

OPBS klrno TRAILBLAZERS

A Celebration of Trailblazing Women

Summer 2020

Melissa May, MA, APR KLRN Sponsorship mmay@klrn.org 210.208.8403 www.klrn.org



WHY SPONSOR TRAILBLAZERS PROGRAMMING ON KLRN?

This summer, **KLRN** celebrates the 100th anniversary of the ratification of the 19th Amendment! Aligning your brand with this robust slate of multiplatform content that celebrates, honors, and commemorates those who fought for women's suffrage in the U.S., and the stories of modern women who continue to shatter the glass ceiling and transform modern history delivers your brand message to PBS viewers who are hard to reach on other media. Since the PBS audience is more likely to watch and trust PBS than other networks, a **KLRN** sponsorship gets your brand noticed by our trusting, high quality audience.



June 16, 2020 | 7:00c: 1/90

Mae West: Dirty Blonde

AMERICAN MASTERS

Over a career spanning eight decades, Mae West mastered a dizzying variety of entertainment. She served as a human indicator of shifting cultural mores. West possessed creative and economic powers unheard of for a female entertainer in the 1930's. Though she was a comedian, West grappled with some of the more complex social issues of the 20th century, including race & class tensions, and imbued even her most salacious plotlines with commentary about gender conformity, codes of morality and what she perceived as moral hypocrisy.



June 21, 2020 | 7:00c: 3/60

Lucy Worsley's Royal Myths and Secrets
Lucy Worsley travels across Britain and

Europe visiting the incredible locations where Royal history was made, from beautiful palaces and castles to dramatic battlefields, to investigate how Royals have seized and consolidated power. Episodes include: Elizabeth I and the Spanish Armada, Queen Anne and the Formation of Great Britain, and Marie Antoinette and the French Revolution.

WHY SPONSOR ON PBS?

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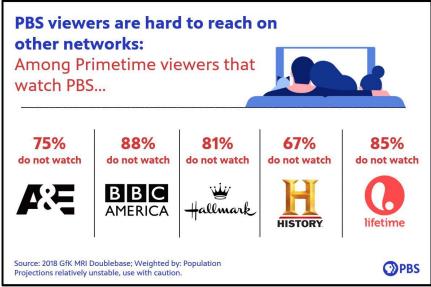
June 19, 2020 | 8:00c: 1/120 *Ann – The Anne Richards Play* **GREAT PERFORMANCES**

ANN is a no-holds-barred portrait of Ann Richards, the legendary governor of Texas from 1990-94. This inspiring and at times hilarious theatrical biography brings us face to face with a complex, colorful and captivating character bigger than the state from which she hailed.



June 23, 2020 | 7:00c: 1/120 Toni Morrison: The Pieces I Am AMERICAN MASTERS

An artful and intimate meditation on the life and works of legendary storyteller and Nobel Prize winner Toni Morrison. From her childhood in Lorain, OH, to 1970s book tours with Muhammad Ali, from the front lines with Angela Davis to her own riverfront writing room, Morrison leads an assembly of her peers, critics and colleagues on an exploration of race, America, history and the human condition as seen through the prism of her own literature.





June 26, 2020 | 8:00 c: 1/120 Gloria: A Life GREAT PERFORMANCES

A richly detailed tapestry about one of the most inspiring and remarkable women of our time, Gloria Steinem. Five decades after she began raising her voice for women's equality and championing the equality rights of others, her vision and call to action is as urgent as ever. Her life's work and philosophy on the necessity of conversation as a catalyst for change offers a path forward in a way that only live theater can fulfill.



June 26, 2020 | 7:30c: 1/30 June 30, 2020 | 9:30c: 1/30 Firing Line With Margaret Hoover Special

Margaret Hoover hits the campaign trail with conservative women who are changing the face of the Republican Party. Hoover documents what motivated these women to run for office and the challenges they face as they participate in American democracy.



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July 6, 2020 | 8:00c: 2/120

The Vote **AMERICAN EXPERIENCE**

One hundred years after the passage of the 19th Amendment, The Vote tells the dramatic culmination story of the hard-fought campaign waged by American women for the right to vote, a transformative cultural and political movement that resulted in the largest expansion of voting rights in U.S. history. Exploring how and why millions of 20th century Americans mobilized for - and against - women's suffrage, The Vote brings to life the unsung leaders of the movement and the deep controversies over gender roles and race that divided Americans then and continue to dominate political discourse today.

Ida B. Wells was a prominent journalist exposed racial violence in the South. She led a trip to Washington, D.C. in 1913 to march in the national suffrage parade.





July 10, 2020 | 8:00c: 1/60 Unladylike2020

AMERICAN MASTERS

Spanning from March 2020 (Women's History Month) to August 2020 (100th Anniversary of women's suffrage), AMERICAN MASTERS will release a film each week on their website. AMERICAN MASTERS will then curate approximately 10 shorts woven together in a one-hour broadcast, featuring 10 "lesserknown" women trailblazers from a century or more ago who were active in various forms of civic and political engagement.



PBS viewers lean older, educated. and married.



PBS

July 7, 2020 | 10:00c

From Rosemary to the RK Legacy documents San Antonio businesswoman Rosemary Kowalski's life and the city's coming of age, which helped her build a leading catering company.



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June 29 & 30, 2020 | 8:00c: 2/90 And She Could Be Next POV

Follows newly elected women in congress and asks whether democracy itself can be preserved – and made stronger – by those most marginalized. Filmed between March 2018 – 2019, the series embeds inside five candidate's stories as they interact with voters, conduct embattled campaigns, and balance work and personal lives.



July 6, 2020 | 7:00c: 2/90 Women's Work

ANTIQUES ROADSHOW

This all-new summer 2020 special episode spotlights outstanding contributions from female athletes, artists, activists, and more along with the stories of those who made an indelible mark on the world around us. Appraisals will highlight the well-known to the unsung, through their interesting, thought-provoking objects and accomplishments.

Discover what a KLRN Sponsorship can do!

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We help you reach 3.3 million Texans in 33 counties onair and online.

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- Or logo recognition and voice over in sponsor billboard at open and close of each program (26 billboards)
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- Schedule page tile for June and July with link to your website
- Logo/link on KLRN blog post with information on all programs
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\$4,500

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CONTACT: Melissa May, MA, APR | KLRN | 210.208.8403 | mmay@klrn.org www.klrn.org Let's customize a sponsorship for you!