

THIS AMERICAN LAND



An engaging weekly television series airing on PBS stations for viewers that care about important issues affecting America's natural landscapes, water and wildlife.





This American Land is produced by the Environment News Trust (ENT), producers of the popular television series **Assignment Earth**. ENT was founded by award-winning television correspondent Gary Strieker, who reported for 20 years with CNN as a Bureau Chief and Global Environment Correspondent. ENT was established to reverse the decline of environmental television news reporting by producing stories that are not yet widely broadcast by networks and local stations. ENT is a 501(c)(3) non-profit organization funded by individuals, corporations and foundations including the Wyss Foundation, the Daniel K. Thorne Foundation, the Turner Foundation, and Pew Charitable Trusts.

Gary is the executive producer of **This American Land**. This weekly series of 30-min episodes is slated to air in 2011 on **100 PBS** stations nationwide and will feature news reports on important issues affecting America's natural landscapes, water and wildlife.

The series will be presented with fair and accurate reporting, high-quality video and sound, strong central personalities, and with an active and enthusiastic style. Each episode will include timely stories that engage viewers and yet are widely unreported by mainstream television news.

www.environmentalnewstrust.org www.thisamericanland.org



This American Land will be hosted by leading broadcast reporters including Bruce Burkhardt. Burkhardt is an Atlanta-based reporter and documentary producer who spent 14 years at CNN starting in 1991. Recognized for being a natural story-teller with a distinct “everyman” presence, Burkhardt has been honored with numerous awards including a National Emmy, two CableAce Awards and the National Headliner Award.

For much of his tenure at CNN, Burkhardt covered the environment for the program *Earth Matters*, an assignment which took him all over the world.

[Watch a promo for This American Land now!](#)



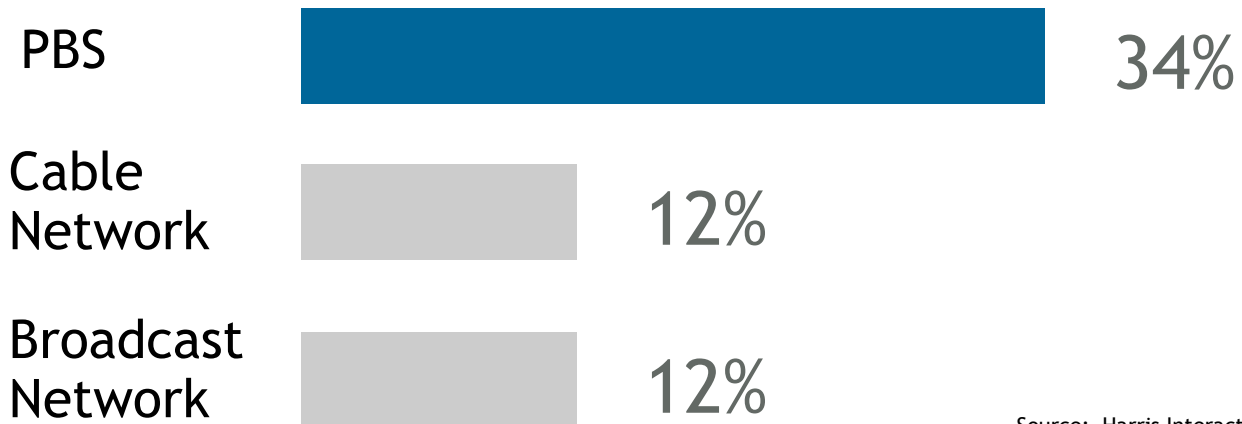
Underwriting **This American Land** enables you to create a powerful and effective branding campaign that leverages our high-quality program content and PBS's influential audience.





The benefits of branding your company on **This American Land**:

PBS viewers believe that companies that sponsor PBS programming are committed to quality and excellence more than those that advertise on cable or network television:

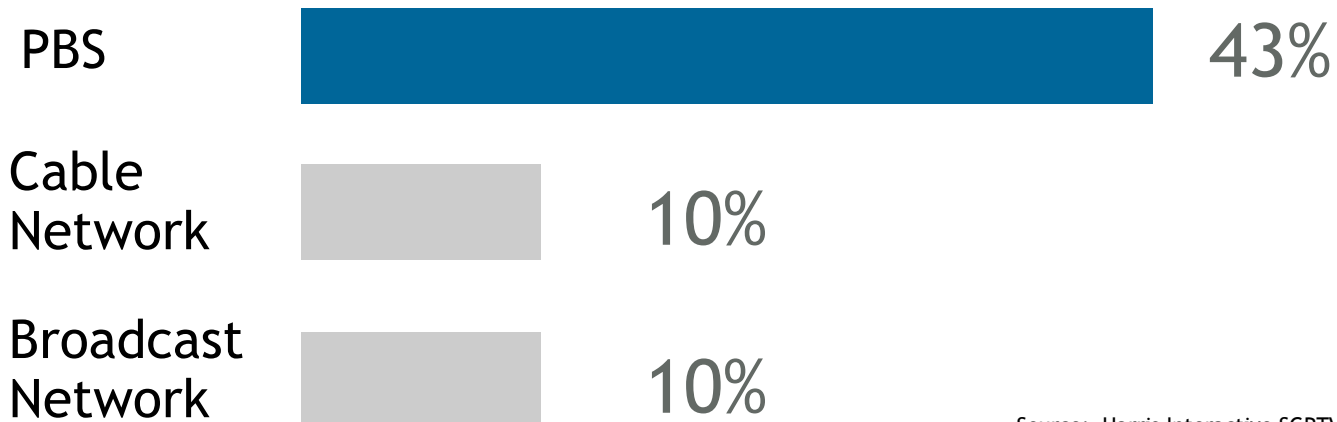


Source: Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study of 4,368 adults 18+ 2009.



The benefits of branding your company on **This American Land**:

PBS viewers feel more positive about PBS sponsors:

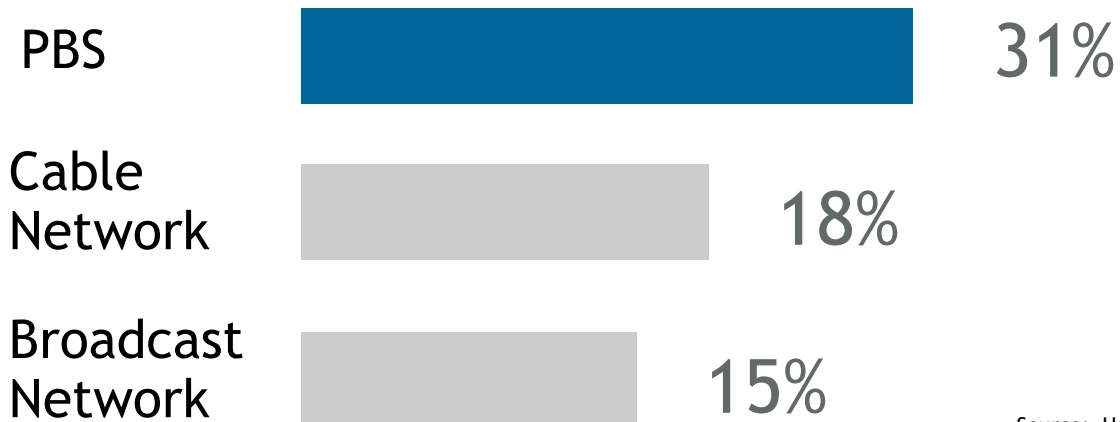


Source: Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study of 4,368 adults 18+ 2009.



The benefits of branding your company on **This American Land**:

PBS viewers pay attention to PBS sponsorship messaging more than other network viewers do of cable or broadcast advertising messages:

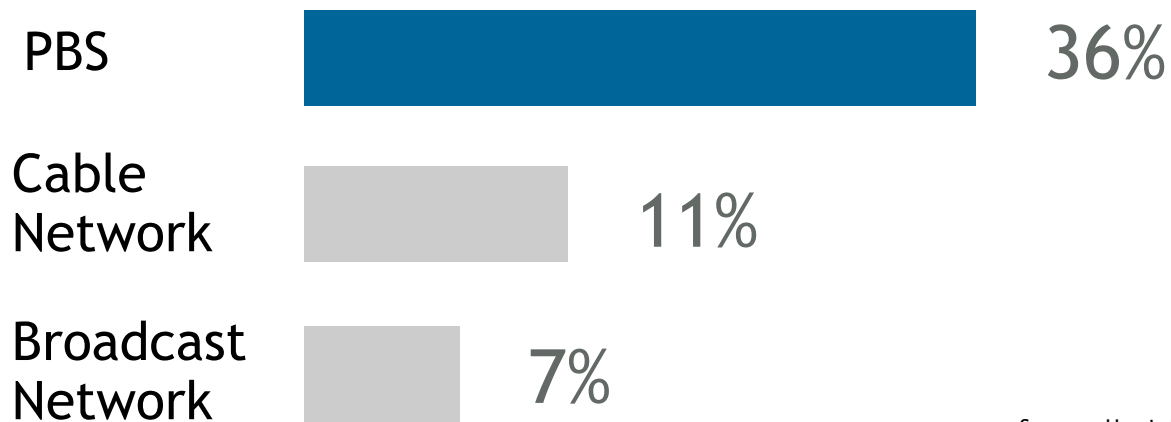


Source: Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study of 4,368 adults 18+ 2009.



The benefits of branding your company on **This American Land**:

PBS viewers believe that a PBS sponsor is more respectful of their consumers' intelligence:

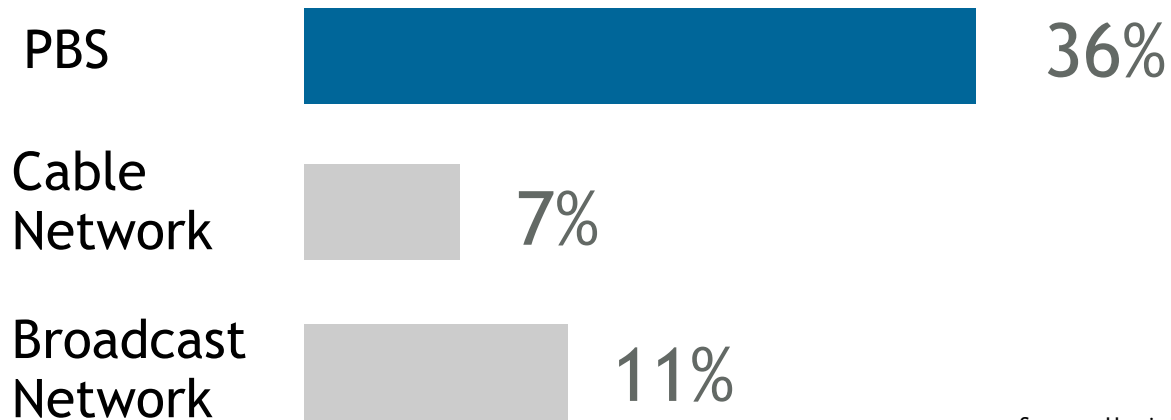


Source: Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study of 4,368 adults 18+ 2009.



The benefits of branding your company on **This American Land**:

PBS viewers believe that a PBS sponsor “cares about issues that are important to me”:



Source: Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study of 4,368 adults 18+ 2009.



Our audience is your audience. **This American Land's** PBS viewers are:

- Educated – 37% have one or more college degree
- Adults – 63% are men and women 18 to 54 years old
- Affluent – 35% have an annual income over \$75K
- Homeowners – 73% own their homes
- Active voters – 68% vote regularly
- Interested in environmental and conservation issues, national concerns, social and environmental responsibility
- Feel that companies that support public television have a commitment to quality and excellence
- Believe underwriters are usually industry leaders
- Would choose to buy a product from a company that supports public television, all other things being equal

Sources: 2009 GfK Roper Public Affairs & Media survey comparing public service institutions; and Nielsen Media Research.



This American Land currently has underwriting opportunities for national brands. We follow PBS sponsorship guidelines, which allow for:

- A total of :60 seconds of branded sponsorship content this is broken down as 4 x :15 sec or 2 x :30 sec branded content (or a mix)
- Branded sponsorship content appears at the front and end of programs
- Your branded spots would be edited into the program and would air each time the episode airs on **100** PBS stations nationwide, reaching millions of influential viewers.

Options are:

- 1 x :15 sec branded spot – \$15,000
- 1 x :30 sec branded spot – \$25,000
- 2 x :15 sec branded spots – reserved for a maximum of two underwriters per episode – \$26,000
- 2 x :30 sec branded spot – reserved for a single underwriter per episode – creating an exclusive branding opportunity on each episode – \$48,000

*** 5% volume discount for multi-episode sponsorships**



Contact us **today** to grow your business by aligning your brand with **This American Land**. This cost-efficient and highly effective sponsorship opportunity is limited.

Jennifer Ferguson-Mitchell

E: jennifer@chanlercommunications.com **T:** 1-508-323-0327

[Watch the This American Land pilot now.](#)

