

AQUIFER OUTREACH & EDUCATION

February 1, 2018 – January 31, 2019 Highlights



WHY KSPS PUBLIC TELEVISION?

MISSION

KSPS Public Television provides programs and events that entertain, engage, and educate to enrich all the communities we serve.



WHAT IS KSPS?

- Viewed over the air, cable, satellite, online in the Inland Northwest and Canada
- 600,000+ households in eastern Washington and northern Idaho
- Over 27,000 families donate each year



MASTERPIECETM

AMERICAN
EXPERIENCE  PBS

NOVA

FRONTLINE



ANTIQUES
ROADSHOW

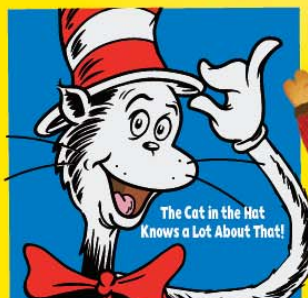
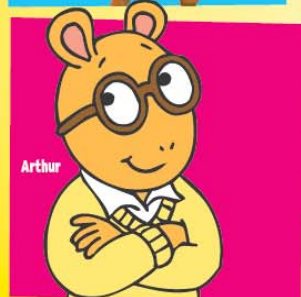


GREAT
PERFORMANCES

AMERICAN
MASTERS

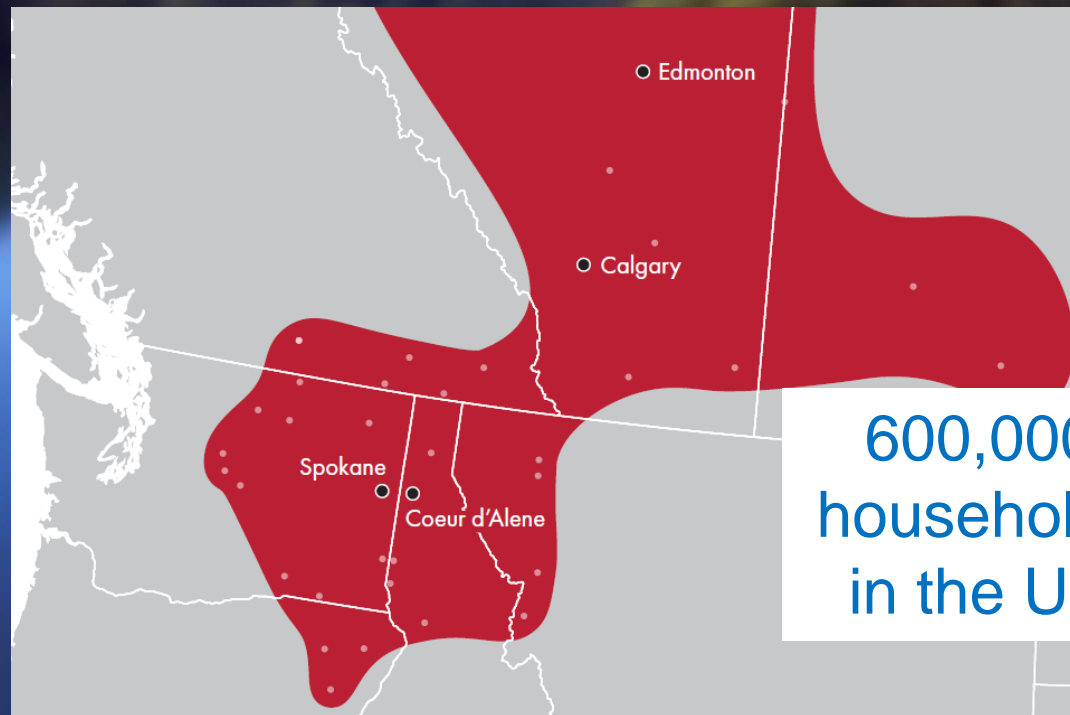


America's Most Trusted Shows



Most trusted, most widely viewed children's programs on TV

KSPS COVERS SVRP AREA AND BEYOND



600,000
households
in the US



KSPS VIEWERS WATCH & PAY ATTENTION

PBS SPONSORS STAND OUT
WITH FEWER PRIMETIME
NON-PROGRAMMING MINUTES



PBS⁴
3 MIN
15 SEC



Commercial⁴
14 MIN
33 SEC



Cable⁴
14 MIN
40 SEC

PBS VIEWERS PAY FULL
ATTENTION WHEN WATCHING

51%
when
watching
PBS⁵



vs



37%
when
watching
network TV⁵

KSPS 

KSPS VIEWERS TAKE ACTION



PBS VIEWERS TAKE ACTION AFTER WATCHING PBS PROGRAMMING



Source: PBS Sponsorship Study: Audience Attitudes & Behaviors,
City Square Associates, March 2015

WHY KSPS?

1. Messages stand out in uncluttered environment
2. Audience pays attention and acts
3. The most effective place for Education:
 - Reach kids, parents and educators



Kids

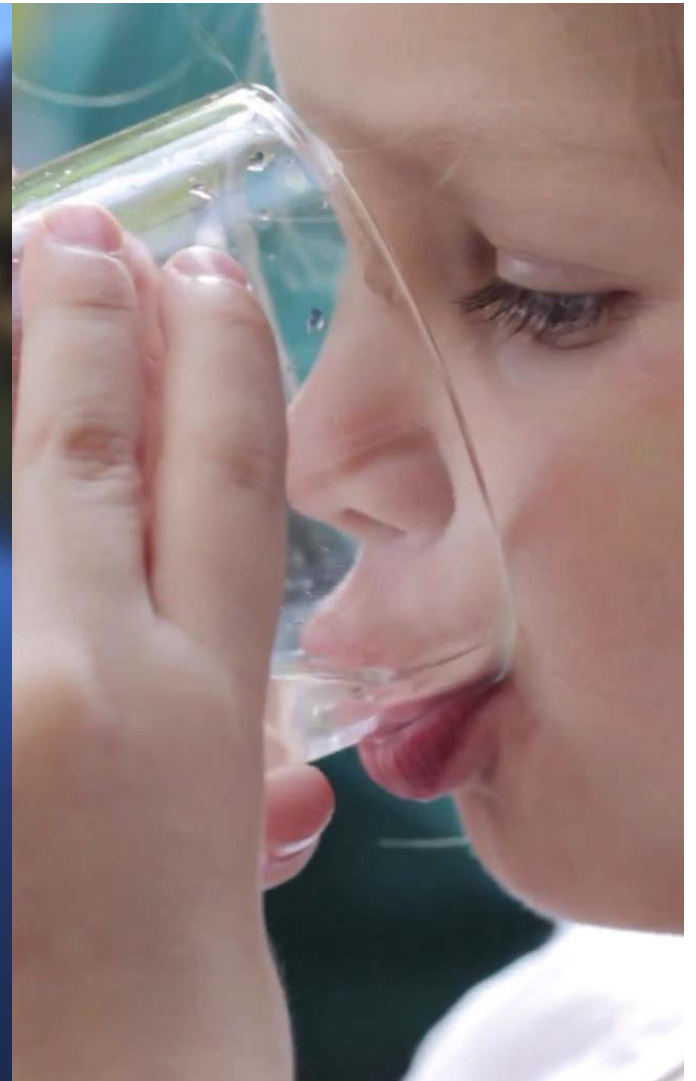
24/7

KSPS 



AQUIFER EDUCATION WORKSHOPS

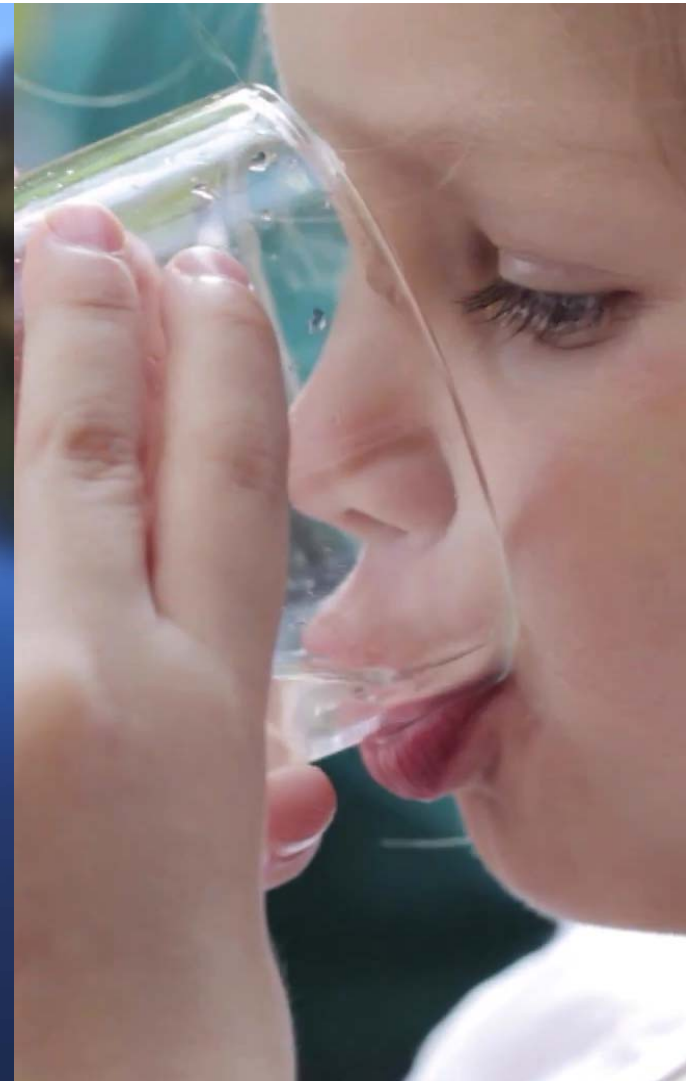
KSPS 



EACH CHILD RECEIVES

- Aquifer folder
- Map, waste directory magnet, comic book & bookmark
- A memorable experience

KSPS 



EACH CHILD RECEIVES

- Aquifer in A Cup
 - Branded take-home kits for kids to show parents
 - New in 2018



EACH EDUCATOR RECEIVES

- Aquifer Atlas
- Set of 5 water books
- Spokane Waste Directory Tote Bag



STUDENT WORKSHOPS

Date	School	Kids	Classes	Grade	Area/Type	Date	School	Kids	Classes	Grade	Area/Type	
1/12/2018	Browne	76	3	3	Spokane	4/16/2018	Linwood	78	3	4	Spokane	
1/17/2018	KSPS-Homeschool	9	1	Mixed	Spokane			48	2	3	Spokane	
1/18/2018	Holmes	48	2		Valley			68	4	2	Valley	
1/24/2018	Arlington	52			Catholic				2	2	Catholic	
1/31/2018	Lincoln Heights				Spokane				2	3	Spokane	
2/8/2018	Indian Trail				Valley				5	3	Valley	
2/8/2018	Greeneacres				Valley				2	2	Valley	
2/13/2018	KSPS-Homeschool				Valley				2	2	Valley	
2/23/2018	Arlington				Spokane				2	6	Spokane	
2/26/2018	Balboa				Spokane				3	1	6	Spokane
3/1/2018	Greeneacres				Private				10	1	5	Private
3/9/2018	Audubon				Valley				34	2	2	Valley
3/13/2018	Ridgeview				Spokane				50	2	3	Spokane
3/16/2018	KSPS-Homeschool	12			Valley				34	2	2	Valley
3/22/2018	KSPS-Homeschool	4	1	Mixed	Spokane	12/10/2018	Arlington	50	2	3	Spokane	
3/23/2018	Roosevelt	24	1	3	Spokane	12/20/2018	Ridgeview	52	2	4	Spokane	
4/12/2018	Hamblen	87	4	3	Spokane							

72 workshops
 reaching 1,525 students
 +15 more scheduled in 2019
 (60 promised, 50 promised last year)





Noah
Thank
you

THANK
YOU
Rolando

Thank you!!
Love the
Lesson you
taught



Greg SOYS
Thank You

THANKS
bruh
love -
Your Favorite
Student Arius



Thank you so much
for teaching us
I Love you
Abner

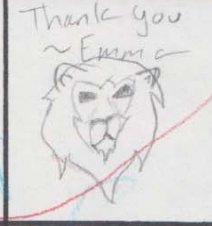
Arius
aquifer

Isaac
thank
you

Thank
you
✓



Thank
You
-Trae



-Liam
thank
you

Thank
you for
everything

Cassie
Thank
for
treasure

Thank you we
think you are
amazing!
Adanna!

Ayala
Thank
you!



Thank
you
Dylan

Martin
Thank you
for
education

Thank
you for
coming!

-MARC-
Thank
you

Thank you for
teaching us
Dani/son

Elias
thank you

Thank You
-Jordan
Jackson

Sarah

Thank
you!
Lauren



Thank you!
-Larissa

Thank you
-Nathan

Thank you
Jovani

Thank you
for teaching
us about
the aquifer

Thank
you

Thank
you

Thank
you
-Wally

-Thank
you

-Thank
you
-Rylan

Thank
you
-Maxx

Thank you
for teaching
us the aquifer
even if your
busy!

Danah
Thank
you

Dear ms Lora Gaston

protecting the aquifer is good to do.

± protect the aquifer by using

less water soap and taking shorter

baths and showers. The last

thing to keep the aquifer clean

is using your website for broken

technology trash oil and paint.

Sincerely

Samson

FROM
STUDENTS

KSPS 

Dear Ms. Laura Foster

protecting the aquifer is good to do.

I protect the aquifer by using

less water soap and taking shorter

baths and showers. The last

thing to keep the aquifer

is using your website for

technology trash oil and paint

Sincerely,

Samson

Dear Ms. Zimmer,

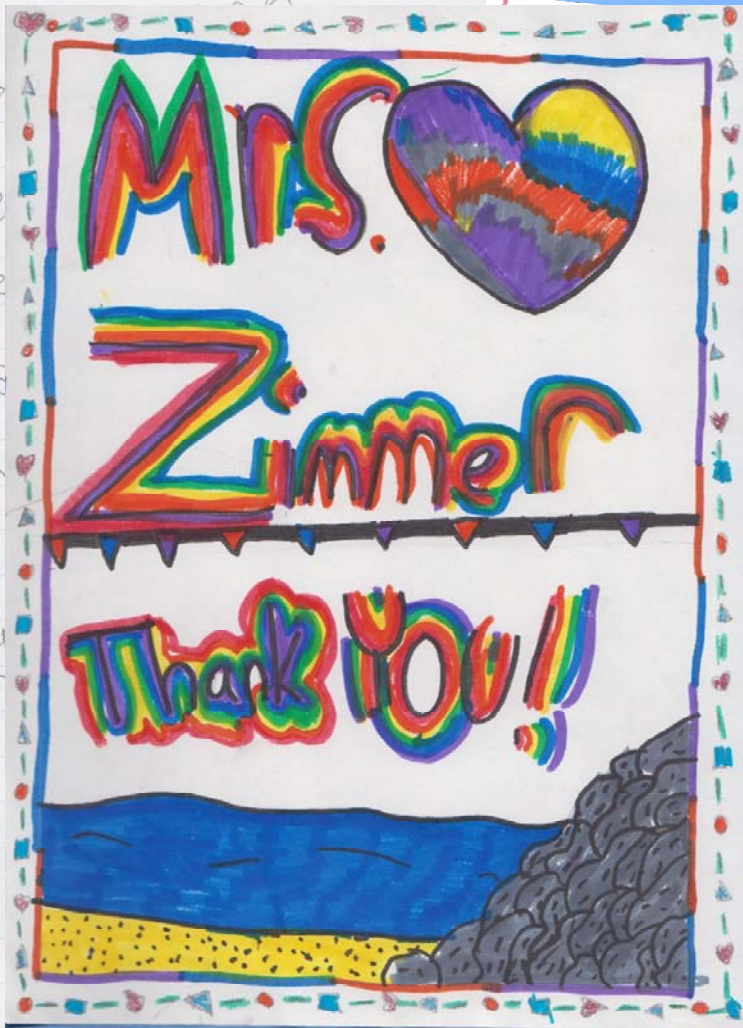
Thank you for coming and helping us make an aquifer in a cup. I learned so much while having a lot of fun. Now I know how much the aquifer means to us. So I will take shorter showers and I will clean up after my dog. Again thank you so much for coming it was a great experience for all of us. Hope you can come again sometime.

Sincerely,

Jenna Zachman who always will want you to come again.



Dear ms L
protecting the
± protect the
less water s
baths and
thing to
is using
technology



Zimmer,
thk you for coming
g us make an
a cup. I learned
hile having alot
u I know how
ravifer means to
ll take shorter
d I will clean up
log. Again thank
ch for coming it
it experiance for
ope you can come
me.


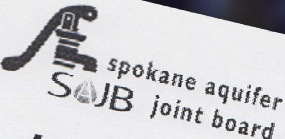
Sincerely,

a Zachman who
want you to come

...AND FROM THE TEACHERS

Elizabeth was so organized, engaging and grade appropriate. The kids loved learning with her. We hope she'll join us again next year!



KSPS  

Workshop Evaluation


Your workshop evaluation will provide constructive feedback to the presenter(s).
When completed, you may print this form and mail it to KSPS at the address below,
or click on the "Email" button below to send it electronically. Thank you!

PLEASE RATE US ON THE FOLLOWING AND SUBMIT ANY COMMENTS YOU MAY HAVE BELOW


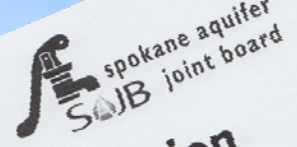
	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
Workshop Topic From the title of this session, did you receive information you expected to learn about?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workshop Materials Were the materials and handouts relevant to the topic?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workshop Flow The information presented in an easy-to-understand format?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workshop Discussion Presenter answer questions effectively and accurately?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workshop Presenter Presenter clear and easy to follow?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workshop Overall Would you rate this workshop in general?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Additional Comments:

Elizabeth was so organized, engaging, and grade appropriate. The kids loved learning with her! We hope she'll join us again next year!!

 **PBS KIDS**

KSPS Public Television, 3911 South Regal
(509) 354-7743 | (800) 368-5838

KSPS  


Workshop Evaluation

Your workshop evaluation will provide constructive feedback to the presenter(s). When completed, you may print this form and mail it to KSPS at the address below, or click on the "Email" button below to send it electronically. Thank you!

PLEASE RATE US ON THE FOLLOWING AND SUBMIT ANY COMMENTS YOU MAY HAVE BELOW

	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT
Workshop Topic From the title of this session, did you receive information you expected to learn about?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workshop Materials Were the materials and handouts relevant to the topic?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workshop Flow Were the materials presented in an easy-to-understand format?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workshop Discussion Was the information presented in an easy-to-understand format?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workshop Presenter Did the presenter answer questions effectively and accurately?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workshop Overall Did the presenter clear and easy to follow?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workshop Overall Was the presenter clear and easy to follow?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Workshop Overall How would you rate this workshop in general?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Additional Comments: Thank you - This was excellent information. We would like to have you again next year!



KSPS Public Television, 3911 South Regal Street, Spokane, WA 99223
 (509) 354-7743 | (800) 735-2377 | alancaaster@kspss.org

This was excellent. The kids learned important information. We would like to have you again next year!



AQUIFER IN A CUP VIDEO LESSONS

- On KSPS
- On PBS Kids 24/7
- On Education Portal
- On PBS Learning Media

AQUIFER EDUCATION PORTAL

ksps.org/aquiferinacup





PBS LearningMedia™

<https://ksps.pbslearningmedia.org/>



DIGITAL PROMOTION

- Program highlights email to KSPS donors
12 x 10,500+ per month
- KSPS.org Home Page Ads – 16,032 reach



KSPS The Week Ahead

Dear Scott,



To commemorate the 400th anniversary on April 23, 2016, The Royal Shakespeare Company is celebrating its 400th anniversary with a jubilee party with an all-star cast. *Shakespeare* is an international legacy of Shakespeare opera, ballet, hip hop, blues, jazz and more. The party is being held at the Stratford-upon-Avon on Friday, December 23 at 9pm/10Mtn.



Help recycling services by keeping "tangles" (e.g., wire, Christmas lights, clothes hangers and hoses) out of the recycling bins. Place tangles in the trash. For more information about other waste types visit SpokaneWasteDirectory.org

(We thank SAJB for their generous support of programming on KSPS.)

DIGITAL PROMOTION

- 24 Twitter posts
7,689 reach
- 40 Facebook posts
23,567 reach



TOTAL DIGITAL REACH

174,549

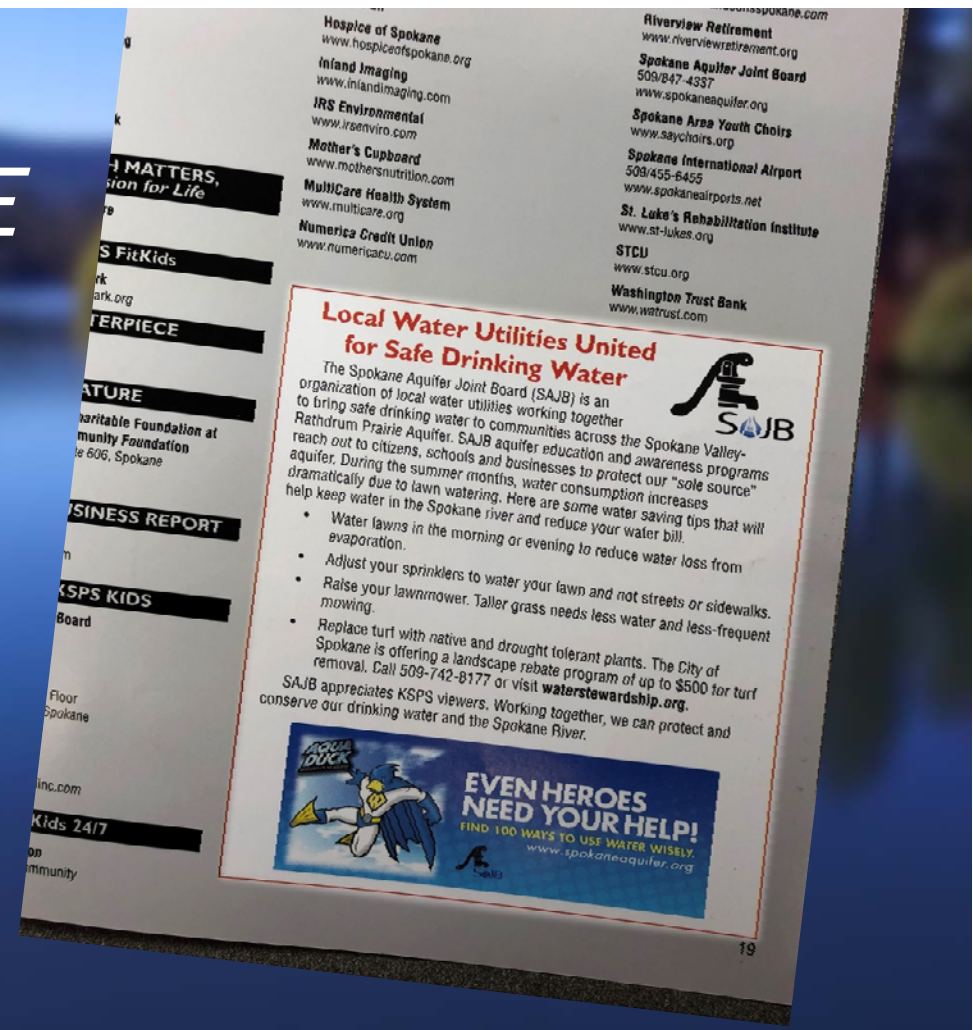
Value

\$9,400



WRITE-UP IN *PREVUE* PROGRAM GUIDE

Sent to 24,000 donors





APPEARANCES & EVENTS

- Coeur d'Alene
4th of July Parade
 - 20,000+ attendees

APPEARANCES & EVENTS

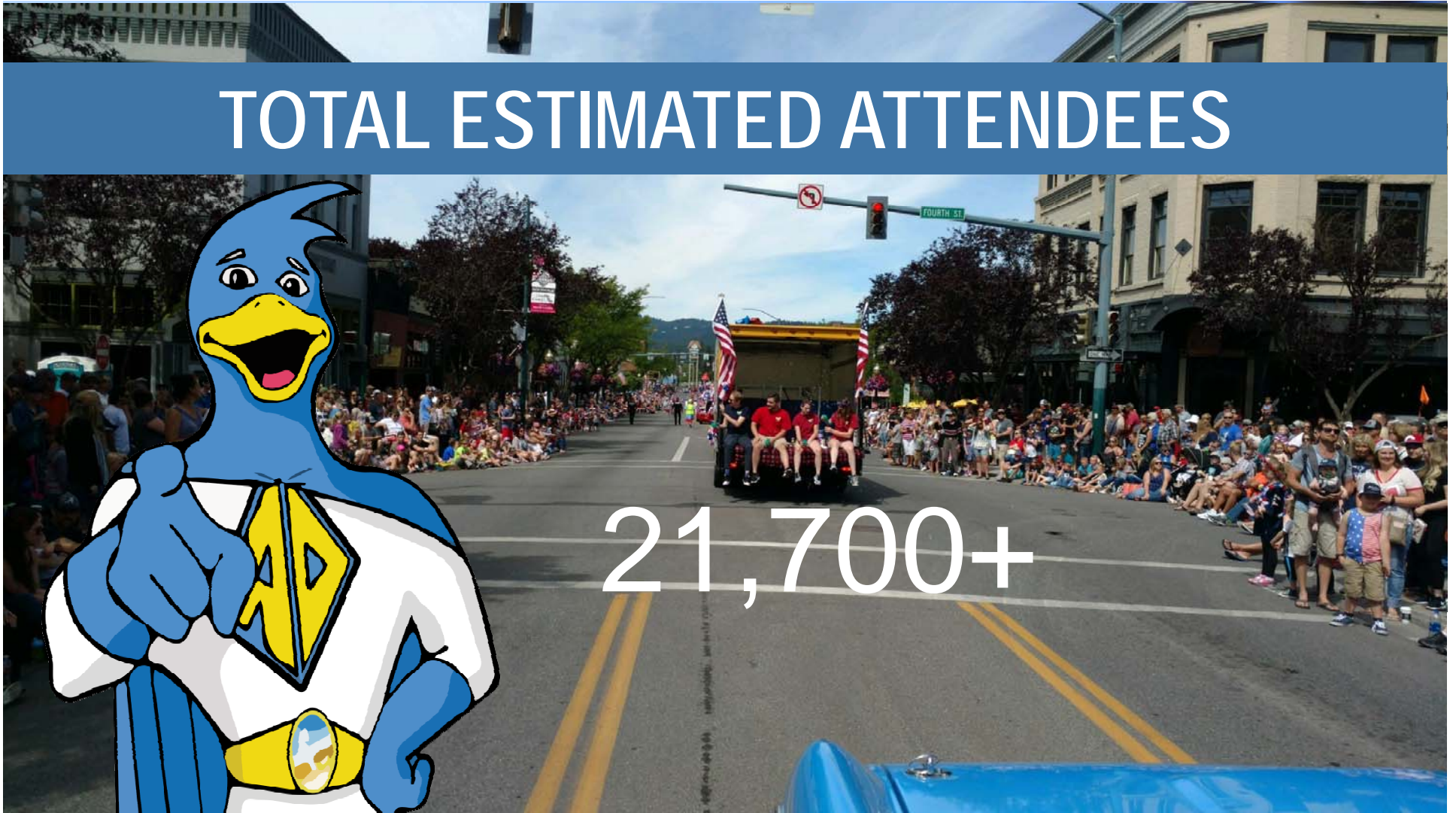
- KSPS FitKids Day
 - 1,700 attendees

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TOTAL ESTIMATED ATTENDEES

21,700+



ON THE AIR

EnviroCertified Promo

Updated Waste Directory Promo



ON-AIR SPOTS

KSPS Public Television (Main Channel)

- ✓ EnviroCertified – 195 (adults)
- ✓ SpokaneWasteDirectory.org – 161 (adults)
- ✓ Lawn Watering/Storm Drains (2 spots) – 54 (adults)
- ✓ Aquifer in a Cup Workshops – 70 (children)
- ✓ Aquifer in a Cup Lessons – 140 (children)

TOTAL: 620



ON-AIR SPOTS



Aquifer in a Cup Lessons (3 spots)

TOTAL: 490



TOTAL ON-AIR SPOTS

KSPS Public TV 620

PBS Kids 24/7 490

1,110

2.8 million household views



ComScore viewer data, USA only

TOTAL VALUE

On-Air Messaging/production - \$61,250

72+ Education Workshops - \$36,000

Digital Promotion & Education - \$12,400

\$109,650



PARTNERSHIP



PUBLIC TELEVISION