



For Immediate Release

Contact: J Schwanke

Phone: 616-446-6086

Email: j@uBloom.com

“TV Programmers Vote ‘YES’ for Season 4 of *J Schwanke’s Life In Bloom*”

Grand Rapids, MI, December 20, 2022 – Momentum for *J Schwanke’s Life In Bloom* continues to increase as evidenced by a report from American Public Television (APT), following their Fall Marketplace event. The report reflects increased interest from programmers and a gain in coverage for Season 4, ahead of its debut in April of 2022.

261 stations, surveyed by APT, voted YES for the program. These stations provide national coverage of 81.34% USTVHH (U. S. Television Households) and include stations in 7 of the top 10 and 20 of the top 25 markets. The above are projections for Season 4 – historically, actual broadcast results and coverage is even better.

The following primary stations in the top 25 markets voted YES:

- KCET/KOCE in Los Angeles #2
- WTTW in Chicago #3
- WHYY in Philadelphia #4
- KERA in Dallas #5
- KQED in San Francisco #6
- KAET in Phoenix #11
- WEDU in Tampa #13
- KTCA in Minneapolis/St. Paul #14
- WTVS in Detroit #15
- KRMA in Denver #16
- WUCF in Orlando #17
- WVIZ in Cleveland #19
- Oregon Public Broadcasting #21
- UNC-TV (North Carolina) #24
- WFYI in Indianapolis #25

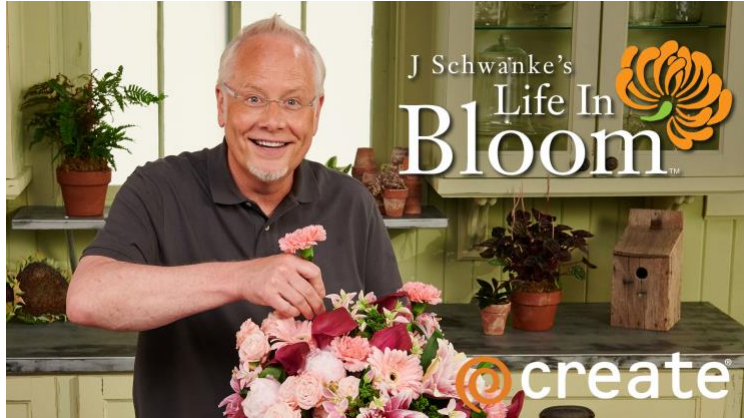
(KVIE in Sacramento #20 and KETC in St. Louis #23 have not yet responded.)

Furthermore, licensees are also able to vote MAYBE. 45 stations voted MAYBE. These stations provide national coverage of 21.38% of which 7.52% is unique (unduplicated with YES voting). These votes are a strong indicator of where the series is most likely to be carried. The following primary stations in the top 25 markets voted MAYBE:

- KUHT in Houston #8
- WETA in Washington DC #9

- KCTS in Seattle #12
- WPBT in Miami #18
- WTVI in Charlotte #22

In addition, the programming team for CREATE, the national 24/7 multicast lifestyle channel managed and distributed by APT, voted YES for *J Schwanke's Life in Bloom* Season 4. CREATE represents 241 stations that reach 83.49% of USTVHH. Percentage points are calculated for Nielsen Ratings on the day of vote compilation, thus, they represent percentage of coverage the day of voting tabulation.



Also of note: the Season 4 YES vote total 261 is up from the Season 3 YES vote total of 205 – a net gain of 55 stations! *J Schwanke's Life In Bloom* continues to gain momentum throughout the country.

“These votes provide a clear affirmation that you have found and continue to evolve an accessible and entertaining series that works well and continues to grow in appeal,” noted Thomas Davison, Director of Business Development for American Public Television (APT).

“Program managers across the country are clearly looking forward to bringing *J Schwanke's Life in Bloom* (Season) 4 back into their schedules for the enjoyment and education of their audiences,” Davison concluded.

Inquiries and input about the show are always welcome at: j@uBloom.com.

J Schwanke's Life in Bloom is presented and distributed by American Public Television. Check local public television and Create TV listings to find out when *J Schwanke's Life in Bloom* airs in your area. The show is also available to stream for free via www.uBloom.com/LifeInBloom and the PBS App.

###