



Education Matters

Education Matters is a weekly television program created by the Public School Forum to provide the public with real facts about public education in North Carolina and engage them in efforts to strengthen our schools. Each 30 minute show explores key topics in education, reviews education news headlines and recognizes education leaders in our communities. Watch our promo reel for highlights from first year: https://www.youtube.com/watch?v=ZcYbCi0F4_k



Although only a year old, Education Matters is making an impact.
Here's what people are saying:

"I appreciate that you consistently provide a space for practicing classroom teachers to share their opinions and expertise."

-Courtney Sears, 2nd Grade Teacher, Raleigh, NC

"Having this show all across North Carolina is one of the best things that has happened in this state in a long time."

-Former NC Governor Jim Hunt

"The very issue of education, as well as, the teaching profession, rarely receive the coverage deserved and this show is an attempt to move the issue to the forefront. Our schools, our students, our teachers, our legislators, and communities can all benefit from your efforts. As a retiree as well as fourth generation NC educator I send you my sincerest thanks. Keep up the good work."

-Retired NC Teacher



When and Where to Watch Education Matters

Saturdays at 7:30 PM, WRAL-TV
(Raleigh/Durham/Fayetteville)

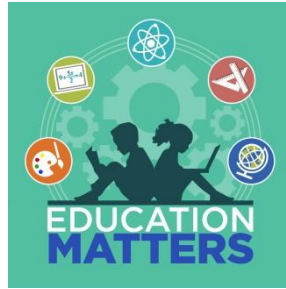
Sundays at 8:00 AM, WRAZ-FOX 50
(Raleigh/Durham/Fayetteville)

Sundays at 6:30 AM, Wednesdays at 9:30 AM, UNC-TV's North Carolina Channel
(Statewide)

Full episodes are available online at both WRAL.com and ncforum.org and as a Podcast on [iTunes](#), [SoundCloud](#), [Stitcher](#), [PodBean](#), [Overcast](#) and [Google Play Music](#).

The show is promoted heavily on Twitter and Facebook.





Education Matters 2018-2019 Sponsorship Levels and Benefits

On each episode, there are two types of sponsorship opportunities – commercials and in-show segment sponsorships. As commitments are received, sponsors and spots will be added to the show schedule.

1. :30 second commercial spots (WRAL-TV and FOX 50)
 - **\$100 per 30 second spot per episode**
 - Spots may be purchased in any desirable amount (# of shows)
2. Sponsoring the **EdLines segment** allows you to be featured at the beginning of each show in a section that highlights current events in public education.
 - **\$500 per episode** - 10 episode minimum – these are shown on all broadcasts including WRAL, FOX 50 and UNC-TV's NC Channel.
 - Includes custom animated graphic intro and voice over that we produce for you.
3. Each week **Leadership Spotlight** recognizes education champions who are making significant contributions to their local schools.
 - **\$500 per episode** - 10 episode minimum – these are shown on all broadcasts including WRAL, FOX 50 and UNC-TV's NC Channel.
 - Includes custom animated graphic intro and voice over that we produce for you.



Custom animated sponsored segment example:
<https://www.youtube.com/watch?v=kD0pm-qoGRs&t=21s>

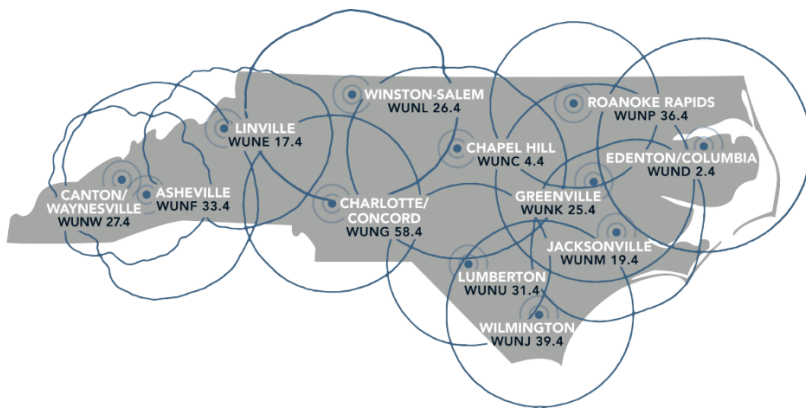
Viewership

- Premiered October 2, 2016 on WRAL-TV.
- Premiered statewide January 8, 2017 on UNC-TV's NC Channel.
- Premiered September 10, 2017 on FOX 50.
- Average rating on WRAL-TV since premiere is 1.4/16,000 Households in Raleigh market, but is trending upward. Viewership has increased 1/3 since we started,
- Gov. Roy Cooper interview on January 28, 2017 was highest rated episode (2.4/28,000 HH's) and won the time slot that night.
- **March – April 2017 nearly equaled "On the Record" numbers with average 2.2 = 24,900 HH's, 30,600 P18+ and 7,200 P25-54.**

UNC-TV's NC Channel

- The North Carolina Channel can be viewed on Spectrum/Time Warner Cable channel 1276 and over-the-air on the following channels:

Asheville 33.4/25.4	Edenton/Columbia 2.4/20.4	Lumberton 31.4
Canton/Waynesville 27.4	Greenville 25.4/23.4	Roanoke Rapids 36.4
Raleigh/Durham/Chapel Hill 4.4/25.4	Jacksonville 19.4	Wilmington 39.4/29.4
Charlotte/Concord 58.4/44.4	Linville 17.4	Winston-Salem 26.4/32.4



- Raleigh-Durham is the **25th largest DMA** in the nation.
- Raleigh-Durham is the **2nd largest DMA** in North Carolina.
- Raleigh-Durham is home to over **2.7 million residents** and more than 1.1 million TV households.



Education Matters 2018-2019 Sponsorship Commitment Form

- ☐ **:30 Second Spot** - \$100 each, air date preference: _____
- ☐ My organization has a spot we would like to use.
 - ☐ My organization would like to work with WRAL to create spot. Please contact me.
- ☐ **Leadership Spotlight** - \$500 per episode (10 show minimum), Full year (42 new episodes + repeats for \$20,000)
- ☐ **EdLines** - \$500 per episode (10 show minimum), Full year (42 new episodes + repeats for \$20,000)

Contact Information:

Name: _____

Organization: _____

Organization Contact (if different): _____

Address: _____

Phone: _____ Email: _____

Payment Type:

- ☐ **Credit Card by Phone** 919-781-6833
- ☐ **Send a check payable to** Public School Forum of North Carolina
3725 National Drive, Suite 101
Raleigh, NC 27612
- ☐ **Please bill me**

Please send completed form to:
Keith Poston
President and Executive Director
kposton@ncforum.org
919-781-6833 ext. 105