

 PBS  
 klnrn  
**TRAILBLAZERS**

**A Celebration of Trailblazing Women**

*Summer 2020*

**Melissa May, MA, APR**  
KLRN Sponsorship  
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## 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.



Credit: circa 1933; General Photographic Agency/Getty Images

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 20<sup>th</sup> 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?

You’ll reach the affluent  
PBS audience you seek.



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Credit: Platon

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.

**PBS viewers are hard to reach on other networks:**

Among Primetime viewers that watch PBS...



**75%**  
do not watch



**88%**  
do not watch



**81%**  
do not watch



**67%**  
do not watch



**85%**  
do not watch



Source: 2018 GfK MRI Doublebase; Weighted by: Population  
Projections relatively unstable, use with caution.



Credit: Timothy Greenfield-Sanders

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.



Credit: Joan Marcus

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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Credit: Library of Congress



Credit: Amelie Chabannes

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

**The Vote**  
**AMERICAN EXPERIENCE**

One hundred years after the passage of the 19<sup>th</sup> 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 20<sup>th</sup> 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 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.

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

**Unladylike2020**  
**AMERICAN MASTERS**

Spanning from March 2020 (Women’s History Month) to August 2020 (100<sup>th</sup> 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 “lesser-known” women trailblazers from a century or more ago who were active in various forms of civic and political engagement.

**PBS AFFLUENT VIEWERS**  
**RANK #1 IN HAVING A**  
**POST GRADUATE DEGREE**

PBS viewers lean  
older, educated,  
and married.



Source: 2019 Ipsos Affluent Survey, USA, Adults 18+ with \$125K+ HHI, N=24,000+. PBS ranks #1 in these statements vs. ABC, CNN, CBS, CNBC, MSNBC, NBC, FOX, FOX News Channel





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Credit: <https://www.facebook.com/andshewouldbenext/>



Credit: Luke Crafton for WGBH, © WGBH 2018

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!***

**KLRN is PBS for South Central Texas.**

We help you reach 3.3 million Texans in 33 counties on-air and online.

**TRAILBLAZERS PRESENTING SPONSOR**

- :15 spot in and out of all 13 programs listed
- Or logo recognition and voice over in sponsor billboard at open and close of each program (26 billboards)
- 4 Don't Miss List banners with links to your website
- Schedule page tile for June and July with link to your website
- Logo/link on KLRN blog post with information on all programs
- Recognition across social media platforms

\$4,500

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- ◆ History

Underwrite one category and receive:

- :15 spot in and out of category programs listed
- 2 Don't Miss List weekly banners
- Recognition across social media platforms

\$1,500

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**Let's customize a sponsorship for you!**