



ME

"I hope you'll join us in supporting public television as a shining, unique light of truth, fairness, information and entertainment in a world of television that is all too often reflected in a sound byte."

Wayne Scheiner
President/CEO
Wayne Scheiner & Company, Inc.



ME

"Our company has a commitment to society and the New Mexico community where we live and do business. This is why we have supported KNME since 1986."

Chang An, President
Osuna Nursery



ME

"Nantucket Shoals Seafood Market loves underwriting on public television, because KNME and seafood go together like beans and chile!"

Nancy Chavez-Berg
Owner/Operator
Nantucket Shoals Seafood Market

OPPORTUNITIES

KNME UNDERWRITING MESSAGE

- 30 seconds
- 15 seconds
- 10 seconds (children's programs only)

Can Include:

- Value neutral descriptions of products or services
 - Brand and trade names
 - Product or service listings
 - Visual depictions of products
 - Location information
 - Telephone number
 - Website address
 - Logos
 - Positioning statement
- (Non-profit spots may air without alterations)

LOCAL PRODUCTION FUNDING

Public Affairs Programs

- In-Focus
- The Line
- Stateline
- iColores!
- Town Halls

Documentaries

- Topics of interest to all New Mexicans (often distributed nationally)

EDUCATION & OUTREACH

Ready To Learn

Helps caregivers prepare Pre-K children for school.

Science Central

Emphasizes science education and science related careers.

Teacherline

Provides on-line professional development courses for our teachers.

A Place Of Our Own

Gives TV, online and outreach assistance for caregivers of children.

Reading Rainbow Creative Writing Contest

Promotes literacy, creative writing, visual arts and self-expression (K-3).

Health Education Initiatives

Promotes healthy habits in underserved communities.

Talnet Cable Channel 96

Albuquerque's educational access channel, operated by KNME.

Special Outreach Opportunities

Educational programs responsive to local needs.

MULTI-MEDIA

Underwriter Listing

A-Z listing of each KNME underwriter

Underwriter Articles

Company profiles

Link From Our Site To Yours

Your website can have presence on our website

Web Advertising

Underwriter related advertising

Program Specific Site Sponsorship

Program related information and video streaming

Ventana

Program Guide

PRODUCTION SERVICES

Teleconferences

From the KNME Studio to your target locations.

DVD Production

Create your own corporate DVD

Industrial Videos

Videos for sales, training, product announcements, etc.

TV Advertising Spot Production

Spots for agencies, clients, government and non-profits

KNME

Parents

Children

Teachers

Civic Leaders

Corporate Executives

Investors

Scientists

Service Providers

Innovators

Artists

Professionals

Volunteers

KNME serves over **650,000 households** and 1.7 million viewers throughout Northern and Central New Mexico.



KNME

"KNME was the perfect partner to help ORION International Technologies celebrate its 20th Anniversary. Science programs and documentaries have kept us current in science and aware of public issues. KNME works for us."

Maria Estela de Rios
Executive Vice Chairman,
ORION International Technologies



ME

"My clients feel it's important to deliver their message to a receptive audience, in the quality environments offered by Public Television. KNME works for us."

Dave Michelsohn • Owner
Michelsohn Creative
Communications



ME

"Supporting programs like NOVA, Charlie Rose and Scientific American Frontiers helps Tech fulfill its commitment to excellence and engineering."

Dr. Daniel H. López, President
New Mexico Tech

ABOUT KNME

Award Winning Productions

- 31- Regional Emmy awards
 - 23- New Mexico Associated Press
 - 13- Pacific Mountain Network "Best of the West"
 - 9- Corporation for Public Broadcasting
- And many more.....

WestLink

Satellite Uplink and Downlink
Distributes programming for other area Public Television stations
Serves commercial clients

First in New Mexico

To have the Vyvx Fiber Optic Network Worldwide video distribution

First TV station in New Mexico to go Digital

High Definition (HDTV) • Multi-casting • Data-casting

Navajo Nation

Television station of choice

KNME CORPORATE

PROGRAM UNDERWRITING

Sponsorship

Programs

- Primetime
- Fringe
- Daytime

Special Packages

- Theme Nights
- ROS (Run of Schedule)

General Program Support- Spots

ROS (Run of Schedule)

Adjacency Package

Fixed Adjacencies

- Primetime
- Fringe
- Daytime



Wendy's -
Corporate Underwriter for 30 years!

KNME Celebrating our **50th Anniversary** in 2008

WHY PUBLIC TELEVISION?

1. Be in **Good Company.**

If your company believes that to “do well, you must do good,” then Public Television is the perfect place for you. The good you do reaches far and wide.

2. Take advantage of the best **Image Marketing Opportunity.**

No other medium can match the power of the public television image.

3. Get the Ultimate **Corporate Responsibility Recognition.**

When you do something good on Public Television, all of the right people will know about it.

4. Give a contribution that has an **Immeasurable, Invaluable and Powerful Impact.**

Be a part of the mission of Public Television to educate, inspire and enrich.

5. Indulge in **Double Targeted Marketing.**

Your message can reach not only those who can afford your product or service, but those who have a specific interest in it.

6. Build **Consumer Trust.**

Public Television has earned the highest trust factor from consumers so, they are likely to trust those who are associated with the most trustworthy media.

7. Reach the **Higher Income Market.**

Although the Public Television audience includes those from all economic levels, it has the highest percentage of well-educated viewers.

8. Reach the **Highly Educated Market.**

Although the Public Television audience includes those from all educational backgrounds, it has the highest percentage of well-educated viewers.

9. Support the **Best in Children’s Programming.**

Public Television has earned a reputation for the absolute best in children’s programming and has won a multitude of awards from the most respected organizations in media, education and parenting.

10. Reach a **Diverse Audience.**

Public Television’s diverse programming insures a diverse audience.

11. Reach an **Audience with a Specific Interest.**

Public Television’s programs that explore a specific area of interest afford you the opportunity to reach your specific target market.

12. Support a **Major Community Resource.**

With Public Television you have the unique opportunity to give your company’s support to a recognized, major community resource.

13. Reach **Community Leaders in Business and Government.**

The Public Television audience includes the highest percentage of business and government leaders in your community.

14. Make **Employees Proud.**

Every employee will be proud to say that their company supports Public Television and will have a specific sense of pride when they see their company’s underwriting message on their community Public Television station.

15. Give **Employees and Opportunity to Serve their Community.**

Your employees can have the privilege of participating as a volunteer for their community Public Television station.

16. Reach a **Local Audience of over 650,000 households.**

Your message can reach 99% of all TV households in the station’s DMA (Designated Market Area).

17. Get the **Special Support** of Public Television Viewers.

One in five viewers are members of KNME, which is unusually high since the national average is one in ten. Through their membership, Public Television viewers has a special stake in their Public Television station and want it to thrive. So, they have a special reason to support those businesses that help the station to thrive as well.

18. Participate in **Powerful Education Support Activities.**

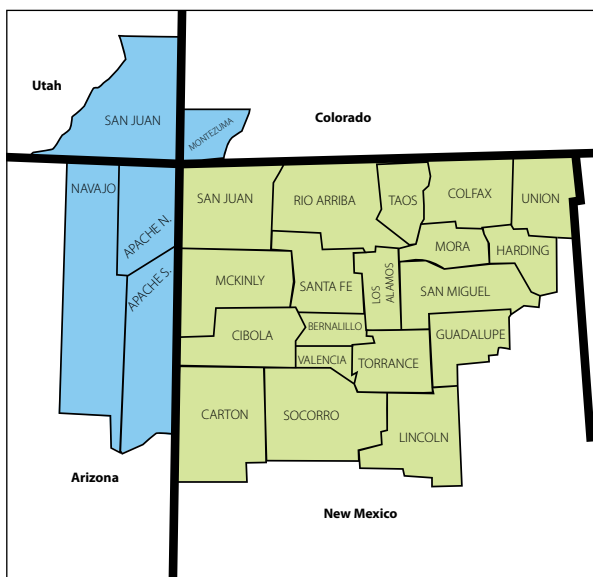
Assist students, teachers and parents in getting the educational services they need.

19. Enjoy a Unique **Investor Relations Opportunity.**

Your current and prospective investors watch Public Television. They know that only solid and prosperous companies underwrite on Public Television.

20. Place your message in an **Uncluttered Environment With No Competing Messages.**

Because Public Television does not interrupt programs and the space between programs is limited, there is only time for a few underwriter messages. Therefore, your message stands out even more with no competitors in the same break.



New Mexico's Largest Public Television Station

More than two-thirds of New Mexicans are served by KNME

Navajo Nation