

Project Description & Concept

NHPBS ignites the conversation with *THE STATE WE'RE IN*, streaming anytime, anywhere.

THE STATE WE'RE IN delivers weekly dynamic, digital-first programs that dive headfirst into the real issues impacting New Hampshire.

Hosted by journalist and Granite State News Collaborative Director Melanie Plenda, the series features honest, thought-provoking conversations with local voices who know what matters most—including business leaders, journalists, educators, scientists and lawmakers.



From youth mental health and the housing crisis to gun laws, food insecurity and the economy, THE STATE WE'RE IN brings clarity to the complex, with each episode crafted to spark meaningful dialogue and action across the state.

"Our team listens to what Granite Staters are talking about, and we dig deeper," says Plenda. "We're creating space for smart, respectful conversations around the issues that hit home."

Stream full episodes now at nhpbs.org/statewerein, on the PBS App, or watch clips and highlights on YouTube and NHPBS digital channels. Join the conversation—because understanding starts here.

Community Impact

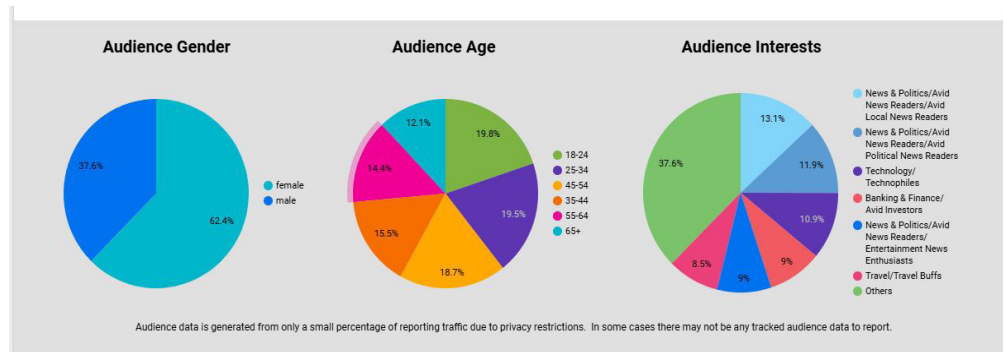
Through thoughtful journalism and digital-first distribution, the series reaches viewers across generations and geography, providing free, on-demand access via nhpbs.org/statewerein, the PBS App and NHPBS digital platforms.

Audience & Reach

New Hampshire and nationwide,
Weekly production

Content Delivery

Streamed online on nhpbs.org/statewerein, the PBS App, YouTube and NHPBS digital platforms.



TSWI Google Analytics June 2024-June 2025

Annual Sponsorship Package

\$15,000

Investment

\$20,000 for

Category Exclusivity

- Logo recognition during the credits of each series episode to air broadcast.
- Logo recognition at the close of each episode streamed online.
- Font recognition on all promotional spots airing on NHPBS and on our streams.
- Recognition as a proud sponsor on THE STATE WE'RE IN webpage on nhpbs.org.
- Tile ad to be displayed across nhpbs.org.
- Recognition on social media and in NHPBS e-news (11,000+ subscribers).