

**Project Description & Concept**

*Looking Ahead: Smarter Aging for a Better Future*

Cathleen Toomey is on a mission to revolutionize the way we think about aging. After 14 years as Vice President of Marketing for the RiverWoods Group, Toomey has seen firsthand how access to the right information can transform the experience of growing older.

Recognizing a growing demand for trusted insights, Toomey launched the *Seniority Authority* podcast to answer the questions she was hearing more and more often.

**To extend that reach even further**, she partnered with New Hampshire PBS, bringing smart, relatable conversations about aging to screens across Northern New England.

NHPBS has brought Toomey's practical wisdom to life through a series of short, engaging videos, a pilot program and a 5-part series which will launch Fall 2025. *Seniority Authority* explores some of the most relevant and timely issues facing older adults today, empowering viewers to take control of their next chapter with confidence and clarity.

**And the journey continues.** In 2026, *Seniority Authority* enters its next phase with a second season—a 13-part video series designed to inspire, inform and prepare us all to age with purpose, vitality and resilience.

Because getting older isn't something to fear—it's something to get smarter about.

**Community Impact**

This new 13-part series will be a continuation of the short interstitials launched in 2023, and pilot premiere that aired in 2024 and a 5-part series that launches in Fall 2025. This program aligns with the NHPBS strategic mission of cultivating a culture of life-long learning.

**Audience & Reach**

Americans, aged 55+, Families & caregivers

**Production Timeline**

2026

**Content Delivery**

SENIORITY AUTHORITY will air locally on NHPBS, with the potential for national distribution through NETA (National Educational Telecommunications Association) on other PBS stations throughout the country. The program will also be available for streaming through NHPBS.org.



**Season-Long  
Presenting  
Level Sponsor**

*\$25,000  
Investment*

**ON-AIR PRODUCTION BENEFITS**

- Listed as Presenting Sponsor with logo during on-air broadcast of the program on NHPBS
- A :30 second spot around program
- Listed as Presenting Sponsor with logo in credits for on-demand broadcast

**NHPBS.ORG**

- Listed with clickable company name on NHPBS.org program page
- Listed in any production-related press releases

**DIGITAL MARKETING BENEFITS**

- Listed in digital email marketing (11,000+ email subscribers)

**SOCIAL MEDIA MARKETING BENEFITS**

- Tagged on social media platforms in related posts

**PRINT MARKETING BENEFITS**

- Listed with logo on print program marketing
- Listed in any production-related press releases

**BONUS PLACEMENTS**

- A 12-month tile ad on NHPBS.org which has 120,000 monthly visitors
- :15 second spot to air run of schedule (5 airings)

**Season-Long  
Gold Sponsor**

*\$15,000  
Investment*

**ON-AIR PRODUCTION BENEFITS**

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- Listed in any production-related press releases

**BONUS PLACEMENTS**

- A 12-month tile ad on NHPBS.org which has 120,000 monthly visitors

**Season-Long  
Silver  
Level Sponsor**

*\$7,500  
Investment*

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**PRINT MARKETING BENEFITS**

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- Listed in any production-related press releases

**Season-Long  
Bronze  
Level Sponsor**

*\$5,000  
Investment*

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