

# **KQED Presents**

What are “Presenting Services”  
and why do you need them?

# What is a “Presenting Station?”

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And why do I  
need one?

Major public television distribution services (PBS, APT and NETA) often require that producers hire a “Presenting Station” to help facilitate delivery of content for national distribution.

The Presenting Station is a local PBS affiliate that *charges independent producers a fee* to help them navigate broadcast and digital distribution of their program in the national public media marketplace.

Your Presenting Station also vets your program for adherence to PBS and FCC content and technical guidelines, ensuring that all necessary deliverables arrive on time and at the quality needed for the program’s premiere.

# Why do you want your project broadcast on public television?

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## PRESTIGE

Public Media is known for high quality programming that engages with urgent cultural topics across platforms.

## INTEGRITY

PBS continues to rank high in public trust and confidence, with 68% of viewers reporting that PBS is in touch with today's culture.

## AUDIENCE

PBS boasts 44.7 million broadcast primetime viewers and 15.3 million unique digital visitors each month.<sup>1</sup>

PBS consistently outperforms major cable networks in serving a multicultural audience.<sup>2</sup>

## RECOGNITION

A public television broadcast opens up avenues for awards consideration, including Emmy eligibility, Peabody Award, and others.

## FUNDRAISING

Brands want to be associated with the trusted name that Public Media offers.

Fundraising for broadcast can help you recoup the costs of your production via corporate underwriting.

# How do I choose a Presenting Station?

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Here are a few questions to consider...

- **Local Relevance.** Does your content have a connection to the local or regional market that the station serves? While not necessary, this can open up additional avenues of support and interest across the station.
- **Station Rank.** What is the top-ranked station in your market?
- **Previous Programs.** What other programs has the station presented? Is your program similar or different from these past presentations?
- **Level Of Guidance.** Are you a seasoned producer who has worked in the public media system before or do you need more step-by-step guidance through the process?

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**There are no right or wrong answers!**

But considering these questions before submitting will help us understand the needs of your project and how we might work together.

# Why choose KQED?

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- KQED boast 3.1 million digital users each week across our platforms.<sup>4</sup>
- KQED consistently ranks in the top 10 most-watched of PBS affiliate stations.<sup>3</sup>
- KQED has over a decade of experience presenting diverse, award-winning content with a variety of PTV distributors, including:

*Taste of Malaysia with Martin Yan,*

*Jacques Pepin: Heart & Soul,*

*Joseph Rosendo's Travelscope,*

*Botany of Desire,*

and many more!

- KQED has a robust staff of in-house experts on everything from digital distribution to educational content to fundraising. By connecting with KQED, you connect with a wealth of knowledge that extends beyond broadcast television.

# What services do we offer?

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**Letters of support.** This letter is provided during the pre-production or production phase. It expresses our support of your project and our interest in broadcasting pending review of the finished content.

**Distribution Pitching.** Join KQED's slate of original and acquired programs as we pitch bundles to both distributors across broadcast, streaming and other emerging platforms.

**Project Management.** Our staff negotiates deadlines with the distributor and ensures that everything arrives on time and at to standard to avoid any delays or added costs.

**Technical Packaging.** Our veteran NABET team can ensure that every aspect of your program, from promos to final master, meets the guidelines of each distribution platform.

**Station Relations.** A dedicated staff member reaches out directly to programmers across the United States, encouraging them to give your program optimal time slots with strong audience reach.

**Carriage & Ratings Analysis.** Expert number crunchers examine the Nielsen performance of your program, providing reports that you can use to demonstrate the value of your content to current and future funders.

# What do you need to submit?

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While we will consider programs in any stage of production, a few key items will help us best understand the needs of your content and how we can serve you:

- ***Pitch Deck***. This includes a synopsis of the program, aesthetic examples of the look and feel, and short bios of major above the line cast and crew.
- ***Production Timeline***. Only necessary if you are still in production.
- ***Production Budget***. The who/what/where of how you are funding your production.
- ***Audience Snapshot***. What niche audiences do you have in mind for your content?
- ***Rough Cut Screener***.



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## Ready to start the conversation?

Submit your program via our online portal! A staff member will be in touch two to four weeks from the date of your submission.

[Submit your project.](#)

# Audience & Demographic Sources

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1. PBS National Sales. “PBS Audience Insights.” March 27, 2023.  
<https://www.pbs.org/sponsorship/audience/>
2. PBS Audience Insights Report 2020-2021. PBS Ranks Among Diverse Audiences. P. 20.  
<https://support.whro.org/images/pdf/pbsAudienceInsights2021.pdf>
3. TRAC Media Services. “Station GRPs.” Jan. 2021-Jan. 2023.
4. KQED Audience Insights as of March 27, 2023.