

# SIMPLE CIVICS



**A digital series that features bite-sized lessons on a variety of topics related to civics and government.**

## ABOUT WFYI'S SIMPLE CIVICS

*Simple Civics* is a web series that features bite-sized lessons on a variety of topics related to civics and government. Hosted by Butler University professor of political science, Dr. Terri Jett, each 2-3 minute episode covers a specific question, breaking down topics in a way to give you a greater understanding of the issue and, more importantly, a sense of what you can do with your new understanding.

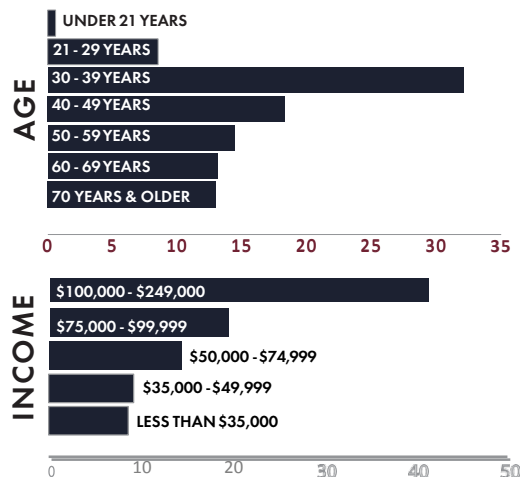
## WFYI DELIVERS AN ACTIVE, EDUCATED, AND ENGAGED AUDIENCE

### LIFELONG LEARNERS & EDUCATORS

They hold post-graduate degrees and are curious...they want to explore and learn new things. They include Civics/Political Sciences/Government teachers looking for resources to use in addition to lectures.

### CIVICALLY ENGAGED

They are leaders in the community, business owners and decision makers. They are civically engaged and serve on non-profit boards and committees. They want to know what is going on in the world and want to learn more about the why behind *topics of the day*.



### TOPICS

The first few episodes covered issues that Eugene Debs encountered in his life, In 2020, we will focus on issues women's suffrage, the census, voting, taxes, and the election.



# SIMPLE CIVICS SPONSORSHIP OPPORTUNITY

## **NATIONAL PROGRAMMING | LOCAL VOICES**

In conjunction with local and national Election coverage, WFYI will create an 18-part series of video shorts to highlight civics lessons. Videos will premiere the first Tuesday of each month from May–November 2020.

## **PRODUCTION FUNDING RECOGNITION**

- Production sponsor recognition on screen with logo at open of each episode with up to two additional sponsors. *Will be included in distribution of the episodes on all platforms.*
- Video shorts will air on WFYI 1 PBS May – November 2020 (15x per month – 75 total times)
- Video shorts will air on WFYI 3 CREATE May – November 2020 (15x per month – 75 total times)
- Kid versions of the videos will air on WFYI 1 PBS KIDS & WFYI 2 24/7 (15x per month x 2 channels = 150x)
- Video shorts will be featured online at WFYI.ORG, YouTube & WFYI social media.
- Audio shorts will be released on WFYI 90.1 FM NPR
- Also working to distribute on PBS Learning Media for teachers & PBS Digital Media & audio episodes released as a podcast and distributed on NPR ONE

## **FM & TELEVISION**

- Verbal recognition as sponsor in promotion spots for Simple Civics series on WFYI 90.1 FM NPR, running M-SU ROS 10x per month for minimum 5 months (50x)
- Logo & verbal recognition as sponsor in promotion spots for Simple Civics series on WFYI 1 PBS, running M-SU ROS 10x per per month for minimum 5 months (50x)
- Logo & verbal recognition as sponsor in promotion spots for Simple Civics series on WFYI 3 CREATE, running M-SU ROS 10x per month for minimum 5 months (50x)

## **DIGITAL & PRINT**

- Logo recognition on Simple Civics page on WFYI.ORG from May – November 2020
- Logo or written acknowledgment in any promotion of Simple Civics on WFYI digital & collateral

# **Sponsorship: \$4,000**

