

HoustonPBS Audience Profile

Educate. Inform. Entertain.



HoustonPBS

Our mission is to Educate, Inform, and Entertain

HoustonPBS offers companies, corporations and individuals a multi-platform marketing mix that will help your business reach our viewers!

We extend an invitation to join us in connecting with an audience and with our community.

- Ø Underwriters of HoustonPBS know that their participation and contribution improves the quality of life for themselves and HoustonPBS viewers.
- Ø Our corporate partners have the rare opportunity to speak directly to viewers without the usual barrage and clutter of commercials.
- Ø In fact HoustonPBS has only 5 minutes of spot time per hour compared to 15 or more minutes on commercial television.
- Ø Less clutter, less competition, greater impact!



Coverage Map

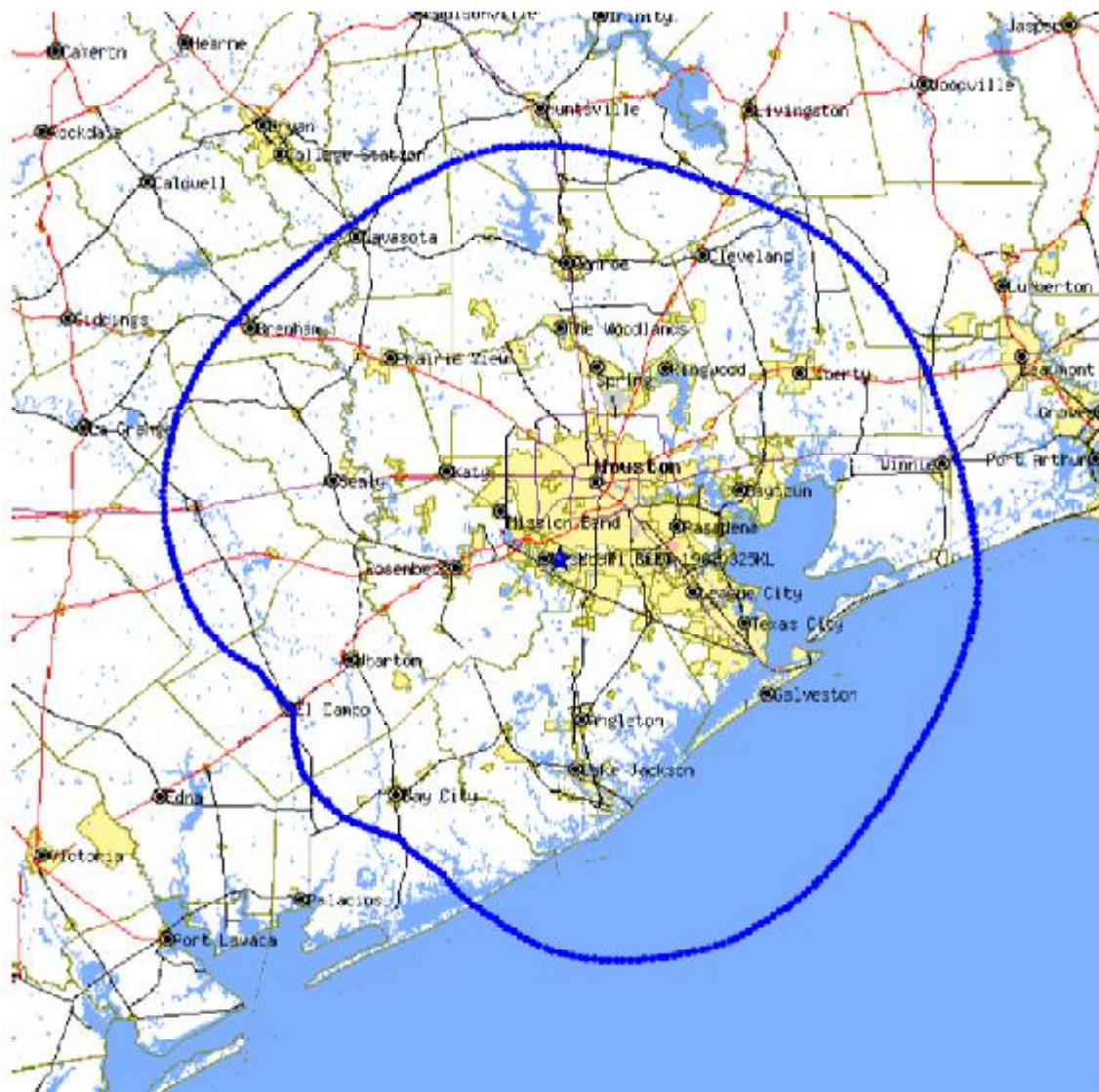
FCC Federal Communications Commission

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Audio and Video Divisions FM and TV Service Contour Maps

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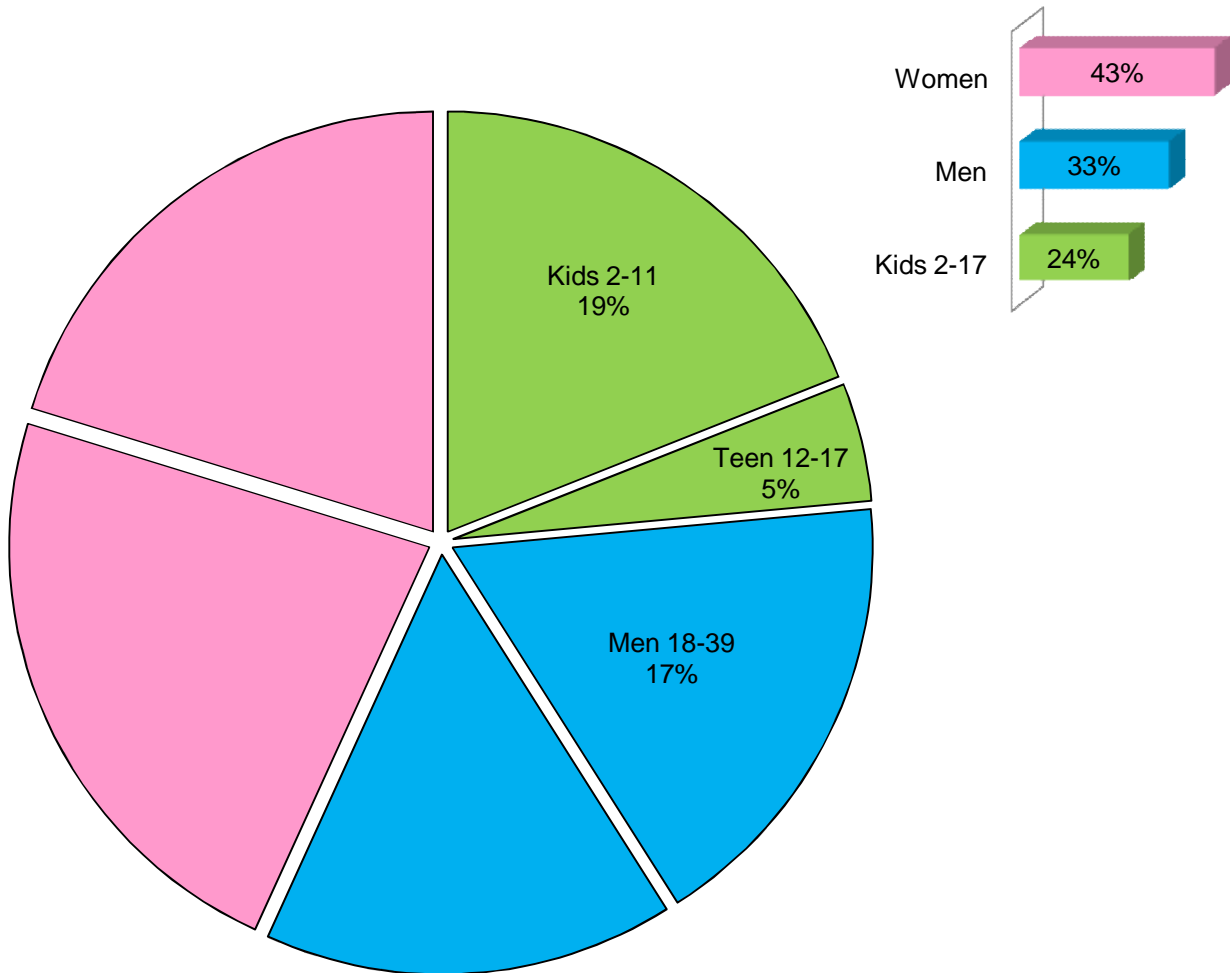
Service Area on a Tiger Census Map



<http://www.fcc.gov/ElectronicFiling/contour-service/1704843.html> (1/22/06) 2006-1-01 04:04 PM

Who is the HoustonPBS audience?

Did you know that each week **1,242,131** tune into HoustonPBS*!



eep. Mon-Sun 5a-5a

Be more



PBS



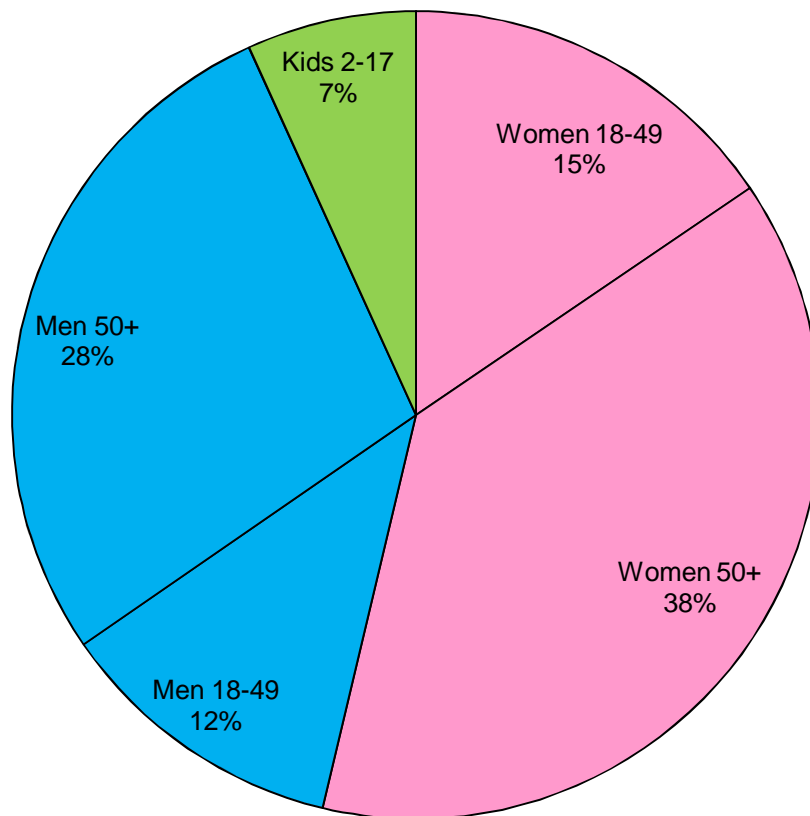
HoustonPBS

the channel that changes you[®]

CHANNEL 8

Our Prime Time programming focuses on art & culture, American history, science and technology. Our programs will inspire you, surprise you and educate you about our world. Each week over 225,000 people tune into our prime time programming.

Audience Demographics



* Source: Feb. 08 Sweep

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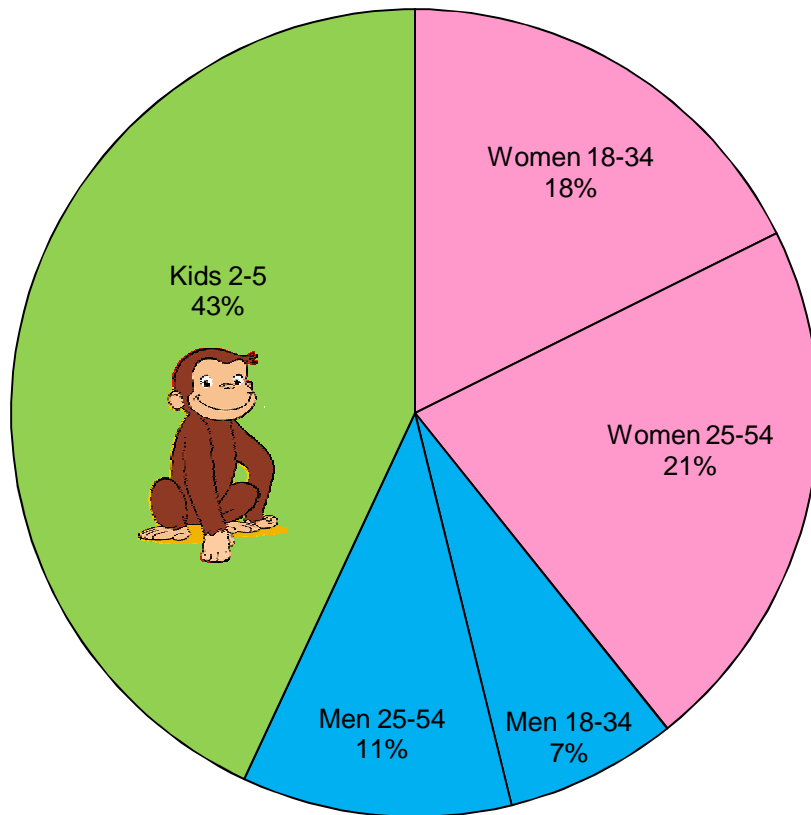
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HoustonPBS Children’s Programming is some of the most recognized shows on television. Parents trust PBS to air entertaining and educational programs the help our children grow and learn.

Audience Profile



* Source: Feb. 08 Sweep

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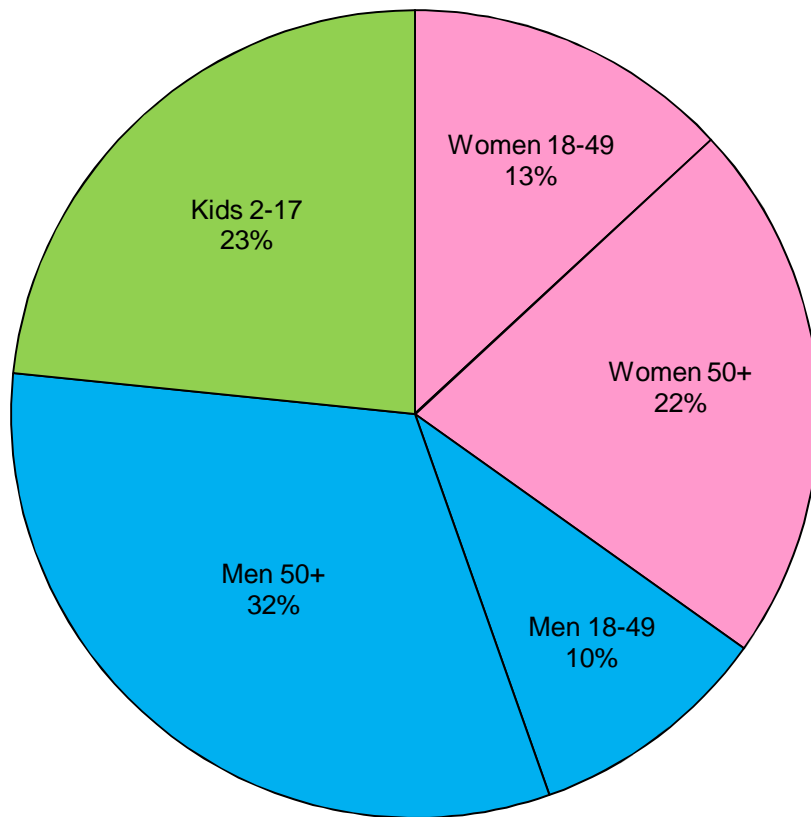
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BBC WORLD NEWS

BBC World News is an international 24-hour news and information channel, broadcast in English in more than 200 countries and territories across the globe. BBC World broadcasts a diverse mix of authoritative international news, sport, weather, business, current affairs and documentary programming.

BBC World News airs on HoustonPBS Monday thru Friday at 5:00 pm.

Audience Demographics -



* Source: Feb. 08 Sweep

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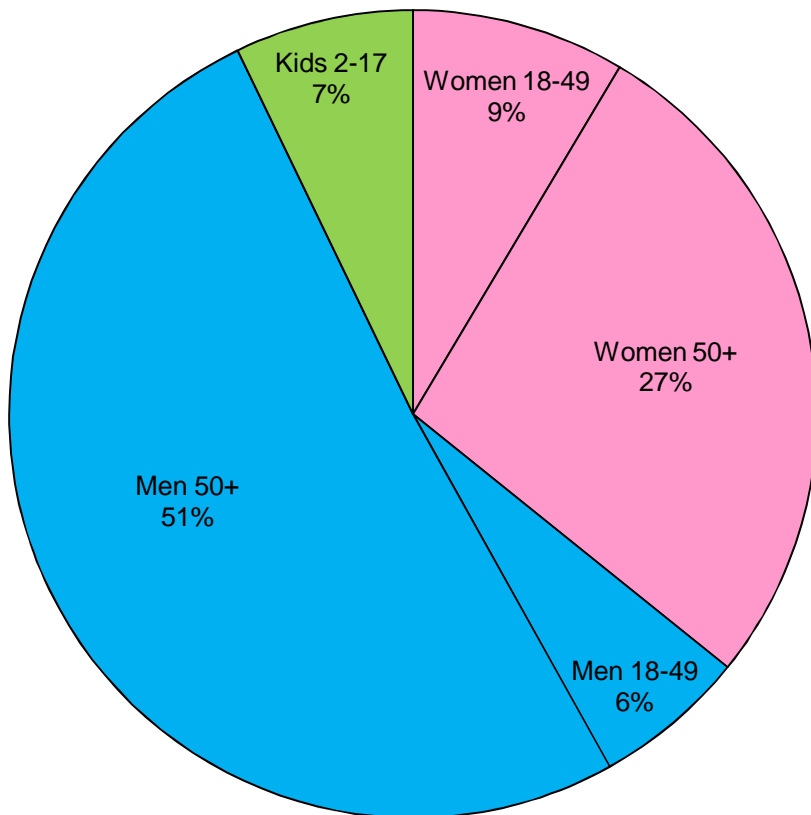


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Nightly Business Report is a daily program consists of reports on the changes in the stock markets, indices, and stocks of note for the day, including the Dow Jones Industrial Average, Nasdaq, the S&P 500, and other major markets, as well as interviews with important business persons, generally CEOs of major companies as well as economists, market analysts and policy makers. Programs on market holidays depart from this format, and often deal with a single subject or theme.

Audience Demographics



* Source: Feb. 08 Sweep

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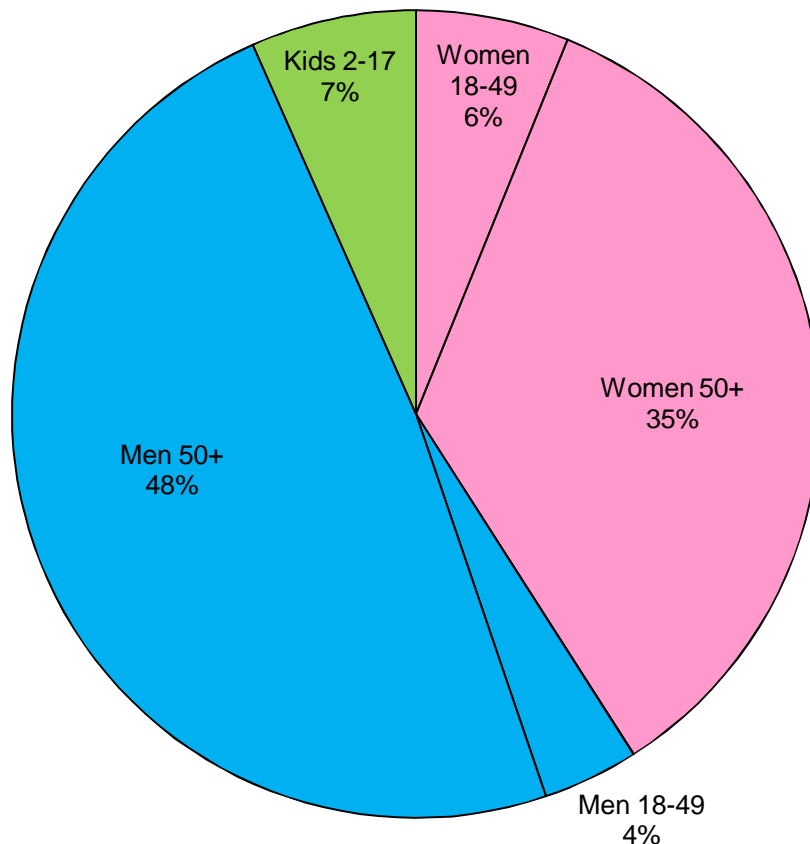
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The NewsHour with Jim Lehrer is an evening television news program broadcast weeknights on PBS in the United States. Unlike most other evening newscasts in the country, each edition is an hour long. The program also runs longer segments than most other news outlets in the U.S., with in-depth coverage of the subjects involved. *The NewsHour* avoids the use of sound bites, playing back extended portions of news conferences and holding interviews that last several minutes.

Audience Demographics




* Source: Feb. 08 Sweep.

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Thank you for your interest in becoming a partner with HoustonPBS.

We look forward to discussing how HoustonPBS can help your business thrive!

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