

FRONTLINE

Be more aware



FRONTLINE
airs Tuesdays at
8:00 p.m. on Basin PBS

**With Outstanding
Local Support & Visibility**

As a local sponsor of this program,
you will receive:

- **On-air credit**
- **Web link**
- **Local media placement**
- **Event opportunities**

“Television’s last fully serious bastion of journalism”
- *Newsday*

Since 1983, **FRONTLINE** has served as PBS' flagship public affairs series. **FRONTLINE**'s stature is reaffirmed each week through incisive documentaries covering the scope and complexity of the human experience.

World leaders from Vice President Dick Cheney to Senator Hillary Clinton and even Queen Elizabeth II have all requested personal copies of **FRONTLINE** programs, while numerous government officials and policymakers have credited the series with spurring them to take action on important social issues.

FRONTLINE has been honored with every major broadcasting and journalism award, including a **2008 News & Documentary Emmy** for "The Undertaking."

A Key Icon Series on Basin PBS

In addition to Basin PBS' local programming promotional efforts, PBS has created a national marketing plan to promote **FRONTLINE** on-air, online, and in selected local markets. The dynamic series companion Web site provides visitors with tips of the trade and highlights from previous shows. These promotional efforts will drive viewers to Basin PBS and basinpbs.org, where they will see your local credit.



*Ready to get on the
front line?*

Contact:

\$4000

60 minutes

Tuesday nights

52 weeks



be
more

More about FRONTLINE

FRONTLINE has established a solid record for accuracy, objectivity and integrity unmatched by any television news program. Even more impressive is the tremendous impact **FRONTLINE** films have had on America's policymakers, its political leaders and its citizens. World leaders from Vice President Dick Cheney to Senator Hillary Clinton and even Queen Elizabeth II have all requested personal copies of **FRONTLINE** programs, while numerous government officials and policymakers have credited the series with spurring them to take action on important social issues. From "Drug Wars" to "Hot Guns" to "The Case for Innocence," **FRONTLINE** documentaries have prompted new legislation, sparked congressional inquiries and federal investigations, and helped free nearly a dozen wrongfully-convicted inmates from prison. Simply put, **FRONTLINE** is television that makes a difference.

For its efforts, **FRONTLINE** has been honored with every major broadcasting and journalism award, including 32 Emmys, 12 Peabodys, and 22 duPont-Columbia Awards, including three prestigious Gold Batons – the "Pulitzer Prize of broadcast journalism." In fact, when the duPont-Columbia judges presented the 2003 Gold Baton to **FRONTLINE** for its War on Terror documentaries, they hailed the series for "validating the role of television news in a democracy."

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Credible, thoughtful reporting combined with powerful narrative — a good story, well-told. That is the heart of **FRONTLINE**'s commitment to its viewers.

Ready to get on the front line?

Contact:  Sales Rep, Station ID, Email Address, Direct Line, Station Web 



on



is made possible by

**YOUR
LOGO
HERE**