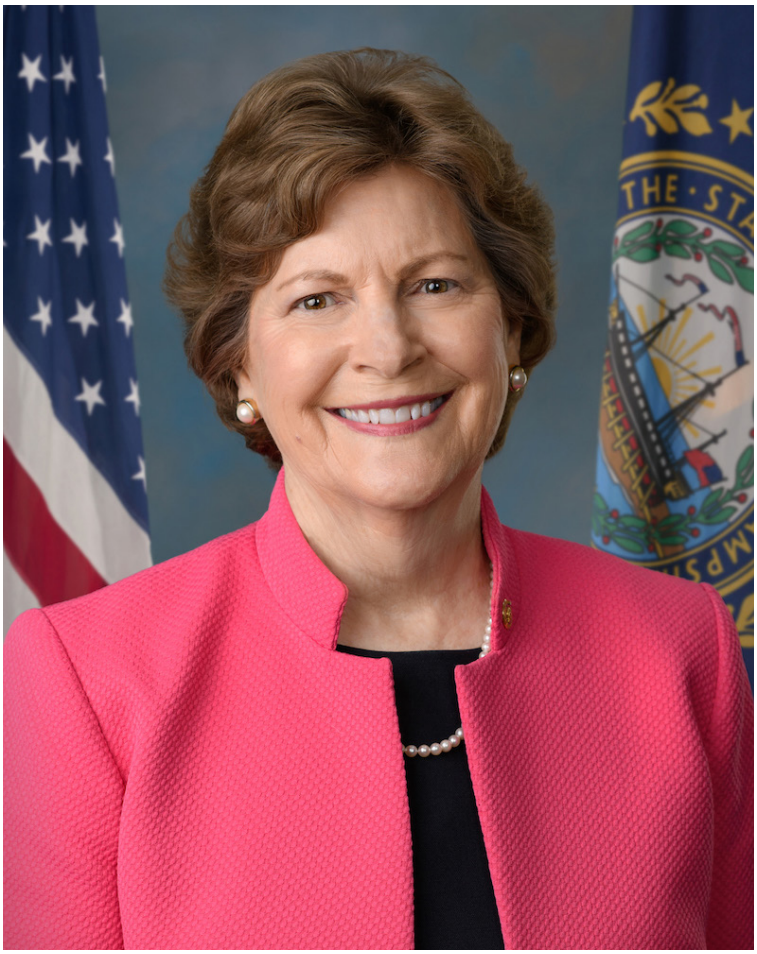

Project Description & Concept
New Hampshire PBS, in partnership with the Warren B. Rudman Center for Justice, Leadership and Public Service at the UNH Franklin Pierce School of Law, will produce this half-hour special featuring an exit interview with U.S. Senator Jeanne Shaheen. Host Laura Knoy will sit down with Senator Shaheen to reflect on her more than three decades in public service, exploring the defining moments of her political career, her most significant accomplishments, and the issues that have shaped her leadership. The conversation will also look ahead, examining her hopes for the future of democracy and the legacy she leaves for New Hampshire and the nation.

Audience & Reach
New Hampshire, Maine, Vermont and Massachusetts.

Production Timeline
Fall of 2026 into Winter of 2027

Content Delivery
This program will air locally on NHPBS. The program will also be available for streaming through nhpbs.org and will be offered for national distribution.

Titus Dawson | Corporate Support Manager | tdawson@nhpbs.org | 603.868.4395 | 268 Mast Road | Durham, NH 03824

SPONSOR | JEANNE SHAHEEN EXIT INTERVIEW

NH PBS

Presenting Sponsor

$7,500 Investment

ON-AIR PRODUCTION BENEFITS
- Recognized as Presenting Sponsor with name listed during on-air broadcast on NHPBS
- A :30 second spot around program
- Recognized as Presenting Sponsor with name in credits for on-demand broadcast

NHPBS.ORG
- Listed with clickable company name on NHPBS.org program page
- Listed in any production-related press releases

DIGITAL MARKETING BENEFITS
- Listed in digital email marketing (10,000+ email subscribers)

SOCIAL MEDIA MARKETING BENEFITS
- Tagged on social media platforms in related posts

PRINT MARKETING BENEFITS
- Listed with logo on print program marketing
- Listed in any production-related press releases

BONUS PLACEMENTS
- A 12-month tile ad on NHPBS.org which has 120,000 monthly visitors
- :15 second spot to air run of schedule (20 airings)

Gold Sponsor

$5,000 Investment

ON-AIR PRODUCTION BENEFITS
- Name listed in credits during on-air broadcast of the program on NHPBS
- A :30 second spot around program
- Name listed in credits for on-demand broadcast of episode

NHPBS.ORG
- Listed with clickable company name on NHPBS.org program webpage
- Listed in any production-related press releases

DIGITAL MARKETING BENEFITS
- Listed in digital email marketing (10,000+ email subscribers)

SOCIAL MEDIA MARKETING BENEFITS
- Tagged on social media platforms in related posts

PRINT MARKETING BENEFITS
- Listed with logo on print program marketing
- Listed in any production-related press releases

BONUS PLACEMENTS
- A 12-month tile ad on NHPBS.org which has 120,000 monthly visitors

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SPONSOR | JEANNE SHAHEEN EXIT INTERVIEW

NH PBS

Silver Sponsor

$2,500
Investment

ON-AIR PRODUCTION BENEFITS
- Name listed in credits during on-air broadcast of the program on NHPBS
- A :15 second spot around program
- Listed in credits for on-demand broadcast of episode

NHPBS.ORG
- Listed with clickable company name on NHPBS.org program webpage
- Listed in any production-related press releases

DIGITAL MARKETING BENEFITS
- Listed in digital email marketing (10,000+ email subscribers)

SOCIAL MEDIA MARKETING BENEFITS
- Tagged on social media platforms in related posts

PRINT MARKETING BENEFITS
- Listed with logo on print program marketing
- Listed in any production-related press releases

Bronze Sponsor

$1,000
Investment

ON-AIR PRODUCTION BENEFITS
- Name listed in credits during on-air broadcast of the program on NHPBS
- Listed in credits for on-demand broadcast of episode

NHPBS.ORG
- Listed with clickable company name on NHPBS.org program webpage
- Listed in any production-related press releases

DIGITAL MARKETING BENEFITS
- Listed in digital email marketing (10,000+ email subscribers)

SOCIAL MEDIA MARKETING BENEFITS
- Tagged on social media platforms in related posts

PRINT MARKETING BENEFITS
- Listed with logo on print program marketing
- Listed in any production-related press releases

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