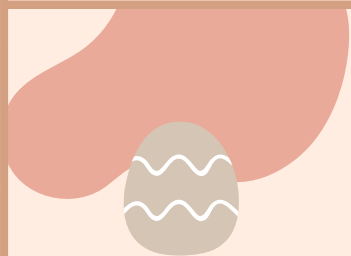


LEO



Hannah Cole, Natalia Gladysz, and Sophia Johnson





What is LEO?

LEO description



Home



What is *LEO*?



- *LEO* is a friendly, fun, and educational children's show intended for an audience between the ages of two and eight
- The program follows the main character, Leo, a five year old anthropomorphic teddy bear who goes to school and on adventures with his friends



What is Leo?



- While going on adventures, whether to the garden or all the way to the moon, Leo is always under the supervision of an adult character who acts as the medium for educational material



What makes LEO unique?



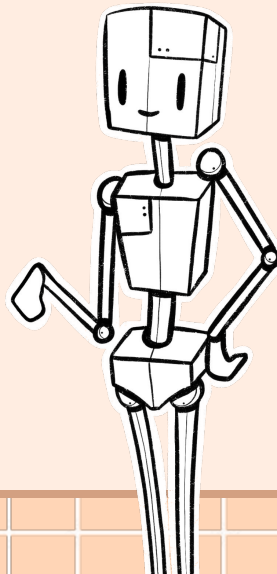
- Unlike its predecessors (i.e. *Daniel Tiger's Neighborhood*), LEO also incorporates new topics and learning experiences to adapt to a changing, more technology-based society



What makes *LEO* unique?



- One of the show's core characters is a robot that teaches Leo about internet safety and screen time, taking Leo and his friends on cyber adventures to learn more about navigating the digital world





The Messages of LEO



“LEO” aims to teach its child audience to:

- Be creative
- Be kind
- Be interested in the world
- Handle big emotions
- Safely navigate the digital world/internet





02

LEO and you!

Why PBS Kids will work



Home



PBS STATUS AS A CABLE NETWORK



PBS Wisconsin's four channels – PBS Wisconsin, The Wisconsin Channel, Create and PBS Kids 24/7 – are **available over the air via antenna and to all cable and satellite providers**. Some cable and satellite providers offer all four, while others currently only offer the PBS Wisconsin flagship channel.



PBS Wisconsin

<https://pbswisconsin.org/broadcast-channels> ⋮



Over-the-Air Broadcast Transmitters - PBS Wisconsin



Our Vision and Your Vision



LEO



free

PBS



Aims to increase children's school readiness by creating compelling storylines that enforce and teach correct socioemotional behaviors, encourage media literacy, and teach about our multicultural society

"Encourages children to interact as respectful citizens in a diverse society" and values education, strengthening literacy skills, and impacting school readiness

(PBS Authors)



Programming Strategies



Hammock



Between
Arthur and
Wild Kratts

Cross
Promotion



During other
PBS Shows



Stripping

Everyday
7:30AM & 3:30PM



03



Advertising and Promotion



Home



Why do companies want to sponsor the show?



The show:

- Includes positive messaging
- Entertains children of different ages
- Teaches about contemporary conflicts
- Helps children develop a better sense of self



Promotion Ideas Without Technology



Magazines

Publications for
children, incl.
Nat Geo Kids

Billboards

Children spend a lot
of time looking out
the window

Food

Cereal boxes,
fruit snacks, granola
bars

Clothing

Pajamas, shirts,
shoes





Promotion Ideas With Social Media



Commercials

YouTube
advertisements

YouTube Shorts

Entertaining clips
accessible to
children

