

SPONSORSHIP & MEDIA 2012

THE AGENDA WITH STEVE PAIKIN



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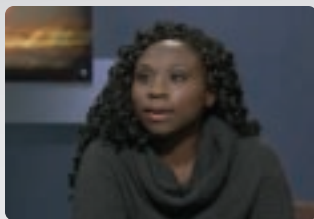


Aligning Values with Media and Content

On the program:



SALMAN RUSHDIE



ESI EDUGYAN



JEAN CHRÉTIEN



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THE AGENDA WITH STEVE PAIKIN

Weeknights at 8 pm and 11 pm

A MESSAGE FROM ANCHOR AND SENIOR EDITOR STEVE PAIKIN

I will never forget the moment as long as I live. I was at Queen's Park, at the Ministry of Transportation offices, waiting to renew my driver's license. A woman approached me. She was dressed in a sari and had a bindi – that small decoration favoured by many South Asian women – between her eyebrows.

"Are you Steve Paikin?" she asked me.

"Yes ma'am," I replied.

"Well, I want to thank you for *The Agenda*," she continued. "I've only been in Canada for a couple of years, but I watch your program all the time, and I feel it makes me a better citizen of Canada."

Truth be told, I got all choked up. Because in this chance encounter, this woman had just authenticated why we do what we do at *The Agenda*.

She no doubt didn't know it, but she articulated our mission statement: to put before the people of Ontario and beyond, on a nightly basis, the issues that we modestly believe they need to know more about, to be fully contributing citizens at the dawn of the 21st century.

Fortunately for us, thousands of people every night want that "Agenda" experience. People who have only been Canadians for a short time. People who can trace their lineage back several generations. And everyone in between.

To be sure, we get the political junkies. And new Canadians stop me on the street all the time, seeing their issues better reflected on our airwaves. But I'm also astonished at how many young people watch our program. Whenever I speak at university campuses, I'm surprised how many hands go up when I ask students whether they watch *The Agenda*.



Steve Paikin is the Anchor and Senior Editor of TVO's flagship current affairs program. A native of Hamilton, Ontario, Steve received his Bachelor of Arts degree from the University Of Toronto (Victoria University, Toronto 1981) and his Master's degree in Broadcast Journalism from Boston University.

"When I was your age, I never watched current affairs on television," I'd tell them, "What's wrong with you?!"

But they watch. Essentially, *The Agenda* tries to do two things. We cover issues that no other broadcasters do, either out of their lack of interest or time. Or, if we cover the issues that all media do, we do it in our distinctive way, thanks to our unique long-form journalism format.

We're in the midst of our sixth season on *The Agenda*. I'm delighted to say people are not only finding us on television, but also on their computers, their MP3 players, their smartphones, on YouTube, on Facebook, and on Twitter. With today's new social media, *The Agenda* is finding audiences all over Ontario, indeed, all over the world.

And all our wonderful team of producers and technicians want is to do more.



ADRIENNE CLARKSON



BRIAN MULRONEY



SAMANTHA NUTT



RANDY BACHMAN

BRAND COMMERCIAL MESSAGE RATE 2012

535,000

18+ AVERAGE WEEKLY REACH,
FALL 2011

984,236

PODCAST DOWNLOADS

264,142

WEBSITE VIDEO VIEWS

772,872

YOUTUBE VIDEO VIEWS

BRAND COMMERCIAL MESSAGES

- May be 15 or 30 seconds in length and include audio and video with text
- May identify business locations, contain telephone numbers, include products, brand names, service marks and logos; and show a product or service in use
- May not include prices, calls to action, inducements to buy, comparative claims or endorsements
- Will be packaged as opening and closing billboards to programs
- Appear between programs (programs are telecast without commercial breaks)
- Are limited in total to two minutes per hour

BRAND EXPOSURES & MESSAGING

On Air

- 4 x 30 second Brand Commercial Messages every Weeknight at 8 pm and 11 pm
- 14 x 5 sec. Brand recognitions with *The Agenda* Program Promotions weekly, 7 pm to 11 pm, Mon. to Sun.

Online

- Homepage rotating Big Box ad
- *The Agenda* landing page Brand inclusion
- *The Agenda* Program Promotion inclusion of Brand

Events

Social Media

LET TVO HELP YOU CREATE CUSTOMIZED BRAND MESSAGING

"Ultimately, the relationship between the viewer, the brand and the programme is crucial and the sponsorship bumper is the key component in facilitating the relationship between the facets. When these elements harmonize, the impact on the brand can be significant." - thinkbox UK



FRANCIS FUKUYAMA



ANNIE KIDDER



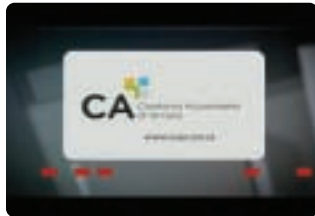
NOAM CHOMSKY



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SPONSORSHIP & MEDIA OPPORTUNITIES

THE AGENDA ON AIR



TVO broadcasts to upwards of 2 million viewers a week (2+). Those viewers are twice as likely to watch news and current affairs than any other type of programming. Attach your brand to *The Agenda with Steve Paikin* with top and tail sponsor brand commercial messages and tagged promotional spots airing in our prime time schedule.

THE AGENDA ONLINE



TVO.org attracts over 1M unique visitors and over 4M video views from YouTube and the TVO online video player annually. In combination with *The Agenda's* social media following on Facebook and Twitter, your brand will receive profile and reach to our engaged audience, 24 hours a day, 7 days a week.

THE AGENDA IN YOUR COMMUNITY



Every season, *The Agenda* goes on the road to communities across the province examining a theme. *The Agenda with Steve Paikin* brings community leaders, policy makers, members of the public and program guests together to problem solve critical issues. Integrate your brand on-site at our annual events and target your reach to communities across the province.

TVO is Ontario's non-profit public educational media organization.

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires and stimulates curiosity and thought. Our vision is to empower people to be engaged citizens of Ontario through educational media.



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THE AGENDA WITH STEVE PAIKIN

The Agenda with Steve Paikin is TVO's flagship current affairs program. It is committed to engaging public-minded individuals in current affairs and issues of intellectual curiosity in an absorbing and insightful manner, and in the medium of their choosing.



THE AGENDA AND SOCIAL MEDIA

Going beyond the screen to engage viewers in an ongoing dialogue, *The Agenda with Steve Paikin's* social media channels offer Ontarians a variety of interactive forums on the big topics of the day. On Twitter, Facebook, YouTube and interactive media and blogs on *The Agenda Online*, this type of two way dialogue provides multiple perspectives on the issues that matter. In February 2012 Hill & Knowlton Strategies named Steve Paikin Queen's Park's most influential journalist on Twitter.¹



ALLAN GREGG IN CONVERSATION

Allan Gregg welcomes prominent authors, artists, and cutting-edge thinkers to discuss a variety of topics that can range from evolutionary paleontology to the culture of amateur hockey. Allan investigates not merely the *whats* of current affairs but also the *whys* and tries to give viewers a context in which to understand the world around them.



BIG IDEAS

Big Ideas is consistently in the top 10 for podcast downloads in the Higher Education category on iTunes. Current year downloads exceed 1.5M.² *Big Ideas*, TVO's popular lecture series features lectures about subjects that shape our public debates, challenge our perceptions and contribute to our understanding of an increasingly complex world.

1. HILL AND KNOWNLTON, FEB2012

2 SAWMILL, NORTH AMERICA, APR2011-MAR2012

TVO 2011 CORPORATE PARTNERS



EatRight Ontario

Ontario.ca/eatright



**ONTARIO POWER
GENERATION**



Health Council of Canada



Conseil canadien de la santé

CONTACT TVO SPONSORSHIP

For more information about sponsorship, media opportunities and audience information contact:

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WHERE TO FIND TVO

On Air

Cable ch. 2 (may vary in some areas) • Bell TV ch. 209
Bell TV TVO HD ch. 1209 • Rogers TVO HD ch. 580
Rogers Anyplace TV ch. 100 • Shaw Direct ch. 353

Websites

tvo.org • tvokids.com • tvoparents.com

Online

Yahoo! • YouTube • Rogers-On-Demand-Online • iTunes

Connect

Facebook • Twitter

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