



PublicSquare.net
common ground uncommon debate™



Sponsorship and Media Kit



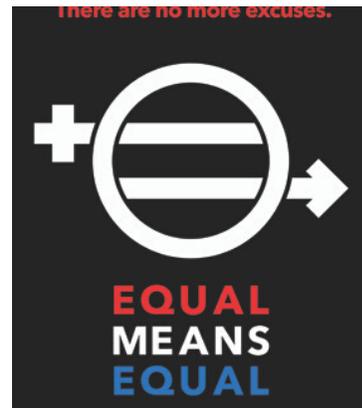
About PublicSquare.net

PublicSquare.net aims to raise the level of public discourse in our society. We seek to promote and facilitate dialogue between people of different persuasions on important topics on which there is disagreement. Our goal is to become a **trusted source** on which people of all persuasions can rely in order to obtain enough information that they can make **well-informed opinions** on the political, legal, religious, and social issues of the day.

PublicSquare.net is an ***independent, non-partisan webzine*** that aims to encourage stimulating debate on the political, legal, religious, and social issues of the day. We invite today's leading experts to engage one another in thoughtful, intelligent discussion.

PublicSquare.net hosts debates in **domestic policy, foreign affairs, law, religion, society, history, science, and philosophy**. Debates take place in written, audio, or video format.

PublicSquare.net is a 501(c)(3) nonprofit corporation. All contributions are tax deductible.



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PublicSquare.net TV

PublicSquare.net produces several public affairs broadcast shows. We are seeking corporate underwriters for the following shows:

Scholar's Mate
Bookmarks
Outside the Box

Programs are currently run on our YouTube channel. **We are actively pursuing broadcast and syndication on PBS.**

All shows share these characteristics:

- They are moderated by journalists who are known for unbiased reporting.
- They encourage dialogue and debate while maintaining civility and respect.
- They are broadcast live and recorded for on-demand viewing.
- Viewers can submit questions to our guests during the show via our website. All appropriate questions will be answered either on-air or off the air.



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Our Shows and Topics

Scholar's Mate

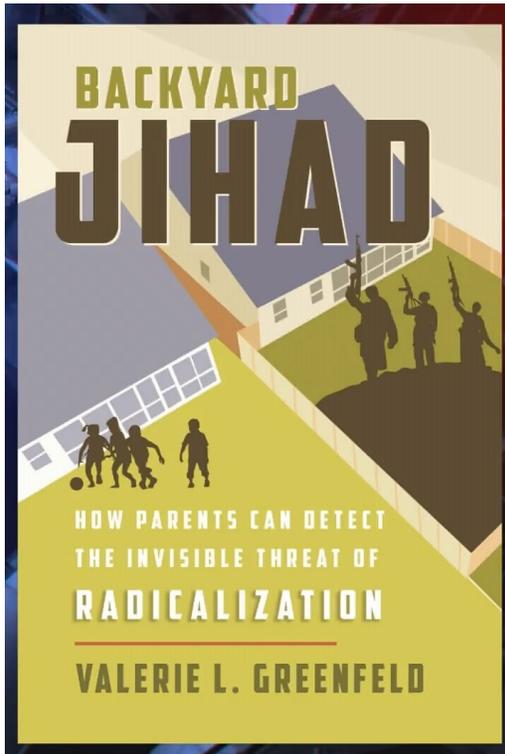
Scholar's Mate is PublicSquare.net's signature debate show. Two subject matter experts engage each other in civil, intelligent debate on a narrowly defined yes/no question related to public policy, law, religion, or social issues.

The show has a segment called "Answer This!" in which the experts get to ask questions of each other directly.

There is also a segment called "We Agree!" that focuses on the areas of agreement between the two guests. Each guest is asked to name at least one point on which the two of them agree.



The phrase "Scholar's Mate" refers to a chess maneuver.



Bookmarks

Bookmarks put the standard book review into a video format.

We invite the author of a recently published nonfiction book or the producer of a recently released documentary to discuss the product with a reviewer who fundamentally disagrees with its premise. For instance, if a book is written by an atheist, we'll have it reviewed by an evangelical Christian. If it's written by an evangelical Christian, we'll have it reviewed by an atheist.

We expect a negative review, but we welcome a positive one.



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Our Shows and Topics

Outside the Box

Outside the Box is a unique public affairs show in which an advocate of a new policy idea gets to discuss it with a policy expert who is critical of the idea. The critic is then asked for his/her own solution to the problem the idea is designed to solve.



Possible Future Topics

- Green New Deal
- Medicare for All
- Gender pay gap
- Free college tuition
- USPS offering banking services
- Guns as a public health issue
- Allowing felons to vote



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Our Audience

With its production studio in the heart of the Washington DC Metro area, PublicSquare.net TV reaches a **broad, diverse and well-informed audience** in one of the top media markets in the U.S.

Viewers of our shows are **well-educated**, informed about current policy debates and news topics, and **they favor intelligent, scholarly discourse** from a variety of experts with the end goal of **consensus and interchange of ideas**. Slightly more women than men follow our programming.

99% of our viewers are from the U.S., with the greatest percentage living in **New York City**, followed by **San Antonio, Los Angeles, Phoenix and Washington D.C.**

With our robust and growing social media sites, including YouTube, we anticipate viewership for the upcoming season in the hundreds of thousands.



Social Media Profiles



Facebook



Twitter



YouTube



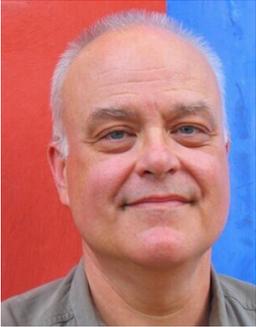
LinkedIn



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Our People

Public Square programs feature policy experts and scholars from across the ideological spectrum, who provide expert, fact-based analysis of important national and geopolitical topics. Among our many featured guests are the following experts:



Garrett Epps

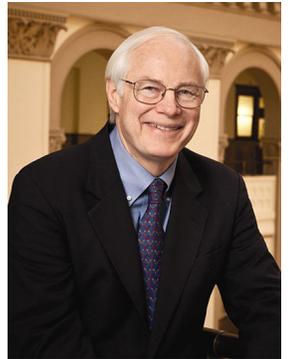
University of Baltimore

Garrett Epps is professor of law at the University of Baltimore and author of *Democracy Reborn: The Fourteenth Amendment and the Fight for Equal Rights in Post-Civil War America* (2006), a finalist for the American Bar Association's Silver Gavel Award.

James A. Leach

University of Iowa College of Law

James A. Leach is Chair in Public Affairs, Visiting Professor of Law, and Senior Scholar at the University of Iowa College of Law. He is former chairman of the National Endowment for the Humanities. He served for 30 years as a representative in Congress, after which he was a professor at the Woodrow Wilson School at Princeton University and interim director of the Institute of Politics and lecturer at the John F. Kennedy School of Government at Harvard University.



Bryan Caplan, PhD

George Mason University

Bryan Caplan is a senior scholar at the Mercatus Center and a professor of economics at George Mason University. He is the author of *The Myth of the Rational Voter* and *Selfish Reasons to Have More Kids*. He writes *EconLog*, named by the Wall Street Journal as a top economics blog. He received his PhD in economics from Princeton University and his BA in economics from the University of California at Berkeley.

Kelley Vlahos

The American Conservative

Kelley Vlahos is executive editor of *The American Conservative*. Her writing concentrates on national security, war policy, civil liberties, the drug war, and returning veterans. She's written extensively about homeland security policy for *Homeland Security Today* magazine. Her writings have been reprinted in places such as *The Utne Reader*, *The Spectator*, and *Truth-out.org*. She has been interviewed by Al-Jazeera, Russia Today, *Democracy Now!*, POTUS Sirius-XM, and FOX News's *Freedom Watch* w/Judge Napolitano.



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Testimonials

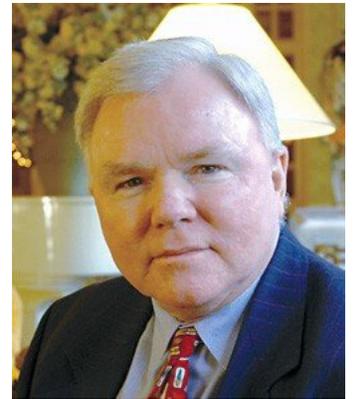


"Having both written for PublicSquare.net and read its debates with great enjoyment, I am very impressed by the way in which it presents thorough, insightful arguments from experts in the field with great seriousness and depth, even in an age of superficial coverage and soundbites. In sum, PublicSquare has brought back Lincoln-Douglas style debate in the Internet age."

Julie Hilden, Findlaw.com

"PublicSquare.net provides an invaluable service to society via its uniquely democratic approach to our political system. It is fair to all participants, and provides a broad array of ideas and opinions on the crucial issues of the day. I personally endorse the credibility and civic merit of this invaluable website as it contributes immensely to our public good."

Brian Moore, 2008 Socialist Party Presidential Candidate



"PublicSquare.net provides a service not only to the Christian community, but to society at large. It is unique both in its willingness and ability to tackle the most controversial issues of the day—issues many choose to avoid—even among the most 'conservative' writers. PublicSquare.net is cutting edge, intellectually challenging, and, I believe, it has been raised up for such a time as this."

Tim Staples, Catholic Answers

"PublicSquare.net provides an opportunity for informed deliberation that is unique among the ranting that typically passes for political and social commentary on the web."

David H. Howard, Department of Health Policy and Management, Emory University



Sponsorship Assets

A sponsorship of our programming aligns your brand or cause with a **well-informed, well-educated and affluent viewership who make important purchasing decisions for their families.**

Among the many assets of a PublicSquare.net sponsorship are:

- Three different series programs for series sponsorships
- As many as 12-14 programs for individual episode sponsorships
- Access to 215 million people - 83% of U.S. households - through PBS
- PBS's audience demographics that reflect those of the U.S. population
- Scholars and experts who provide authority and credibility for our programming
- A non-partisan format for discussing issues important for businesses
- An effective way to position your brand as impartial and inclusive of many viewpoints
- A youthful and growing audience of adherents who make important purchasing and charitable donations decisions for their families
- Logo placement and news articles at our website
- On-air mentions of your corporate support of our programming
- Logo and branding opportunities through PublicSquare.net merchandise

We are open to additional ideas for activating your sponsorship investment



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Sponsor Us!

PublicSquare.net seeks **corporate, media and non-profit partners** to join us to provide a **non-partisan forum for intelligent discussion** of important issues facing our nation.

There are two ways to engage a PublicSquare.net sponsorship:

Option #1 - Custom design a sponsorship that achieves the promotional goals of your company or organization by choosing from our menu of sponsorship assets and/or coming up with your own activation ideas. We'll assign a price.

Option #2 - Choose a Title, Series or Episode Sponsorship from the menu below

Title Sponsorship (1 available) - \$25,000

- Primary Nomenclature - PublicSquare.net presented by (your company)
- Unlimited amount of sponsorship assets/activations
- Category exclusivity

Series Sponsorships (3 available) - \$15,000

- Series Nomenclature - e.g. Bookmarks presented by (your company)
- Up to 10 selections of sponsorship assets/activations
- Category exclusivity

Episode Sponsorships (12-14 available) - \$5,000

- Episode Nomenclature - e.g. This episode of Bookmarks sponsored by...
- Up to 5 selections of sponsorship assets/activations

Contact our Development Coordinator **Matthew Butterman** to discuss your needs and how a Public Square.net sponsorship can meet them.

mbutterman@publicsquare.net

434-465-1179