



## LEADING WITH DIGITAL: A NEW CHAPTER FOR WINDOWS TO THE WILD

### Project Description & Concept

WINDOWS TO THE WILD is stepping boldly into the future with a **digital-first approach**, launching short, shareable stories across digital platforms to meet the needs of today's viewers. Later in the year, each 30-minute episode will feature multiple segments, all connected by longtime host Willem Lange's signature storytelling—offering audiences more ways to explore the outdoors, both online and through traditional broadcast.

As New Hampshire PBS' most-watched local program, WINDOWS TO THE WILD attracts tens of thousands of viewers every week. The series has built a broad and loyal audience from ages 25 and up, with broadcasts reaching across New Hampshire, Vermont, Maine and Massachusetts.

Beloved host Willem Lange brings every episode to life as he hikes, paddles, and explores New England's most breathtaking landscapes—inviting viewers along for the journey and sharing his passion for wild places.

Beyond the screen, Willem connects with the WINDOWS TO THE WILD community year round through NHPBS events, travel experiences and public screenings.

With its expanded storytelling and new digital-first strategy, WINDOWS TO THE WILD is not just exploring nature—it's exploring new ways to connect, inspire and grow.

### Community Impact

NHPBS receives countless testimonials from viewers of WINDOWS TO THE WILD about how the show has made a difference in their lives. People find Willem relatable and WINDOWS to be inspirational and motivating.

### Audience & Reach

New Hampshire, Maine, Vermont, and Massachusetts residents, ages 25+

### Production Timeline

2026

### Content Delivery

WINDOWS TO THE WILD can be experienced on multiple platforms including on-air, online at [nhpbs.org/windows](https://nhpbs.org/windows) and via social media sites (YouTube & Facebook). Content is also used by educators, students, and parents as curriculum enhancement for science and outdoor lessons.

**Summit Level  
Sponsor**

**\$25,000**  
*Investment*

**ON-AIR PRODUCTION BENEFITS**

- Listed with logo during on-air broadcast of the program on NHPBS and neighboring stations
- A :30 second spot around program throughout the season
- Listed with logo 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 with logo in digital email marketing (11,000+ email subscribers)
- Listed with logo in digital event marketing and invitations for affiliated events (screeners, storyteller events, etc.) for the season

**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
- Invitation to attend, speak or table at affiliated events

**Trailblazer  
Level Sponsor**

**\$15,000**  
*Investment*

**ON-AIR PRODUCTION BENEFITS**

- Listed with logo during on-air broadcast of the program on NHPBS and neighboring stations
- A :30 second spot around program throughout the season
- Listed with logo 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 (11,000+ email subscribers)
- Listed in digital event marketing and invitations for affiliated events

**SOCIAL MEDIA MARKETING BENEFITS**

- Tagged on social media platforms in related posts

**PRINT MARKETING BENEFITS**

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- 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

**Traverser  
Level Sponsor**

**\$7,500**  
*Investment*

**ON-AIR PRODUCTION BENEFITS**

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**DIGITAL MARKETING BENEFITS**

- Listed in digital email marketing (11,000+ email subscribers)
- Listed in digital event marketing and invitations for affiliated events

**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

**Day Hiker  
Level Sponsor**

**\$5,000**  
*Investment*

**ON-AIR PRODUCTION BENEFITS**

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**DIGITAL MARKETING BENEFITS**

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**SOCIAL MEDIA MARKETING BENEFITS**

- Tagged on social media platforms in related posts

**PRINT MARKETING BENEFITS**

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- Listed in any production-related press releases