

A woman with short, blonde, spiky hair, smiling, wearing a grey cardigan over a light purple top and purple pants. She is sitting with her left hand on her hip and her right hand resting on her knee. The background is dark blue with a pattern of lighter blue hexagons.

SECOND OPINION

with Joan Lunden

**Only on public
television!**

Photo Credit:
Andrew Eccles



Photo Credit:
Daphne Youree

EMMY-NOMINATED SECOND OPINION IS THE ONLY REGULARLY SCHEDULED HEALTH PROGRAM ON PUBLIC TELEVISION

Now hosted by award-winning journalist Joan Lunden

Second Opinion's bestselling author, motivational speaker, and women's health & wellness advocate, Joan Lunden, has been a trusted voice in American homes for more than 30 years. For nearly two decades, Lunden greeted viewers each morning on *Good Morning America* bringing insight to the day's top stories. As the longest-running female host ever on early morning television, Lunden reported from 26 countries, covered five presidents, five Olympics, and kept Americans up to date on how to care for their homes, their families, and their health.

Today, Lunden continues to be one of America's most recognized and trusted personalities. Lunden is a sought-after speaker and event host throughout the country, the host of the CBS series *Your Health*, and recently, served as a special correspondent on the *TODAY Show*. On her website JoanLunden.com and social media, people interact with her every day about health, wellness, lifestyle tips, family, and Boomer information.

As a part of the sandwich generation, Lunden's demographic is far-reaching. She is a mother of seven, including two sets of teenage twins. Like many Boomers in America, she has juggled being a working mom while caring for an aging parent, and brings this experience to her role as the spokesperson for the nation's leading senior referral service, *A Place for Mom*, a company helping caregivers and families find the right care and resources for their loved one.

In June of 2014, Lunden was diagnosed with triple negative breast cancer, which required chemotherapy, surgery, and radiation. An eternal optimist, Lunden wanted to turn her diagnosis into an opportunity to help others. She blogged throughout her cancer treatment and wrote a memoir *Had I Known*, which documents her battle, and reflects on her life and career. Lunden advocates for patients on Capitol Hill, and actively communicates with the cancer community through her social media and on her website. One of the most visible women in America, Lunden has graced the covers of more than 60 magazines and book covers. Lunden's book, *Why Did I Come into This Room; A Candid Conversation About Aging*, hit stands in March 2020.

Lunden has served as national spokesperson for various organizations such as *The American Heart Association*, *Mothers Against Drunk Driving*, *The American Lung Association*, *The American Red Cross*, *The American Academy of Pediatrics*, and *The Colon Cancer Alliance*.

Lunden's books include *Had I Known*; *Chicken Soup for the Soul: Family Caregiving*; *Growing Up Healthy: Protecting Your Child From Diseases Now Through Adulthood*; *Wake-Up Calls*; *A Bend in the Road is Not the End of the Road*; *Joan Lunden's Healthy Living*; *Joan Lunden's Healthy Cooking*; *Mother's Minutes*; *Your Newborn Baby*; and *Good Morning, I'm Joan Lunden*. She also hosts the exercise video *Workout America*. Lunden truly exemplifies today's modern working woman.

“ *Second Opinion is such a great resource, I teach non-science majors how to interpret health and medical information and your show is a resource I recommend regularly. With so much pseudoscience and misinformation online AND in the news, finding real information is more difficult than ever.* ”

—College Professor / Viewer

SECOND OPINION'S ANNUAL REACH:



Second Opinion airs 35,000 times on public television stations across the country.



That means our sponsor's underwriting credit
airs 70,000 times
(at the beginning and end of each episode)



Second Opinion airs in 92% of the country,
and 100% of the top 25 markets.



Beyond the television episodes, the *Second Opinion* team produces digital-first content that is used to engage and educate users on their social media platforms, including bi-weekly Facebook Live events with Joan Lunden interviewing a special guest.

ABOUT PUBLIC TELEVISION

Second Opinion is distributed by American Public Television and airs on PBS stations nationwide

PBS OFFERS THE ONLY FREE, OVER-THE-AIR PROGRAMMING THAT IS UNINTERRUPTED AND BREAK FREE.

Partnering with *Second Opinion* will strengthen your image by co-branding with 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.

EDUCATED. INTERESTED. 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 and clubs. Compared to the average American, PBS viewers are more involved in public activities than PBS non-viewers. [Source: MRI]

PBS IS #2 AMONG THE TOP 10 NETWORKS WATCHED BY OPINION LEADERS.

[Source: Erdos & Morgan National Study of Opinion Leaders]

“ I’ve learned a great deal from *Second Opinion* and consider it to be an essential program for me to watch. You do a great job of elucidating various health issues. ”

—Viewer



REAL DOCTORS, REAL PATIENTS TRUSTED HEALTH INFORMATION FROM PUBLIC MEDIA

A partnership with Second Opinion with Joan Lunden aligns your organization and brand with a quality, trusted, unbiased, commercial-free environment.

Second Opinion is a national health initiative that reaches an engaged audience through television, web, social media, and community and national outreach. The series has been helping people become healthy, stay healthy, and navigate the healthcare system since its launch in 2004. *Second Opinion* uses the power and the mission of non-commercial public media to educate, promote good health, improve doctor/patient communication, and empower people to take charge of their own healthcare.

Second Opinion focuses on health literacy in a way that is relevant and accessible to viewers in a format that engages and entertains. The program and related website and social media presence provide timely health information on every platform, and the weekly television program engages viewers from across the United States as they watch doctors and patients talk through every health issue imaginable.



BECOME A SECOND OPINION SPONSOR

- A sponsorship of *Second Opinion* gives you **extensive visibility** and positive brand association through a high quality, award-winning series, in the uncluttered, commercial-free broadcast environment of public television.
- *Second Opinion* will develop **focused marketing initiatives** to reach audiences that are important to you. Our client services team will work with you to develop customized promotional opportunities to maximize your sponsorship commitment.
- Your sponsorship package will be **customized** to complement your marketing goals and help ensure that you reach your target audience.
- Major *Second Opinion* sponsorship is only available to three non-competing sponsors, giving your message extra impact through **category exclusivity**.
- You will receive **on-air acknowledgements** (underwriting spots) before and after each episode. Your spots will be broadcast year-round to most U.S. television households, giving you maximum exposure.
- A **comprehensive benefits package** includes on-air spots, web exposure, social media opportunities, and numerous strategic outreach partnerships to maximize the value and reach of your sponsorship. Off-air opportunities are available to extend your reach and provide an enhanced level of engagement. From event opportunities to program marketing, our team is committed to helping you customize your sponsorship to reach the primary audiences and stakeholders for your brand.
- **National publicity** is part of your sponsorship, as you will be recognized as a national underwriter in all press kits, news releases, outreach materials, and communications sent to media outlets nationwide.
- Your logo and company information will appear on *Second Opinion*'s website with a **direct link** to your website.
- *Second Opinion* is active on Facebook and YouTube, and we will work with you to develop opportunities for a **co-branded social media presence**.

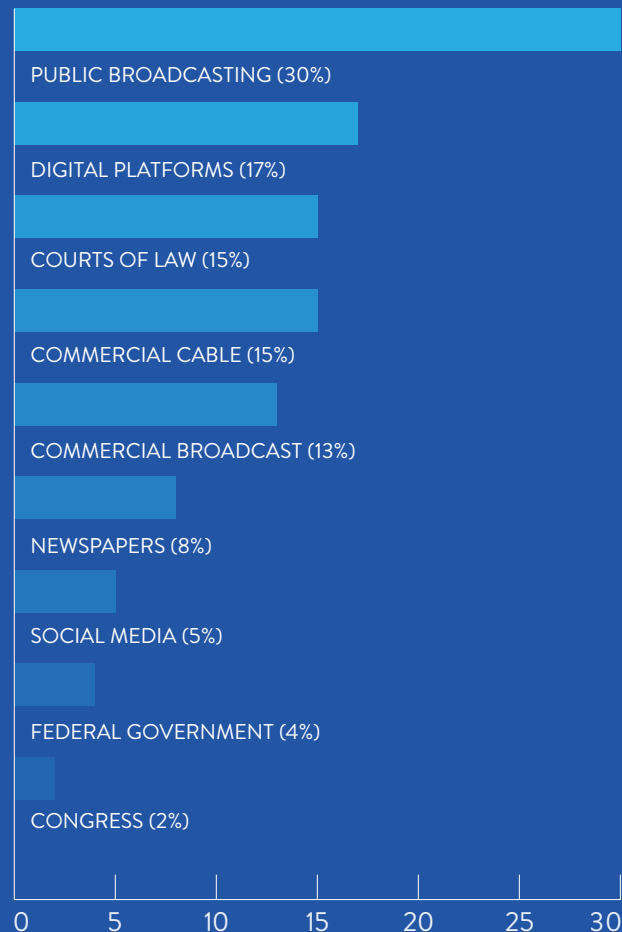


“ I just wanted to give a big huge “thank you” to Joan Lunden for being on *Second Opinion*. I think she has really elevated this show from the previous host. Her compassion and intelligence during interviews is so welcome. I just watched the episode on obesity and it was really nice having such a wide panel of professionals participating in the discussion. Again, a resounding “thank you” for the addition of Joan Lunden to this program. ”

—Viewer

PBS IS A SAFE, TRUSTED ENVIRONMENT FOR YOUR BRAND

When asked “How much do you trust each organization?” respondents of a survey done by Marketing & Research Resources, Inc. (M&RR) answered:



A RECENT PBS IMAGE STUDY REVEALED THAT A STRONG MAJORITY OF PBS VIEWERS:

- Feel that companies that fund PBS have a commitment to quality and excellence.
- Believe corporate partners are usually industry leaders.
- Would choose to buy a product from a company that supports PBS, all other things being equal.
- And, community leaders recognize that PBS program sponsorships are an effective communication tool that bring special acknowledgment and appreciation from customers and PBS viewers.

PUBLIC TELEVISION DELIVERS A HIGHLY DESIRABLE BROADCAST AUDIENCE THAT IS CURIOUS, CULTURED, AND EDUCATED.

- 87% of PBS viewers believe that continuing to learn throughout life is very important.
- PBS viewers are more than twice as likely to attend art galleries or shows.
- PBS viewers are 26% more likely to hold a post-graduate degree.

[Source: GfK MRI Doublebase, Average Audience any represented PBS program, weighted to population (000), base = all]

PUBLIC TELEVISION VIEWERS ARE ENGAGED VIEWERS.

- 51% of PBS viewers pay full attention when watching PBS vs. 37% when watching network TV.
- 36% of viewers research more on the company, product, or service that they see on PBS.

[Source: PBS Sponsorship Study: Audience Attitudes & Behaviors, City Square Associates]

PBS PROVIDES A SAFE ENVIRONMENT FOR YOUR BRAND.

- PBS content is trusted, unbiased, credible and objective – a quality platform for your brand.
- Association with PBS provides a halo-effect for sponsors of PBS programs: 68% of PBS viewers agree that sponsors are committed to quality and excellence.
- Low-clutter helps your message stand out.

[Source: Commercialism Research, City Square Associates]

SECOND OPINION PARTNERS

PRODUCER: WXXI PUBLIC MEDIA, ROCHESTER, NY

WXXI Public Media 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 four television channels: WXXI-TV/HD, WXXI-World, WXXI-Create, and WXXI-Kids 24/7 plus 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. Local WXXI productions include: *Connections with Evan Dawson*, a daily talk radio show and *Arts InFocus*, an on-line and on-air show featuring in-depth stories and profiles of the Rochester region's artists and arts organizations. WXXI's national productions explore arts, culture, history, wine and food, and include award-winning programs like *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 also operates *CITY News*, an online and print news and arts organization, as well as *The Little Theatre*, a five theatre complex presenting American Independent and Foreign films, visual arts and music. WXXI launched *Second Opinion* in 2004.

DISTRIBUTOR: AMERICAN PUBLIC TELEVISION

American Public Television (APT) is the leading syndicator of high-quality, top-rated programming to the nation's public television stations. Founded in 1961, APT distributes 250 new program titles per year and more than one-third of the top 100 highest-rated public television titles in the U.S. APT's diverse catalog includes prominent documentaries, performance, dramas, how-to programs, classic movies, children's series and news and current affairs programs. *Doc Martin*, *Midsomer Murders*, *America's Test Kitchen From Cook's Illustrated*, *AfroPoP*, *Rick Steves' Europe*, *Pacific Heartbeat*, *Christopher Kimball's Milk Street Television*, *Front and Center*, *Lidia's Kitchen*, *Kevin Belton's New Orleans Kitchen*, *Simply Ming*, *The Best of the Joy of Painting* with Bob Ross, James Patterson's *Kid Stew* and *NHK Newsline* are a sampling of APT's programs, considered some of the most popular on public television. APT also licenses programs internationally through its APT Worldwide service and distributes Create@TV — featuring the best of public television's lifestyle programming — and WORLD™, public television's premier news, science and documentary channel. To find out more about APT's programs and services, visit APTonline.org.





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“ I just recently came across your show...and now watch it every week. My daughter is a student at U of R medical school so that is what caught my eye first. Your show is enlightening and very informative. I am a school nurse and it is a good review for me on the topics presented. I like to hear about the patient's journey once they are diagnosed and how they were diagnosed. Keep up the good work!! ”

—School Nurse, Viewer

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