

SOUTHERN CALIFORNIA'S LARGEST STAGE

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

From Broadway to Rock, **GREAT PERFORMANCES** — the longest running anthology program featuring the performing arts — exposes the American public to many forms of music, dance and entertainment from around the world that they would never have had the opportunity to see.

Since its premiere in 1986, **American Masters** has been committed to developing and producing comprehensive film biographies about the characters that comprise our cultural history.

The longest running music series in the country, **Austin City Limits** presents popular music legends and innovators from all genres in uninterrupted full concerts recorded live in Austin, Texas.

The **PBS Arts Fall Festival** showcases all forms of art across the country. With great star power and fantastic performances, these shows resonate with audiences who seek out classic performances, cutting edge music and some of the greatest artists of all time.

Intelligent, diverse and at times surprising, **LAaRT** shares an insider's look into the creative process of the people and events involved in Arts and Culture in Southern California and beyond.

PBS SoCal and Variety co-produce **Variety Studio: Actors on Actors**, a series of one-hour specials that go inside the year's biggest television programs and movies through candid conversations between some of today's most acclaimed actors.

VIEWERS OF PBS ARTS ARE

EDUCATED

42%

more likely to hold a post-graduate degree

INFLUENTIAL

52%

more likely to be a business owner or partner

CULTURAL

207%

more likely to attend classical music / opera performances

101%

more likely to attend art galleries / shows

100%

more likely to attend live theater

78%

more likely to visit museums

48%

more likely to attend dance performances

COMMUNITY MINDED

140%

more likely to serve a charitable organization

85%

more likely to participate in environmental groups / causes

PBS
SOCAL
KOCE IS YOUR PBS

SOURCE: 2016 Doublebase GfK MRI

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