Spotlight Education
PBS Primetime Programming Focused On America’s Students and New Models of Learning

As a leader in educational media and a key partner with parents and educators across America, PBS will broadcast a special week of primetime programming that examines the challenges facing today’s students and America’s education system.

Airing September 12-17 on PBS, Spotlight Education includes special episodes of NOVA, FRONTLINE and PBS NEWSHOUR, a new film from POV, the premiere of TED TALKS, “The Education Revolution,” and concludes with the 5th annual American Graduate Day.

Broadcast Highlights
- Airs September 12-17. Full program details listed on the following page.
- PBS on air programming reaches nearly 100 million monthly viewers

Digital Highlights
- Reaching 24 million unique monthly users to PBS.org across sites*
- Aggregate hub with video content on PBS.org will launch as a broadcast companion
- Expanded digital presence on PBS Mobile and Over-the-Top (OTT) platforms
- Spotlight Education playlists will be in the PBS mobile app and OTT platforms

Delivering the PBS Audience On Air and Online
- PBS viewers are more likely to be members of civic clubs or schools clubs (index 163)
- PBS viewers are more likely to have volunteered for a charitable organization (index 134)
- PBS.org users are more likely to have donated $1,000+ to non-profits in the last six months (index 175)
- PBS.org users are 51% more likely to have volunteered 10-19 hours in the last six months

Cross-Platform Sponsorship Package
- Customize your creative and messaging based on selected markets
  - :15 second spots at the open and close of each local broadcast; package can be customized based on sponsors’ target markets
  - :30 or :15 pre/mid-roll in the PBS.org video hub
- 300x250 and 728x90 banners across PBS.org content, targeted by genre
- Opportunity to promote sponsorship in sponsor’s social media

For more information about Spotlight Education sponsorship opportunities, contact Brendan Reilly at breilly@nationalpublicmedia.com

Sources: *Google Analytics, 6-mo average, July-Dec ’15; GfK MRI Doublebase 2015; comScore Plan Metric, 3-month average, Oct-Dec 2015, Composition Index, U.S.
Spotlight Education

*Monday, September 12 – Saturday, September 17*

This special week of primetime programming features reports from today’s classrooms, examining how creativity and dedication to teaching all children, even the most challenging or at-risk students, are making a real difference in communities. With specials from TED, FRONTLINE, NOVA, ITVS and WNET, this special week of primetime programs underscores public media’s dedication to learning and the critical importance of convening a dialogue around education.

**POV: All the Difference**  
*Monday, September 12, 10:00-11:00pm ET*  
Accompany two African-American teens from the South Side of Chicago on their journey to achieve their dream of graduating from college.

**FRONTLINE: A Subprime Education / Omarina’s Story**  
*Tuesday, September 13, 9:00-10:00pm ET*  
In a one-hour special, FRONTLINE presents two films that build on its education reporting. “A Subprime Education,” a fresh look at the troubled for-profit college industry; and “Omarina’s Story” shows how an innovative program to stem the high school dropout crisis has affected one girl’s journey, from a public middle school in the Bronx to an elite New England private school, and now on to college.

**TED TALKS: Education Revolution**  
*Tuesday, September 13, 10:00-11:00pm ET*  
Explore innovative approaches to education with hosts Baratunde Thurston and Sara Ramirez. Speakers, including Anna Deavere Smith and Sal Khan, discuss the school-to-prison pipeline, the impact of micromanaging kids and transforming struggling students into scholars.

**NOVA: School of the Future**  
*Wednesday, September 14, 9:00-11:00pm ET*  
In a new age of information, rapid innovation and globalization, how can we prepare our children to compete? Discover how the new science of learning can help us reimagine the future of education for all children.

**CRAFT IN AMERICA: Teachers**  
*Thursday, September 15, 8:00-9:00pm ET*  
Craft in America, the Peabody Award-winning series, begins its eighth season on PBS with a unique hour that celebrates teachers: craft artists renowned for their own artistic visions and committed to passing on their skills and passion for craft to new generations of students and artists.

**Time for School**  
*Thursday, September 15, 9:00-10:30pm ET*  
An update to the award-winning documentary project that visits seven classrooms in seven countries and offers a glimpse of seven extraordinary children struggling to get what all Americans take for granted: a basic education. The film will catch up with these children, who are now adults, to see how their lives have turned out.

**American Graduate Day**  
*Saturday, September 17, 2:00-6:00pm ET*  
American Graduate Day is a live multiplatform broadcast, presented by WNET, that leverages the power and reach of public media to focus on those organizations and individual champions keeping kids on the path to graduation.

**PBS NewsHour**  
*Check Local Listings*  
During this special week of programming, PBS NewsHour will broadcast original stories focused on the state of education.

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