



COMMONWEALTH
CHAMPIONS
of Education

One-Sheet used for sponsor pre-sell

WGBH Local Corporate Sponsorship



COMMONWEALTH
CHAMPIONS
of Education

An Initiative That Supports WGBH's Education Efforts for Children and Their Families



Become a Corporate Sponsor and Champion of Education

WGBH creates engaging educational content that uses the power of mass media to help children (and the adults in their lives) achieve their highest potential. WGBH's educational work includes broadcast and non-broadcast projects that offer highly trusted resources that provide direct service to families.

Boston's leading companies are signing on as members of the Commonwealth Champions of Education — a special initiative that supports WGBH's wide-ranging education efforts for children and their families.

Sponsor Benefits

To thank companies for their invaluable support of the Commonwealth Champions of Education, WGBH will acknowledge the honor roll of Champions on WGBH 2, WGBH 44 and *Explore!*. The frequency of acknowledgments will be based on your level of support.



The Fund's three areas of focus



COMMONWEALTH
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Presentation to Sponsors

WGBH Local Corporate Sponsorship



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WGBH Local Corporate Sponsorship

EDUCATION is the Foundation of WGBH

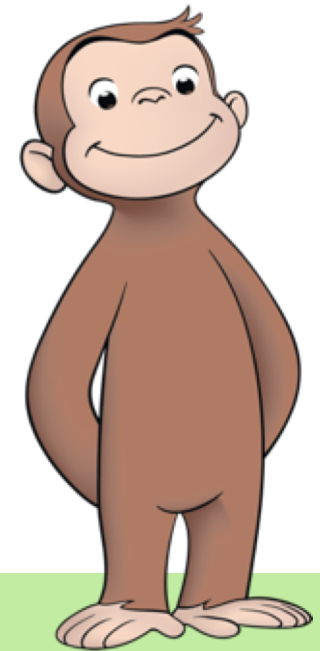
Mission: “ WGBH serves New England, the nation, and the world with educational content that informs, inspires, and entertains.”



The Case for the Value of Early Education

High Quality Early Childhood Education

- Prevents the achievement gap between children in poverty and children from middle and upper-middle class households
- Improves health outcomes for children living in poverty
- Boosts earnings when preschoolers who grew up in poverty enter the workforce
- Offers a return on investment



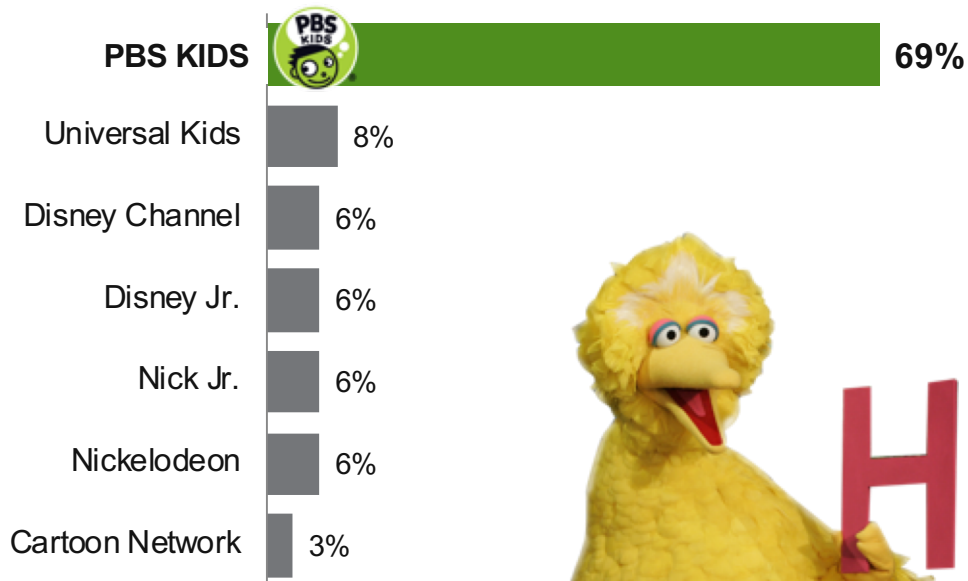


The Most Educational Media Brand

Parents and children alike love and value PBS KIDS

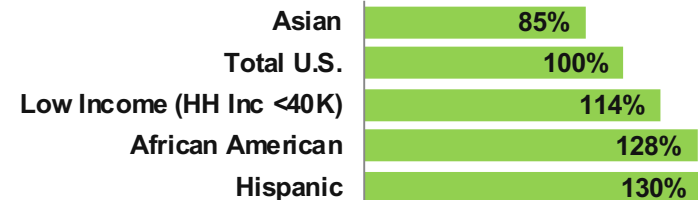
The American public considers PBS KIDS the most educational TV/media brand and the top provider of content that helps children learn reading, math and essential skills, outscoring cable and commercial broadcast television in each of these categories.

PBS KIDS is **#1** educational media brand for children



Source: Marketing & Research Resources, Inc. M&RR January 2018

PBS KIDS serves **all** children



Source: Nielsen NPower L+7, 9/25/17–12/31/17 PBS Child Multi weekly Program Reach

79% SAY "I **TRUST** THE **SPONSORS/ADVERTISERS** ON PBS KIDS **MORE** THAN OTHER CHILDREN'S NETWORKS."

Source: Lightspeed Research/SGPTV Viewer Attitudes & Behaviors Study, March 2018

68% SAY "I **PREFER TO BUY** FROM **SPONSORS/ADVERTISERS** OF PBS KIDS THAN OTHER CHILDREN'S NETWORKS."

WGBH ... Serving Children and Families

Early Childhood Education



Social Emotional Learning



STEAM

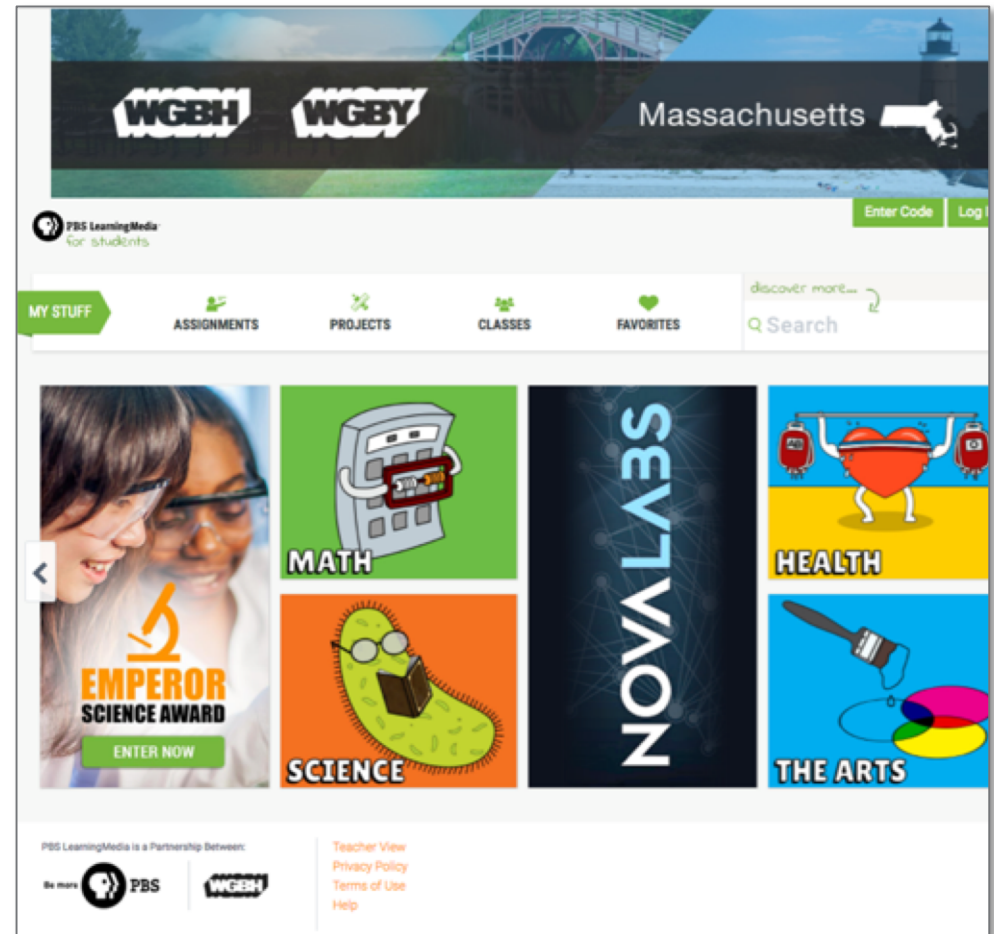


Early Childhood Education



Free PK–12 digital learning service

- Leverages PBS educational broadcasts and resources
- 1.6 million registered users nationally
- Over 40,000 registered users representing 56% of the Commonwealth educators

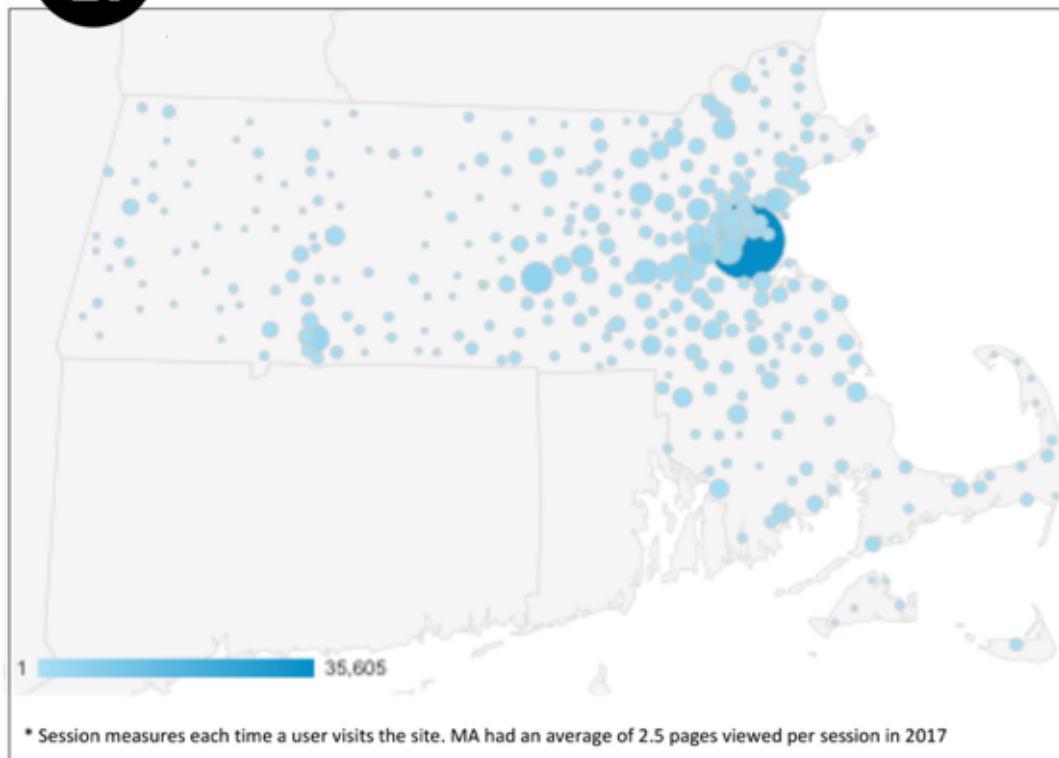


Early Childhood Education

- PBS LearningMedia was used in **92% of MA cites and towns**



PBS LearningMedia™ Massachusetts Usage, 2017



City	Users	Sessions*
Boston	35,605	58,519
Worcester	5407	8134
Newton	5277	7372
Cambridge	4576	6698
Springfield	4546	6737
Brookline	3701	4868
Lynn	3615	4457
Framingham	3290	8768
Lexington	2676	4224
Northborough	2632	3084
Wellesley	2578	4097
Acton	2573	4105
Andover	2329	3678
Waltham	2307	3640
Malden	2216	3240
Arlington	2104	3208
Franklin	2033	3121
Brockton	2026	3337
Lowell	2006	3276
Shrewsbury	1897	3268

Early Childhood Education



A comprehensive and integrated approach to early education from birth to age 8

- Problem solving
- Resilience
- Relationship building
- Curiosity
- Enthusiasm for learning



Early Childhood Education



DOWNLOAD OUR APPS

Gracie and Friends: Math Apps and Videos

[Map Adventures](#)

[Family Fun Guide](#)

[Teacher's Guide](#)



Social Emotional Learning

Arthur[®] Interactive Media Buddy Project

Bullying Epidemic

1 out of 4 students are bullied

64% of children who were bullied never report it

AIM explores

- Empathy
- Honesty
- Forgiveness
- Generosity
- Learning from others



Science

Technology

Engineering

Arts

Mathematics

=

STEAM

STEAM

NOVA

NOVA is an important component of life-long learning

NOVA's STEM connection begins in K-12 classrooms

- **NOVA Education**
- **NOVA Labs**



STEAM



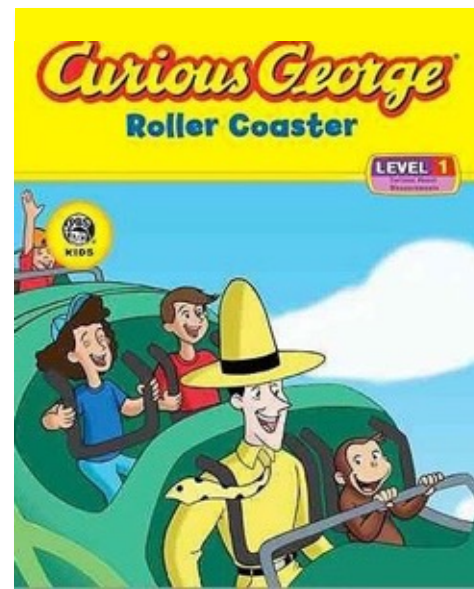
- \$10M grant
- STEM education
- Grades K – 12
- Teaching models
- Digital media tools
- Available for free on PBS LearningMedia



STEAM

Curious George®

- Daytime Emmy award-winning animated series based on books by H.A. Rey
- Aimed at pre-school viewers
- Inspires kids to explore science, engineering and math in the world around them



STEAM

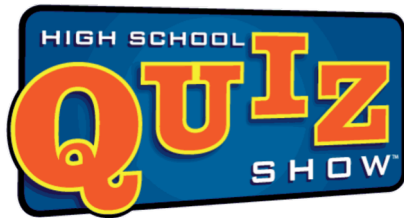


Creating global engineers
in the 21st century

- DSG Clubs connects kids ages 10 – 13 to explore engineering and invention with an international partner
- Nearly 500 clubs in 40 countries



STEAM



- Winner of Emmy and Parent's Choice Awards
- Educational academic competition
- Rewards academic excellence
- Multigenerational appeal

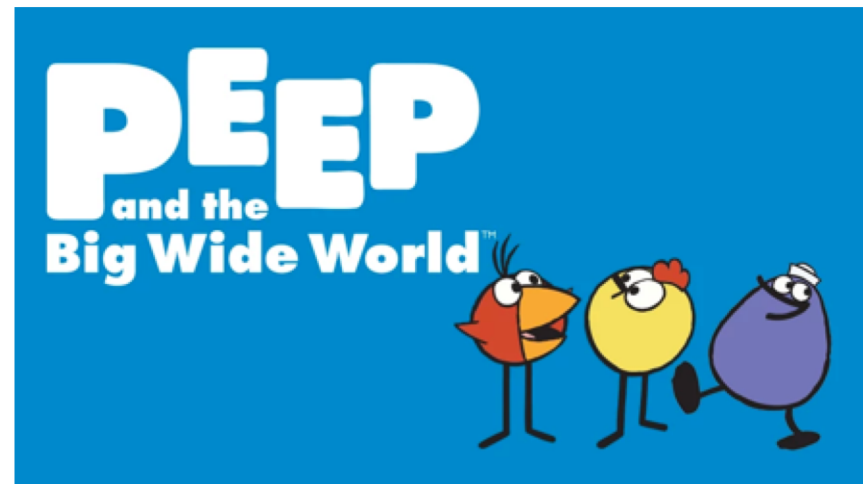


STEAM



Core science concepts for kids ages 4 – 8

- Videos
- Digital
- Games
- Photo app
- Hands-on activities



STEAM



Exploring the Arts

- Dance
- Music
- Theater
- Visual arts



STEM-based digital project

- Online games
- Videos
- Apps
- Hands-on science activities

A Valuable Sponsorship



The audience **appreciates** the programs
WGBH provides, and **values the sponsors**
that make these programs possible.





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Thank you! We look forward to working with you.

Nancy Dieterich, Managing Director
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WGBH Local Corporate Sponsorship

 **Local Corporate Sponsorship**



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Marketing

WGBH Local Corporate Sponsorship



COMMONWEALTH CHAMPIONS of Education



Commonwealth Champions of Education
digital display ads posted on
wgbh.org and wgbhnews.org



WGBH Local Corporate Sponsorship



COMMONWEALTH CHAMPIONS of Education

OCTOBER 2018
InFocus
WGBH Local Corporate Sponsorship

WGBH SPONSORSHIP OPPORTUNITY



A Special NEW Sponsorship Opportunity

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Boston's leading companies are signing on as members of the [Commonwealth Champions of Education](#) — a special initiative that supports WGBH's wide-ranging education efforts for children and their families. Contact managing Director Nancy Dieterich (nancy_dieterich@wgbh.org or 617.300.3730) to learn how your company can join the Honor Roll of Champions!

CONTACT US

Commonwealth Champions of Education was featured in the spotlight position in the October 2018 issue of the WGBH Local Corporate Sponsorship eNewsletter *InFocus*, emailed monthly to over 2,000 sponsors and prospects.

WGBH Local Corporate Sponsorship