

Take Charge of Your Healthcare!

Second Opinion

Second Opinion

Recognized with more than 20 National Awards,
including the 2012 National Media Award for Broadcast
from The American Society of Colon and Rectal Surgeons (ASCRS)



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Association**

An Association of Independent
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Join the Blue Cross Blue and Shield Association as a proud sponsor of *Second Opinion*

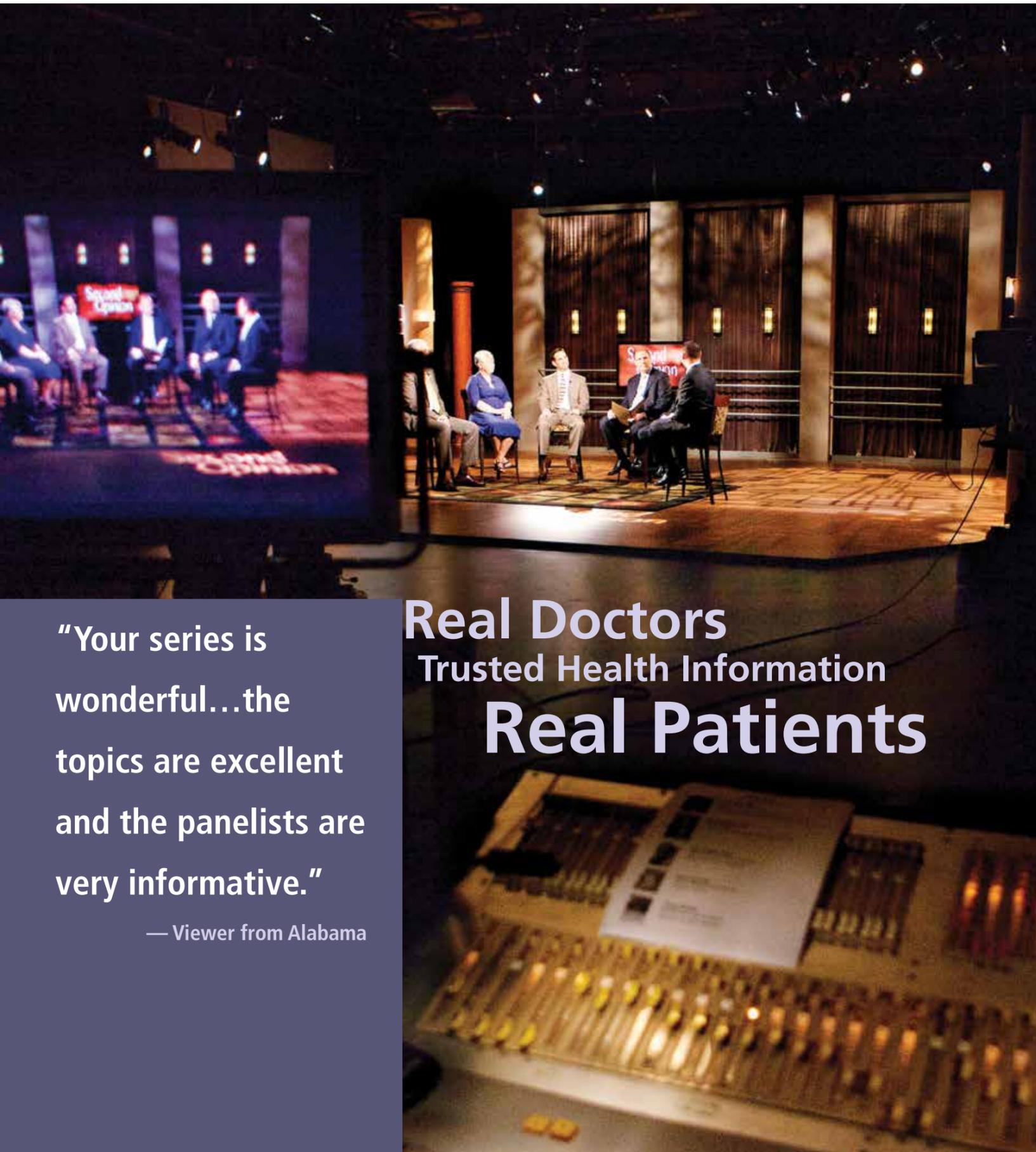
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www.SecondOpinion-TV.org

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“Your series is wonderful...the topics are excellent and the panelists are very informative.”

— Viewer from Alabama

Real Doctors
Trusted Health Information
Real Patients

Photo by Nic Minetor

What is *Second Opinion*?

Second Opinion is a national multimedia health initiative that reaches an engaged audience through television, web, social media, and community and national outreach.

Launched in 2004, the goal of *Second Opinion* is to promote good health, improve doctor/patient communication and empower viewers/users to take charge of their own healthcare, and in turn, help them navigate the medical system for better health outcomes.

Second Opinion is the only regularly scheduled health program on public television. In each half-hour episode, the host engages a panel of medical professionals and lay people in honest, in-depth discussions about life-changing medical decisions. Intriguing, real-life medical cases are presented to professionals from different medical specialties, from all over the country. The experts grapple with diagnosis and treatment options to give viewers access to accurate medical information and an understanding of complex health issues.

Second Opinion has developed an audience of healthcare providers and physicians, including many who use the series to help educate patients in their practice. *Second Opinion* focuses on health literacy in a way that is relevant and accessible to both viewers and to physicians, in a format that engages and entertains.

On-Air
On-Line
On the Go

Second Opinion A National

Second Opinion

Second Opinion is a national multimedia health initiative dedicated to promoting good health, empowering people to become better healthcare consumers, improving health literacy, and serving people in search of trustworthy health information wherever they live, work and travel.

Second Opinion's comprehensive multimedia health initiative includes:

The Television Series

- 10 new *Second Opinion* episodes are being produced in 2013 (building on the 118 episodes produced over the past nine seasons).
- Each television show includes a patient story, as well as the discussion of disease diagnosis, treatment and prevention by a panel of experts from across the country, offering accurate health information that viewers can use to become better healthcare consumers.
- Additional show segments engage viewers with credible health information and provide interactivity with the show and its resources, giving viewers a voice in the conversation.

The Web Site

www.SecondOpinion-TV.org builds on the television series' content and serves as a leading resource for health information.

Web site features include:

- Searchable library of video segments and full episodes.
- Health information related to *Second Opinion* episodes with links to video, show transcripts, panelist bios and outside resources.
- An interactive search function that mines MedlinePlus (from the The National Institutes of Health) for the most up-to-the minute information on virtually every health topic.
- Opportunities to interact with the *Second Opinion* producers and physicians.
- Embedded social media content, feeds, links, and share functions.
- Links to *Second Opinion* sponsor(s) and partners.

Multimedia Health Initiative

Video Segments

- *Second Opinion* is currently producing 40 video segments on viewer/consumer provided topics of interest (in addition to the 65+ webisodes that are already available on-line). These include "Myth or Medicine" segments where audience members send in their medical myths, and we check them out.
- These segments, as well as full episodes, are a part of a library of searchable, shareable medical content available on the *Second Opinion* web site, via social media, on the *Second Opinion* YouTube Channel, and also on the sponsor's web site.

Social Media

Second Opinion engages in a social media strategy that enhances the visibility of the television series, the sponsor(s), the web site and its on-line content. The television series promotes opportunities for viewers to interact with the show through social media outlets.

Twitter

Second Opinion's Twitter strategy includes:

- Live Twitter events during the production of *Second Opinion* episodes.
- Regularly scheduled Twitter events where people chat with the show host and with each other.
- Distribution of *Second Opinion* segments via ongoing Twitter feeds.

Facebook

The *Second Opinion* Facebook strategy includes:

- Providing its followers with up to up-to-date health information from reliable sources, including *Second Opinion* panelists and medical advisors.
- The opportunity for followers to join in health discussions.
- The opportunity to weigh in on segment and television show content.
- The distribution of *Second Opinion* segments and full-length shows.



Photo by Nic Minetor



“I admire your show...it explains medical practices and technology and corrects misconceptions.”

— Viewer from Texas

Our Audience

ON-AIR:

Nationally, an average of 1 million people watch *Second Opinion* each week (weekly cume audience as measured during diary sweeps periods during 2011-2012).

In 2012, there were more than 21,000 individual *Second Opinion* episode broadcasts on public television stations across the country. Therefore, in 2012, our sponsor's on-air message was seen 42,000 times.

Since October 2005, there have been more than 110,000 broadcasts of the 118 *Second Opinion* episodes (through March 2013).

Second Opinion airs on 300+ PBS stations each year.

59% of the *Second Opinion* television audience is 50+.

More than 65% of the audience is made up of women (responsible for 80% of all household health decisions).

During 2011-2012, broadcasts included 88% of top 25 markets and 85% of the country overall.

Since its launch, *Second Opinion* has reached:

96%

of the country overall

100%

of the top 25 major markets

100%

of the top 100 markets

ON-LINE:

In 2012, www.SecondOpinion-TV.org received:

245,303

page views

119,513

overall visitors

104,494

unique visitors

32,654

Second Opinion

YouTube video views

**“Your show is great.
I never miss it.”**

— Viewer from New Jersey

Why consider a *Second Opinion* sponsorship?

SECOND OPINION REACHES YOUR TARGET AUDIENCE

- A national corporate sponsor of *Second Opinion* gains extensive visibility through a high quality, award-winning series.
- A comprehensive benefits package includes on-air spots, web exposure, social media opportunities, branded short videos, and numerous outreach partnership opportunities to maximize the value and reach of your sponsorship.
- *Second Opinion* will develop focused marketing initiatives to reach audiences that are important to you. You won't find this with other television programs.
- Sponsorship of *Second Opinion* will strengthen your image through co-branding with PBS, one of the most trusted brands in the country. (PBS is considered #1 in Public Trust, according to the most recent GfK Roper Public Affairs and Media Survey.)
- You will be building loyalty among influential thought leaders – the people in our country who affect opinions and actions more than any other group. Your sponsorship delivers the opportunity to build awareness and visibility with PBS' highly desirable viewers – the well-educated, independent-minded, affluent and brand-loyal people your company wants to reach (see "Why Public Television?" page).
- Corporate sponsorship is much more than traditional advertising. It is a marketing opportunity that allows you to align your brand with a high-impact, non-commercial program.
- Your sponsorship package can be customized to complement your marketing goals and help ensure that you reach your target audience.



Photo by Nic Minetor

YOUR ON-AIR BENEFITS

A *Second Opinion* sponsorship results in outstanding on-air visibility:

- **High Visibility in an Uncluttered Environment.** Your message stands out in the uncluttered, commercial-free broadcast environment of public television.
- **On-Air Acknowledgements Before & After Each Program.** In 2012, there were more than 21,000 individual *Second Opinion* episode broadcasts on public television stations across the country. Therefore, in 2012, our sponsor's on-air message aired 42,000 times. (Source: Trac Media)
- **Category Exclusivity.** Major *Second Opinion* sponsorship is only available to three non-competing sponsors, giving your message extra impact.
- **Maximum Exposure.** Your spots will be broadcast year round to most U.S. television households.
- **Quality Brand Association** with a prestigious, award-winning national public television series.

YOUR OFF-AIR BENEFITS

- **Multimedia Exposure.** You will be recognized as a sponsor on all elements of our comprehensive multimedia initiative including video segments, social media and on-line content.
- **Videos Available for Your Web Site.** Select the online episodes and video segments of most interest to your audience and offer free viewing and downloads from your company web site.
- **Web Site Click-Through Link.** Your logo will appear on www.SecondOpinion-TV.org with a direct link to your web site.
- **National Publicity.** You will be recognized as a national sponsor in all press kits, news releases, and materials sent to media outlets nationwide.
- **Partnership in Outreach.** *Second Opinion's* client services team will work with you to develop customized outreach and promotional opportunities to maximize your sponsorship commitment.
- **Your Sponsorship Credit on All Packaging** of outreach materials.

A sponsorship with *Second Opinion* reaches a targeted audience of educated and independent-minded individuals and healthcare providers.

Why Public Television?

Uncluttered is Better:

With less non-programming minutes per hour than commercial networks, PBS delivers your message in the program-rich, clutter-free environment that viewers have come to expect and appreciate.

Category Exclusivity is Better:

A sponsorship of a public television series provides a unique opportunity to deliver your message—without the clutter of your competitor's spots.

The Result:

- Your company gains the appreciation of the public television audience that values the non-commercial and uninterrupted public television programming made possible, in part, by your sponsorship.
- PBS viewers believe PBS sponsors have a commitment to quality and excellence.
- PBS viewers are more likely to buy a product from a PBS sponsor.

[Source: TNS Media Intelligence, November 2008]

"I just wanted to let you know that your series is, by far, the best program on television...My family and I have learned so much, even about health topics we probably would have had little interest in before the program. It is so rare to view an intelligent discussion on relevant topics, presented in an interesting, caring, and professional manner. And with just the appropriate touch of humor."

— Viewer from Hawaii

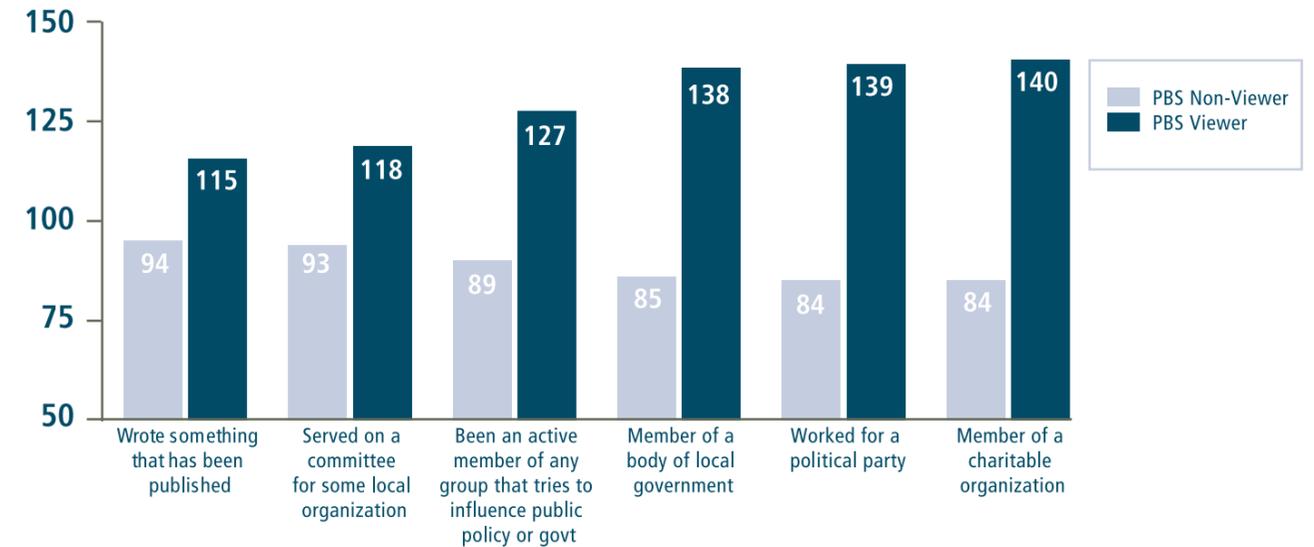


Photo by Nic Minetor

PBS VIEWERS ARE ACTIVE & ENGAGED CITIZENS

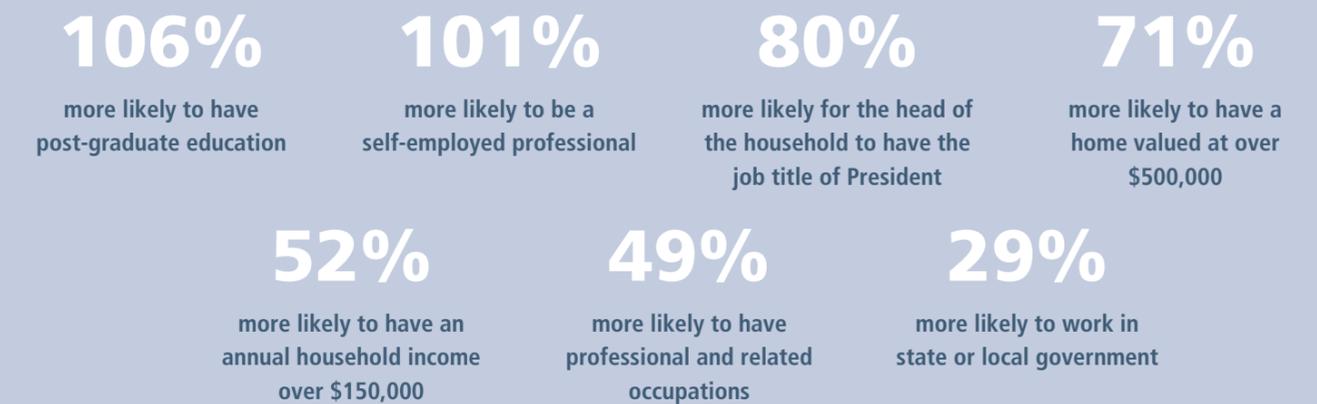
Educated. Affluent. Active. These are just a few of the many unique attributes of the PBS audience. PBS viewers are engaged in the world around them. They vote, they are concerned about issues, and they are members of organizations or clubs.

PBS viewers are very involved in their communities. Compared to the average American, PBS viewers are more involved in public activities than PBS non-viewers:



*Index = An indicator of whether the PBS audience is more or less likely to have the characteristic indicated compared with the national US average (100).

Individuals who participate in three or more public activities, such as those described above, are considered "active and engaged" Americans. Compared to the average American, active and engaged PBS viewers are:



Given their affluence, level of education, and social status, active and engaged viewers are often recognized as community leaders and have significant purchasing power. Your sponsorship message will reach this group of active, engaged viewers.

[SOURCE: MRI, 2008 Doublebase]



“Every Friday morning...my wife and I sit on our couch, sip our morning tea and watch your program. We both consider it one of the best programs on TV. Always informative, always interesting. She’s an RN of 31 years and always comments when you hit the nail on the head (which is quite often!).”

— Viewer from Maine

Focus Groups

From December 2012 – January 2013, the producers of *Second Opinion* conducted focus groups in Jacksonville, FL, Seattle, WA and Rochester, NY. Here are a few highlights from the feedback that we received:

■
Consumers understand and appreciate *Second Opinion’s* theme of healthcare education and empowerment. Mature consumers (45-64 years old) in particular like the show, finding it engaging and informative.

■
Participants find information from *Second Opinion* empowering, credible and trustworthy.

■
Second Opinion is viewed as a successful vehicle for patient self-advocacy and education.

■
Viewers indicated that *Second Opinion* was more informative, trustworthy and credible when compared to other health-oriented television programs. Many viewers felt that commercial programs tend to focus more on entertainment and less on serious health issues.

■
Public television is viewed as serving the public good. As a result, its sponsors are viewed positively. Instead of just taking profits, sponsors give back by supporting high-quality programming.

“It’s very practical and digestible information. It wasn’t over my head.”

“Teaching us how to talk to doctors is critical.”

“In healthcare information, there’s a lot of pseudoscience and health claims that are dubious, and it’s refreshing to see actual practitioners say things that you can rely on, that are real.”

Source:
Second Opinion Focus Group Feedback
Doyle Research, 2013

The Partners

WXXI Public Broadcasting Council, Rochester, NY

WXXI Public Broadcasting Council is an award-winning broadcast family of services dedicated to serving the lifelong educational needs of its viewers and listeners. Through innovation, outreach, community partnerships, and diversity of programming, WXXI uses the power of broadcasting to educate and enrich the lives of people in Rochester, NY and far beyond. WXXI operates WXXI-TV/HD, two additional digital television channels, an array of radio services, which include an NPR station, a full-time classical music station, and a radio reading service for people who are blind or visually impaired. WXXI's national productions include programs that explore arts, culture, history, wine and food. WXXI has produced such award-winning programs as *Warrior in Two Worlds*, *Echoes from the Ancients*, *Flight to Freedom*, the *Xerox Rochester International Jazz Festival*, and *Frank Lloyd Wright's Boynton House: The Next Hundred Years*. WXXI launched *Second Opinion* in 2004.

West 175 Productions, Inc., Seattle, WA

West 175 Productions is an award-winning independent production company specializing in all aspects of informational and educational programming for both broadcast and non-broadcast distribution. Formerly a division of West Media Inc., the company was launched in 1990 with the production of *Kerr's Kitchen*, hosted by Galloping Gourmet Graham Kerr. Since then, the company has produced more than 600 episodes of original programming for both public television and cable television distribution. Experienced in managing multi-part series productions, West 175 productions include *Great Food*, *Cucina Amore*, *Cucina Sicilia*, *MasterChef USA*, and *World of Wildlife*. West 175 was part of the initial development team for *Second Opinion* and has been involved in its production from the series' inception.



University of Rochester Medical Center, Rochester, NY

The University of Rochester Medical Center (URMC) is one of the nation's top academic health centers, and it forms the centerpiece of the University of Rochester's health research, teaching, patient care, and community outreach missions. Within upstate New York's premier healthcare delivery network, URMC patients benefit from the Medical Center's robust teaching and biomedical research programs. With more than \$250 million in annual external research funding, UR School of Medicine ranks in the top one-quarter of U.S. medical centers in federal research funding. Strong Memorial Hospital – a 750-bed, University-owned teaching hospital – is designated as a Regional Trauma and Burn Center and is home to Western New York's only heart and liver transplant programs. It has services for adults and children that consistently rank in the *U.S. News & World Report* Best Hospitals List. URMC has been involved in *Second Opinion* since its inception.

Distributor: American Public Television, Boston, MA

American Public Television (APT) has been a leading distributor of high-quality, top-rated programming to America's public television stations since 1961. For nearly 10 years, APT has distributed approximately half of the top 100 highest-rated public television titles. Among its 300 new program titles per year are prominent documentaries, news and current affairs programs, dramatic series, how-to programs, children's series and classic movies, including *Rick Steves' Europe*, *Doc Martin*, *American Test Kitchen From Cook's Illustrated*, *Nightly Business Report*, *Globe Trekker*, *BBC World News*, *Lidia's Italy*, *Rosemary and Thyme*, *Midsomer Murders*, *Simply Ming*, *P. Allen Smith's Garden Home* and *The Best of Soul Train*. APT also licenses programs internationally through its APT Worldwide service. In 2006, APT launched Create™ – the TV channel featuring the best of public television's lifestyle programming. APT is also a partner in WORLD™, public television's premier news and documentary channel, on which *Second Opinion* airs.



Join Us

Join these *Second Opinion* funding partners who have brought credible, accurate and up-to-date health information to millions of Americans:

Current Major Sponsor

The Blue Cross and Blue Shield Association
has been a proud sponsor of *Second Opinion* for nine years.



**BlueCross BlueShield
Association**

An Association of Independent
Blue Cross and Blue Shield Plans

Past Sponsors / Grantors

- Guidant Foundation
- Eli Lilly
- Josiah Macy Foundation
- Anne Whitman
- The Park Foundation
- The Langeloth Foundation



“I am a nurse and have worked with a range of populations from neonates in the ICU to seniors with Parkinson’s Disease and Dementia. I just found your show (in Chicago) and love it! As I find myself becoming a student yet again, this show is extremely valuable to me, and as a practitioner, I see the value of this work for many, many people. I will tell everyone I can about this show. I think that lives could be saved because of the work you have done”.

— Viewer and Nurse from Illinois

Additional full episodes of *Second Opinion* available at
www.SecondOpinion-TV.org

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