

# Balancing Act with John Katko

A forum for thoughtful dialogue in a divided nation





# *Why Balancing Act?*





# Meet John Katko

John Katko is a former federal prosecutor and four-term U.S. Congressman, nationally recognized for his bipartisan leadership and pragmatic approach to policymaking.

- Co-led the Problem Solvers Caucus and consistently ranked among the most effective and bipartisan lawmakers
- Voted to impeach President Trump following January 6, demonstrating principle over party





# A Show for the Middle

Americans' confidence in newspapers and television news has plummeted to an all-time low, according to the latest annual Gallup survey of trust in U.S. institutions.

At a time when political coverage often amplifies extremes, *Balancing Act* offers a centrist voice for the “Reagan–Clinton middle,” **the 80% of Americans without a platform in polarized media.**

- Designed to foster common ground in a fragmented landscape
- Hosted on PBS—the most trusted media brand in America for 22 consecutive years
- Ideal for brands seeking high-integrity exposure without partisan risk



# *Balancing Act with John Katko*

*Balancing Act with John Katko* is a weekly public affairs program that brings clarity, context, and civility back to political conversation.

Hosted by former Congressman John Katko, the show uses a light circus-inspired format to frame a serious mission: to offer a space for thoughtful, solutions-oriented dialogue in an era of division.

Each episode is a 26-minute exploration of a timely topic—infused with historical insight, diverse perspectives, and a spirit of inquiry.





“We were all sent here by our constituents to put the work in, to better our districts,” Katko said as he left Congress after declining to run for a fifth term in 2022. “When there's only fights and no bipartisan cooperation, it's our constituents, not us, who suffer. And please remember that.”

—John Katko



# Episode Format

## Tightrope

A fast-paced opener offering insight into the week's central debate

## Center Ring

In-depth interview with a leading political, business, or policy figure

## Trapeze

A bipartisan negotiation between two opposing voices

## My Take

Katko reflects on the debate and what's at stake

## Next Week in Washington

A forward-looking segment from a *Bloomberg Politics* reporter



# Past “Center Ring” Guests



**Steny Hoyer**

Former House Majority  
Leader and U.S.  
Representative from  
Maryland



**John Curtis**

U.S. Congressman for  
Utah’s 3rd District, House  
Natural Resources  
Committee

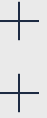


**Justin Bloesch**

Assistant Professor of  
Economics, Cornell  
University



# Past “Center Ring” Guests



**Newt Gingrich**

Former Speaker of the  
U.S. House and  
Presidential Candidate



**David Rubenstein**

Author, Historian, and  
Host of PBS’s *History*  
with David Rubenstein



**Dr. Sinisa Vukovic**

Director, Global Policy  
Program, Johns Hopkins  
SAIS

## Past “Center Ring” Guests



**Nikki Haley**

Former U.S. Ambassador  
to the United Nations



**Andrew Wender Cohen**

History Professor,  
Syracuse University



**Laura Collins**

Director, Economic  
Growth, George W.  
Bush Institute



# Audience and Reach





# #1 MOST TRUSTED

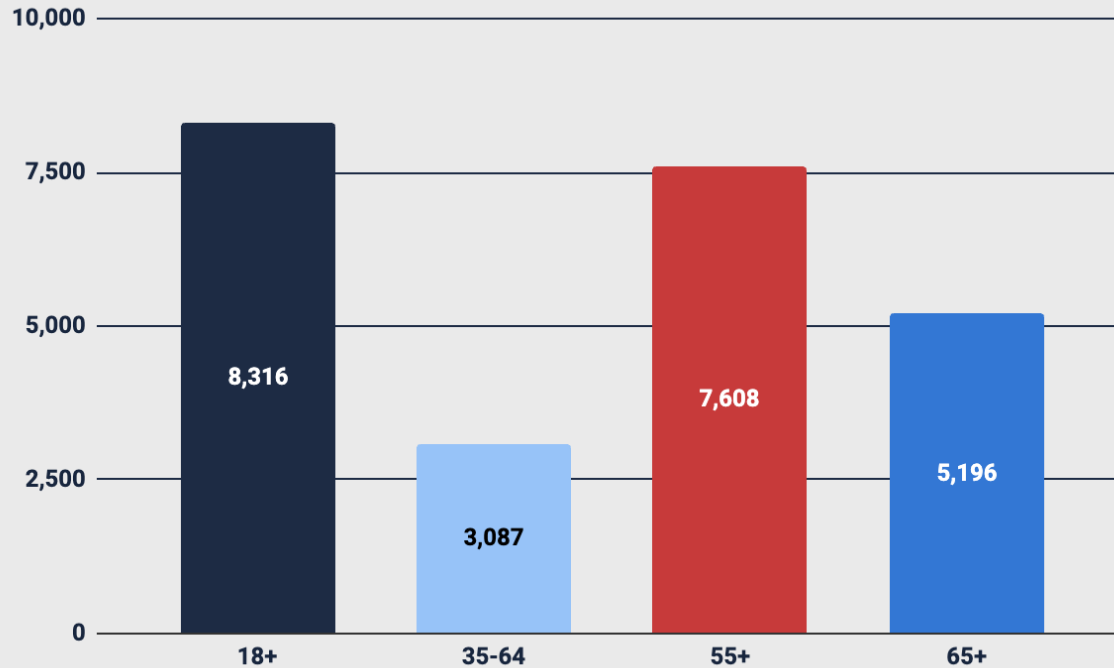
For the 21<sup>st</sup> year in a row, PBS ranks as the **Most Trusted Media Organization in America** according to a nationwide survey.

**Source:** Survey developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) fielded 27 questions during the window of January 5-16, 2023. The survey was conducted among a sample of 1,022 adults ages 18+, 490 men, 526 women, and 6 respondents preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.



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+ ***Balancing Act with John Katko*** Live + Same Day Average QH  
Audience Estimate





# PBS is for Every American

With more than 330 member stations, PBS offers all Americans the opportunity to explore new ideas and worlds through television and digital content.

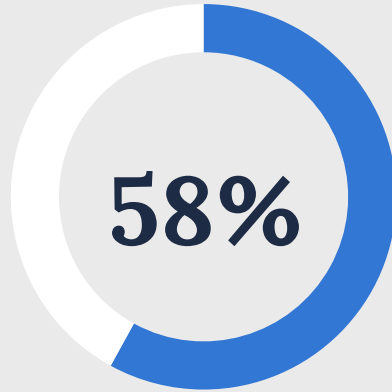
PBS is not for one political side or the other—it's for everyone. **65% of Americans who voted for the current Administration** say PBS is either underfunded or adequately funded.

PBS has long been a place for meaningful debate across the political spectrum:

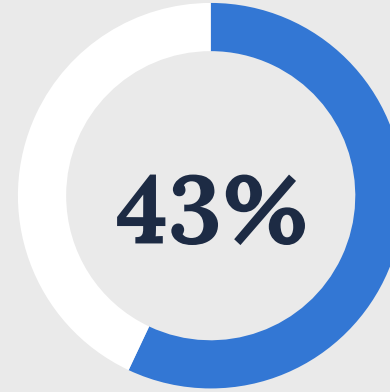
- *PBS NewsHour*
- *Firing Line with Margaret Hoover*
- *FRONTLINE*
- *Washington Week with The Atlantic*
- *Amanpour & Co.*
- *To the Contrary with Bonnie Erbé*



# A Valuable Audience to Underwriters



are more likely to have a  
**doctorate degree**

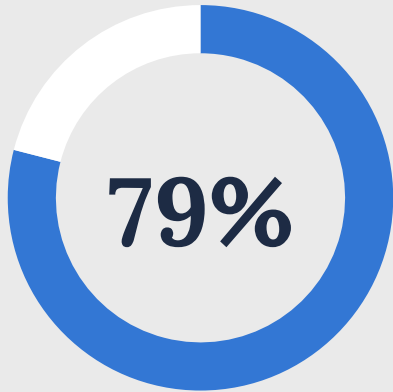


are more likely to have an  
**investment portfolio worth \$250k+**

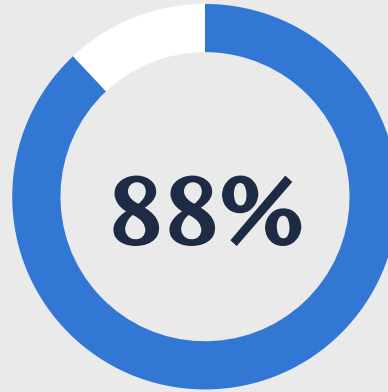
Source: MRI Simmons Spring 2023, A18+, PBS (30-day viewership); Erdos Media Opinion Leaders, 2022.



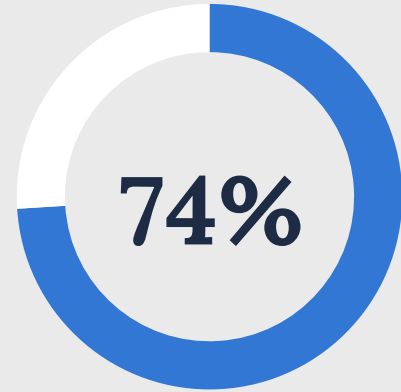
# Purpose-Driven Companies Bring ROI



of Americans feel a **deeper connection** to companies with values similar to their own



would **purchase** product/services from that company



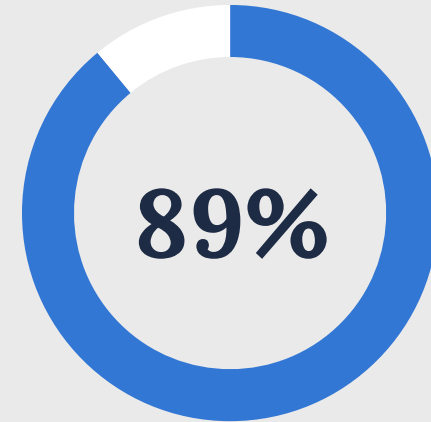
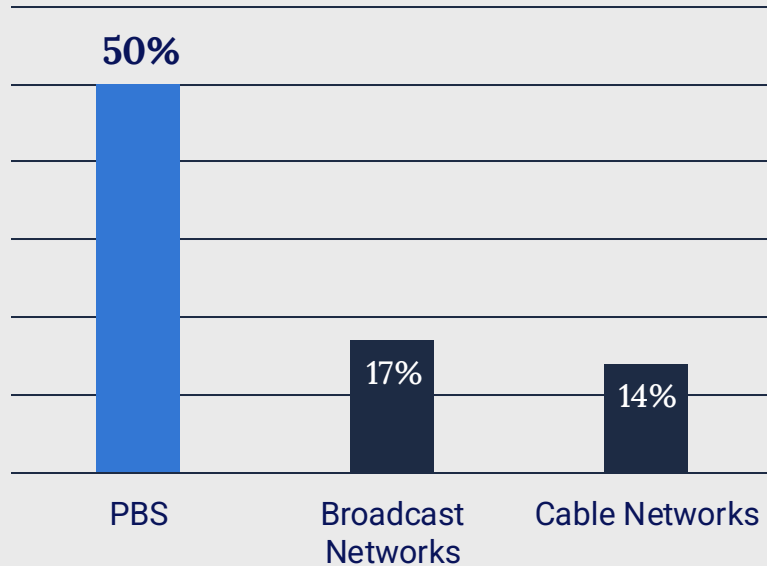
would tell others to **buy products** from that company

Source: Cone Porter, 2018





## Network Preference for Noticing Advertisers



of viewers would choose to **buy a product from a company that sponsors PBS** over another



# Distribution



# PBS & WCNY-TV



A trusted PBS station **rooted in Central New York**, WCNY delivers high-impact public affairs and educational content.

- Known for community forums and bipartisan debates and reaches a civically engaged, values-driven audience
- Located in a growing tech and infrastructure hub (e.g., Micron)
- Potential for future carriage on additional PBS stations nationwide





# Over 130 Million People

tune into PBS member stations over the  
course of a year.



# WORLD Channel



Airing on **197 PBS stations nationwide**, WORLD is home to civic-minded content and underrepresented voices—making it a natural fit for *Balancing Act*.

- Targets adults 35–64
- Focused on civic discourse, social impact, and public policy
- Features award-winning series like *America ReFramed*, *Doc World*, and more





# Digital Distribution

- Episodes and segments available on-demand via the show website
- Each segment built to stand alone on platforms like YouTube and Facebook
- Weekly clips extend Katko's voice into the social conversation
- Edited for shareability on Instagram Reels and TikTok
- Potential partnerships with trusted political media: *Politico, Axios, The Hill, and Roll Call*



# Thank You!

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