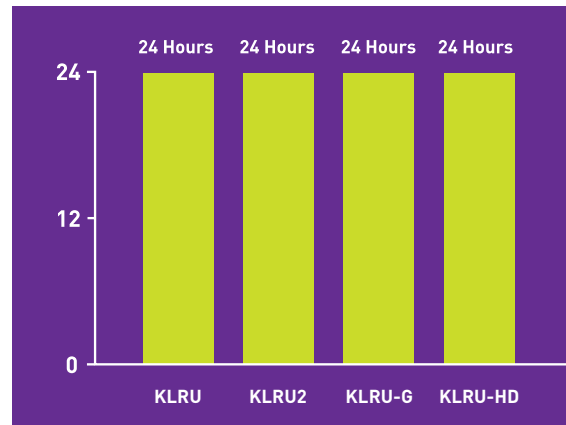


KLRU-TV • AUSTIN PBS

About KLRU

- Since 1962, KLRU has enriched the lives of Central Texans through quality television programming, community services, and public events that educate, entertain, and inspire.
- More than 400,000 people watch KLRU each week.
- KLRU provides five channels of high-quality programming every day, including two cable channels and two digital channels.
- KLRU is one of the most successful producers of local programming in the PBS system with more than 12 series and documentaries on-air or in progress.
- In 2007, KLRU received 21 Lone Star Emmy nominations, more than any other Texas PBS station and Austin television station.

96 HOURS OF QUALITY PROGRAMMING EVERY DAY



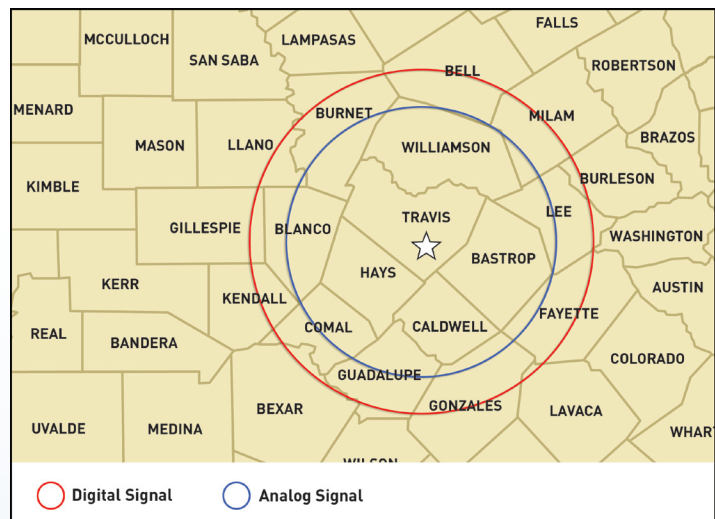
KLRU Viewing Area

KLRU serves a large area of Central Texas:

- ▶ 18 counties
- ▶ More than 602,000 households
- ▶ 1.5 million viewers

KLRU2 is programmed exclusively for the 300,000+ households that subscribe to Time Warner Cable

KLRU-G is programmed exclusively for the 20,000+ households that subscribe to Grande Cable



Exclusive Marketing Opportunities

Through on-air presence, community events, and other outreach initiatives, partnering with KLRU allows your company to establish a connection with our affluent, educated, and involved audience.



For sponsorship opportunities contact: **Alida Gallardo**, Director of Corporate Support

512-471-0477 • agallardo@klru.org

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About KLRU Viewers

More Affluent

- 70% of KLRU viewers have a CD, IRA, or 401k

More Educated

- 56% of KLRU viewers are college graduates and 20% hold an advanced degree

More Engaged

- KLRU viewers are nearly 20% more likely than the average Central Texas resident to have voted in the last year

More Influential

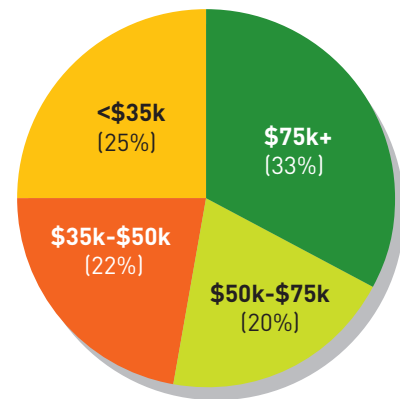
- KLRU viewers are 39% more likely than the average Central Texas resident to be an opinion leader
- KLRU viewers are 29% more likely than the average Central Texas resident to be a business owner, partner or corporate officer

More Balanced

- Half of KLRU viewers are male, half are female

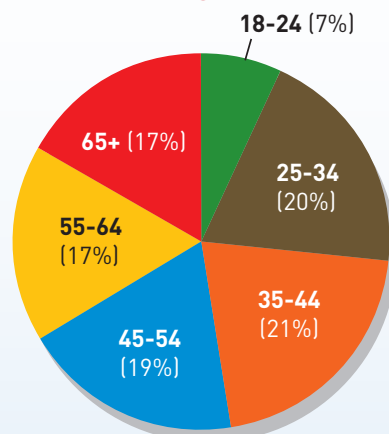
[Source: The Media Audit 2007]

ANNUAL INCOME



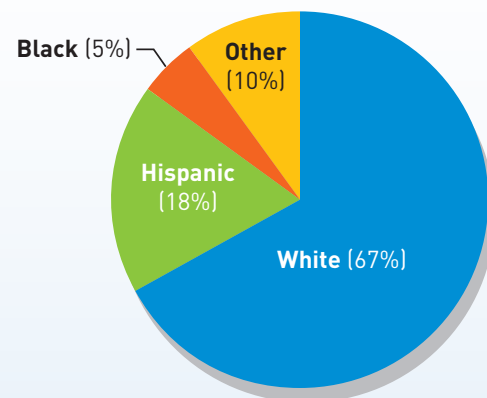
One-third of KLRU viewers have an annual income over \$75,000

AGE



Nearly half of KLRU viewers are under age 45

ETHNICITY



KLRU's audience reflects the diversity of our community



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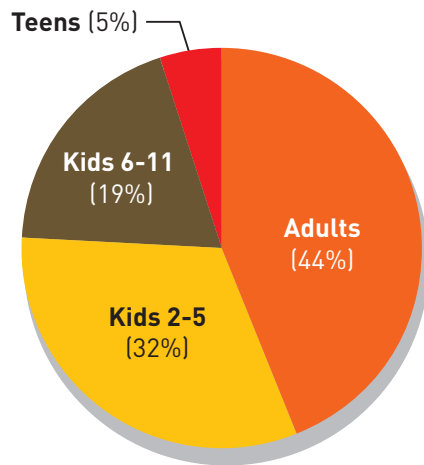
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KLRU Children's Programming

KLRU is committed to making a positive impact on the lives of children through educational entertainment. Every day, KLRU provides a safe and trusted environment for children and their families through more than nine hours of children's programming.

PBS children's programs consistently earn more prestigious awards than any other broadcast or cable network. In 2007 PBS earned more Daytime Emmys for its children's programming than any other broadcast or cable network for the 10th consecutive year.

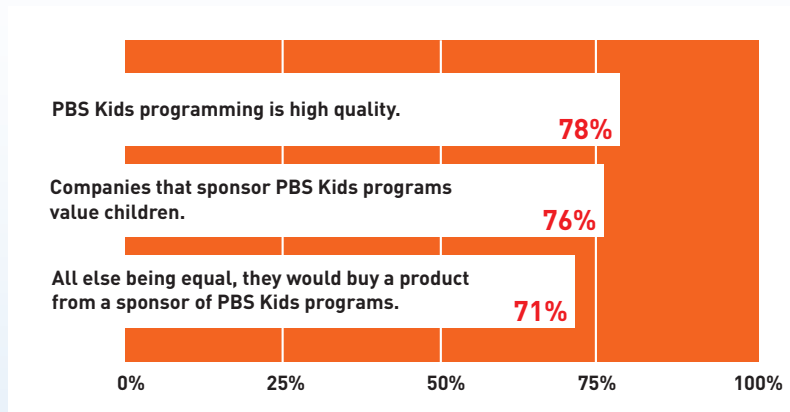


[Source: Nielson Television Index]

Kids AND Parents Are Watching

- ▶ More than 40% of the PBS Kids audience are adults.
(Source: Nielson Television Index)
- ▶ KLRU reaches more than 500,000 parents with children living at home.
(Source: Media Audit 2007)

The Overwhelming Majority of Parents Agree...



[Source: 2007 OmniTel Survey of Parents]



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Benefits of Supporting KLRU

With its broad reach and exclusive audience, KLRU adds value to any marketing strategy with:

Positive Perception

Nearly 60% of viewers consider PBS sponsors industry leaders

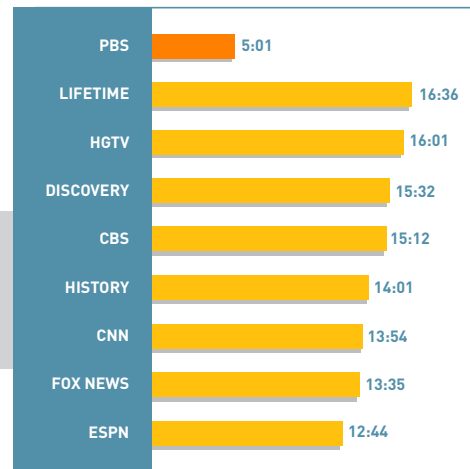
(Source: PBS-commissioned Harris Interactive study, August 2006)

Low Clutter Environment

With fewer non-programming minutes per hour than commercial networks, KLRU helps your message stand out.

NON-PROGRAM MINUTES PER HOUR (PRIMETIME)

(Source: TNS Media Intelligence 2005)

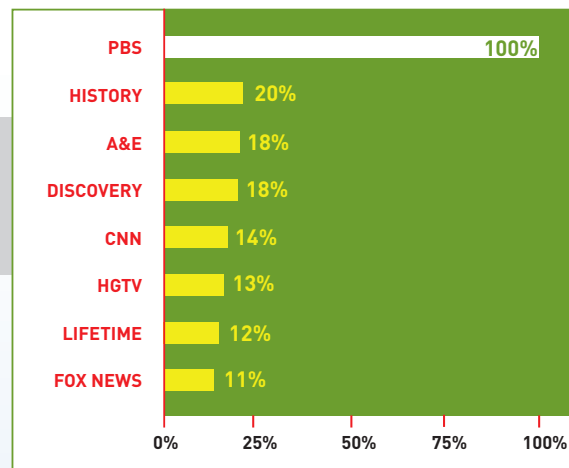


Exclusive Audience

PBS primetime viewers are very discriminating when choosing programming.

PERCENTAGE OF PBS-VIEWING HOUSEHOLDS THAT ALSO WATCH...

(Source: Nielsen Only-Only-Both Study, May 2006)



Competitive Edge

According to the 2006 Cone Millennial Cause Study, a company's commitment to a cause can distinguish that company from competitors, influence purchase intent, and help recruit staff:

- 86% of respondents would switch to a brand associated with a cause
- 81% say a company's commitment to a social issue is important when deciding where to work



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