kbtc** 
association

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