

# BE SEEN BELOVED BY MILLIONS

WE USE THE POWER OF MEDIA FOR PUBLIC GOOD



# PBS FOR SOUTHERN CALIFORNIA

The most viewed PBS content platforms in the region, PBS SoCal, PBS SoCal Plus and PBS SoCal Encore have a combined monthly viewership of 2 million, serving 18 million people across six Southern California counties.

## OUR MISSION:

We strengthen the civic fabric of Southern California, share our distinct perspective with the rest of the nation, and provide communities with connection to the wider world.

We are creating a new public media model that is multi-platform, diversified, modern, and built around high-quality content.

## OUR BRANDS: only 28% overlap

PBS SoCal: bringing PBS to Southern California.

PBS SoCal Plus: tells the local stories that bring our communities together.

PBS SoCal Encore: encores award winning local and national programs only found on PBS.

# CONTENT THAT EDUCATES, INSPIRES AND CONNECTS

## VIEWER HOLD SPONSORS IN HIGH REGARD FOR THEIR SUPPORT OF A NOBLE CAUSE

By virtue of supporting PBS SoCal the connection you build with viewers instills a halo effect that predisposes their desire to do business with you.

**71%** agree that PBSsponsors provide a valuable public service <sup>1</sup>

**68%** believe PBSsponsors have a commitment to quality and excellence <sup>1</sup>

**55%** view PBSsponsors as industry leaders <sup>1</sup>

**54%** visit a PBSsponsor's website to learn more <sup>2</sup>

**SOURCES:**

1. Commercialism Research, City Square Associates, January-February 2016

2. PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, 2015

# WINNING THE HEARTS AND MINDS OF FANS PAYS DIVIDENDS WITH HIGHLY ENGAGED AUDIENCES

## EDUCATED

They prioritize education and lifelong learning for themselves and their families

## INFLUENTIAL

They drive trends through word of mouth and influence corporate and social networks

## CULTURAL

Passionate about the arts, they relish music, theater and museums

## COMMUNITY-MINDED

They care about the future of Southern California, participate in local initiatives and are highly active in the community

# CLUTTER-FREE ENVIRONMENT KEEPS VIEWERS ENGAGED

**59%** pay more attention to sponsor messages than ads on commercial networks

## QUALITY PRODUCTION OF SPONSOR MESSAGES MIRRORS PROGRAMMING

Hype-free sponsor messages delivered in a direct style win viewer appreciation and make the most of the PBS trusted environment.

**66%** feel PBS sponsorship is more trustworthy than the advertising on other networks

# TRUSTED. VALUED. ESSENTIAL

HIGH QUALITY CONTENT EDUCATES, INSPIRES AND CONNECTS

PBS SOCAL IS SOUTHERN CALIFORNIA'S LARGEST STAGE, CLASSROOM AND WINDOW TO THE WORLD

## LARGEST STAGE

Bringing the worlds of music, theater, dance and art alive to Southern California

*American Masters*

*MASTERPIECE*

*Great Performances*

*Live From Lincoln Center*

*Austin City Limits*

*LAaRT*

*Variety Studio: Actors on Actors*

*PBS Fall Arts Festival*

*Artbound*

*Must See Movies*

## LARGEST CLASSROOM

Making a positive impact on the lives of children through curriculum-based entertainment

- *Educational content and outreach programs help prepare millions of children for success*

## WINDOW TO THE WORLD

Addressing important issues for both children and adults, Americans rank PBS#1 in trust

*PBS NewsHour*

*FRONTLINE*

*Washington Week*

*Independent Lens*

*POV*

*BBC World News*

*BBC World News America*

*SoCal Connected*

*NHK Newsline*

# THE PBS SOCAL EXPERIENCE PERSONIFIED

IN-PERSON, VIA LIVE EVENTS AND SOCIAL IMPACT  
INITIATIVES THAT EDUCATE AND SPARK CIVIL  
DIALOGUE

## LIVE

- Community Screenings
- Q&A with some of our strongest supporter and experts

## SOCIAL IMPACT

- American Graduate
- Ready to Learn
- To Foster Change
- Summer Learning Day
- Family Math

# SOUTHERN CALIFORNIA'S WINDOW TO THE WORLD

RANKED #1 IN TRUST, PBS IS A  
LEADER IN ADDRESSING  
IMPORTANT ISSUES

**PBS NewsHour** — For 40+ years, viewers tune in for reliable reporting that makes it one of the most trusted news programs in television.

**Washington Week** — The longest running primetime news and public affairs program delivers the most interesting conversation of the week.

**FRONTLINE** — Investigative journalism that questions, explains and changes the world.

**Independent Lens** and **POV** — Documentaries that examine topics that don't often make mainstream news.

**BBC World News America** — Connects the dots between the United States and the world

**BBC World News** — Provides the latest global news from the world's largest news broadcaster

# VIEWERS OF PBS NEWS AND PUBLIC AFFAIRS

## EDUCATED

37%

more likely to hold a post-graduate degree

## INFLUENTIAL

49%

more likely to be a member of any group that tries to influence public policy or government

## CULTURAL

178%

more likely to attend classical music / opera performances

121%

more likely to attend art galleries / shows

55%

more likely to visit museums

57%

more likely to attend live theater

## COMMUNITY MINDED

56%

more likely to participate in environmental groups / causes

190%

more likely to be a member of a civic club

# OPINION LEADERS TRUST PBS NEWS AND PUBLIC AFFAIRS

**PBS ranks 4<sup>th</sup>** among television networks  
Opinion Leaders watched in the past week.  
*PBS NewsHour* and *NOVA* are in the Top  
10 programs watched.

Opinion Leaders rate:

*PBS NewsHour* **#1 most credible** program, and  
*Independent Lens*, *NOVA* and *FRONTLINE* within the  
**Top 5**.

*PBS NewsHour* **#1 most objective** program, and  
*NOVA*, *FRONTLINE* and *Washington Week* within the  
**Top 10**.

# SHARING THE WONDERS OF SCIENCE AND NATURE

**NOVA** — For 40+ years, *Nova* covers breakthroughs in technology to the mysteries of the natural world.

**Nature** — Airing for more than 35 seasons, the series has been awarded more than 600 honors including the first ever given to a program by the Sierra Club.

**Earth Focus** — Travels to far-flung parts of the globe, including Sierra Leone, Madagascar and Morocco, as well as cities in the U.S. to provide audiences with urgent local and global environmental coverage.

# VIEWERS OF PBS SCIENCE AND NATURE

## EDUCATED

15%

more likely to hold a post-graduate degree\*

## INFLUENTIAL

40%

more likely to be a member of any group that tries to influence public policy or government

## CULTURAL

100%

more likely to attend classical music / opera performances

50%

more likely to attend art galleries / shows

55%

more likely to visit museums

## COMMUNITY MINDED

50%

more likely to participate in environmental groups / causes

86%

more likely to serve a charitable organization

# SOUTHERN CALIFORNIA'S LARGEST STAGE

Each year, PBS SoCal offers more than 500 hours of Arts and Cultural programming, ensuring the worlds of music, theater, dance and art remain available to all.

- *Great Performances*
- *American Masters*
- *Austin City Limits*
- *PBS Arts Fall Festival*
- *LAaRT*
- *Variety Studio: Actors on Actors*
- *Artbound*
- *Must See Movies*

# VIEWERS OF PBS ARTS

## EDUCATED

36%

more likely to hold a post-graduate degree

## INFLUENTIAL

60%

to serve as an officer for a club / organization

## CULTURAL

214%

more likely to attend classical music / opera performances

122%

more likely to attend art galleries / shows

108%

more likely to attend live theater

71%

more likely to visit museums

62%

more likely to attend dance performances

## COMMUNITY MINDED

161%

more likely to serve a charitable organization

37%

more likely to participate in environmental groups / causes

# PBS DRAMA

SUPERB STORYTELLING AND FIRST CLASS ACTING

## **MASTERPIECE**

America's longest running primetime drama anthology series

Classic | *All Creatures, Poldark, Miss Scarlett & The Duke*

Mystery | *Sherlock, Grantchester, Endeavour, Inspector Lewis,*

*Wallander*

Contemporary | *Call the Midwife, Midsomer Murders, Doc Martin,*

*Death in Paradise, Father Brown*



# VIEWERS OF PBS DRAMA

## EDUCATED

29%

more likely to hold a post-graduate degree

## INFLUENTIAL

60%

more likely to serve as an officer for a club / organization

## CULTURAL

204%

more likely to attend classical music / opera performances

92%

more likely to attend art galleries / shows

55%

more likely to visit museums

93%

more likely to attend live theater

## COMMUNITY MINDED

126%

more likely to serve a charitable organization

56%

more likely to participate in environmental groups / causes

# HISTORY

## STORIES THAT SHARE THE PAST AND SHAPE THE PRESENT

***American Experience*** — TV's most watched history series, has been honored with every major broadcast award, including 14 George Foster Peabody Awards, four duPont-Columbia Awards and 30 Emmy Awards.

***Ken Burns*** — Enables viewers to experience America through the eyes of those who built it by dissecting historical events.

***Finding Your Roots with Henry Louis Gates, JR*** — Mysteries, surprises and revelations hidden in the family trees of popular figures.

***Lost LA*** — Investigates how image-making and reinvention fueled the region's explosive and surprising growth.

***California's Gold* and *Visiting*** — Huell Howser travels the state to share California's rich history, cultural diversity, natural wonders and amazing denizen.



# VIEWERS OF PBS HISTORY

## EDUCATED

45%

more likely to hold a post-graduate degree

## INFLUENTIAL

30%

more likely to have a role as president at work

## CULTURAL

174%

more likely to attend classical music / opera performances

108%

more likely to attend art galleries / shows

98%

more likely to visit museums

## COMMUNITY MINDED

185%

more likely to be a member of a civic club

135%

more likely to serve a charitable organization



**MISSION:**

WE USE THE POWER OF MEDIA FOR PUBLIC GOOD

**PBS SOCAL | PBS SOCAL PLUS | PBS SOCAL ENCORE**

Burbank | Costa Mesa

*PHOTO CREDIT: Griffith Observatory by Diego Maia | Flickr Creative Commons*

