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*Balanced, in-depth and thought-provoking:  
Journalism that millions of Americans  
trust for their news each week.*

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## THE NEWSHOUR WITH JIM LEHRER

The  
**NEWS  
HOUR**  
with Jim Lehrer

Now in its 30th year, THE NEWSHOUR WITH JIM LEHRER continues to provide in-depth analysis of current events with a news summary, live studio interviews, discussions, and both foreign and domestic on-site reports. THE NEWSHOUR's even-handed approach to the news has inspired participation by thousands of the world's pivotal newsmakers and has won it numerous awards. THE NEWSHOUR is seen by approximately three million people every weeknight and remains one of the most distinguished sources of news on television.



THE NEWSHOUR WITH JIM LEHRER airs every Monday through Friday at 6pm on

### With Outstanding Local Support & Visibility

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

- On-air credit
- Web link at [basinpbs.org](http://basinpbs.org)
- Event opportunities

**\$8,000** Monday – Friday, 6:00 p.m., 60 min., 52 weeks

This award-winning series is public television's acclaimed alternative to the abbreviated network newscasts. *NewsHour* is PBS's second highest ranked primetime program after *Antiques Roadshow*, drawing more than 9 million viewers a week.

### *Ready to make news?*

Contact:

Daphne Dowdy Jackson

432.563.5728

[sponsorship@basinpbs.org](mailto:sponsorship@basinpbs.org)

be  
more



## More about THE NEWSHOUR WITH JIM LEHRER

THE NEWSHOUR grew out of the half-hour MACNEIL/LEHRER REPORT, which from 1975-1983 garnered critical praise and numerous awards for in-depth coverage of a different single issue in each broadcast. The program was transformed into THE MACNEIL/LEHRER NEWSHOUR in 1983, which made history as the first hour-long broadcast of national nightly news and was recognized with Emmys, Peabodys, and other honors. In October 1995, the program began its newest incarnation as THE NEWSHOUR WITH JIM LEHRER and continues to be a leader in journalism. In Summer 2004, PBS and THE NEWSHOUR provided the nation's only complete primetime network broadcast of both the Republican and Democratic National Conventions.

In addition to the on-air evening newscast, THE NEWSHOUR has a dynamic national Web site that features an extensive video search of archived footage ([www.pbs.org/newshour/video/inex.html](http://www.pbs.org/newshour/video/inex.html)) and *NEWSHOUR Extra* for students ([www.pbs.org/newshour/extra](http://www.pbs.org/newshour/extra)).

## Opinion Leaders Trust THE NEWSHOUR

Research shows that America's opinion leaders trust THE NEWSHOUR. In a recent survey, THE NEWSHOUR was voted the most "influential," "objective" and "credible" weekday news program among opinion leaders. THE NEWSHOUR reaches 45% of all opinion leaders surveyed, ranking high among the top 25 of all media (print and television) that reach most opinion leaders.

*SOURCE: Erdos & Morgan Opinion Leaders 2004-2005/A National Study of Contemporary Issue Involvement & Media Influence.*



## Reach an Unmatched, Unduplicated Audience

PBS programming reaches 99% of all television households, compared to 81% for CNN and 74% MSNBC. PBS viewers are also selective and stay with PBS as a source for news, education, and entertainment. 89% of all households that tune in to PBS do not watch MSNBC, and 82% watch PBS but do not watch CNN. Therefore, PBS sponsors reach a unique audience with their underwriting messages.

*SOURCE: NTI, National PeopleMeter data, custom duplication analysis, October 11 - 17, 2004, among total households and cable households. Daytime = M-F/7a - 6p, and Prime = 7 days, M-Sun/8-11 p.m.*

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