

nhptv.org/planetgranite

PLANET GRANITE Partner Advisory Board

These individuals from education, community, government and business organizations have generously contributed their expertise to assist New Hampshire Public Television in the development of **PLANET GRANITE**.

Education/Community

Tom Kelly, PhD., *Chief Sustainability Officer,*

UNH University Office of Sustainability

Julia Dundorf, *Manager of Community*

Relations and the Residential Carbon

Challenge, Clean Air – Cool Planet

Denise Blaha, *Project Coordinator,*

UNH Cooperative Extension

Government/Community

Chris Skoglund, *Energy & Transportation*

Analyst, NH Dept. of Environmental Services

Clay Mitchell, *President, NH Sustainable*

Energy Association

Mary Downes, *Energy Efficiency Specialist,*

NH Office of Energy & Planning

Business/Community

Michael Licata, *Director of Government Affairs,*

Business & Industry Association of NH

Molly Hodgson Smith, *Executive Director,*

NH Businesses for Social Responsibility

Richard Ober, *VP Civic Leadership &*

Communications, NH Charitable Foundation

THE **PLANET GRANITE** initiative focuses on raising awareness, presenting possible solutions, and highlighting activities that advance sustainability practices. Through a partnership of nine statewide organizations involved in sustainability issues, the **PLANET GRANITE** initiative includes educational and community outreach to encourage involvement by individuals, communities, schools, and businesses. Multi-media content will be distributed via broadcast of national PBS and locally focused programs, the Web, and social networking mediums.

INITIATIVE GOALS

- Help our audience make informed individual and collective choices surrounding sustainability practices, including biodiversity, climate, food and culture
- Connect individuals, communities, schools and businesses to local, regional and national specialists and opportunities
- Raise awareness and stimulate dialogue in our communities
- Encourage practical, achievable and positive behavior changes in how we live our individual and collective lives

PROJECT ELEMENTS

On- Air

PLANET GRANITE Micro-series: series of 12 message breaks (approx. one minute in length) that profile or highlight individuals, schools, businesses and communities evaluating or engaging in sustainable/green practices or natural resource usage and consumption choices.

PLANET GRANITE on NH Outlook: four or more PLANET GRANITE segments or shows

Web

PLANET GRANITE website will include: practical information; links to local/national resources for adults, children and educators; partner organization information; streaming video of PLANET GRANITE micro-series and specials; interactive calendar featuring sustainability-related events/activities/workshops; and "Your Green Scene Story" comment feature.

Community Engagement

PLANET GRANITE K-12 educational and community engagement activities will extend the value and usage of the on-air and web-based content. Potential activities include teacher workshops, Ready To Learn family nights, and a "Planet Granite Pledge" for individuals, communities, schools, and businesses to target various areas of sustainability.

SPONSORSHIP – Multi-Media Promotional Exposure

NHPTV On-Air

On-air schedule will run 4 – 6 weeks; minimum of 150 :15 sec spots (ROS in primetime and with PBS and local programming related to PLANET GRANITE theme)

NHPTV Website

Links from nhptv.org/planetgranite content to your business' website

NHPTV E-Newsletter

Twice a month sponsorship note in weekly e-newsletter distributed to more than 14,600 subscribers

Project Collateral Materials & Press Releases

Sponsor acknowledgement on printed materials and press releases

GREENEST SPONSORSHIP / \$10,000

- WEB: Linked company logo on the PLANET GRANITE website
- MICRO-SERIES: Company logo and tagline, (3-5 second audio message) “exclusively” on 250 message-breaks
- NHPTV PRIME: NHPTV will produce a 15-second spot for your company to be aired 2 times each week for one year (104 spots total) around PLANET GRANITE themed programming.
- PRINT: Company logo will appear on print materials distributed at PLANET GRANITE educational and community engagement events for one year
- E-NEWS: Sponsor recognition in “@ NHPTV,” our weekly e-news

GREENER SPONSORSHIP / \$5,000

- WEB: Linked company logo on the Planet Granite website
- MICRO-SERIES: Company logo and tagline (3-5 second audio message) “exclusively” on 125 message-breaks
- NHPTV PRIME: NHPTV will produce a 15-second spot for your company to be aired 1 time each week for one year (52 spots total) around PLANET GRANITE themed programming.
- PRINT: Company logo will appear on print materials distributed at PLANET GRANITE educational and community engagement events for one year
- E-NEWS: Sponsor recognition in “@ NHPTV,” our weekly e-news

GREEN SPONSORSHIP / \$2,500

- WEB: Linked company logo on the Planet Granite website
- MICRO-SERIES: Company logo and tagline (3-5 second audio message) “exclusively” on 50 message-breaks
- NHPTV PRIME: NHPTV will produce a 15-second spot for your company to be aired 1 time each week for 26 weeks (26 spots total) around PLANET GRANITE themed programming.
- PRINT: Company logo will appear on print materials distributed at PLANET GRANITE educational and community engagement events for one year
- E-NEWS: Sponsor recognition in “@ NHPTV,” our weekly e-news

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