BE SEEN AND BELOVED BY MILLIONS
INSPIRED TO LEARN MORE, DO MORE AND BE MORE
PBS FOR GREATER LOS ANGELES AND SOUTHERN CALIFORNIA

The top-rated public television station in the region, PBS SoCal serves 18 million people across six Southern California counties, with distinctive PBS programs and local productions that invigorate the West Coast voice.

More than a television station, PBS SoCal brings educational and culturally diverse content and experiences into communities, in partnership with organizations and schools.

SOURCES:
1. 2017 The Nielsen Company
2. U.S. Census Bureau July 2016 Population Estimates
CONTENT THAT EDUCATES, INSPIRES AND CONNECTS

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

CLUTTER-FREE ENVIRONMENT KEEPS VIEWERS ENGAGED

VIEWERS 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 PBS sponsors provide a valuable public service ¹

68% believe PBS sponsors have a commitment to quality and excellence ¹

55% view PBS sponsors as industry leaders ¹

54% visit a PBS sponsor’s website to learn more ²

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

59% pay more attention to sponsor messages than ads on commercial networks ²

QUALITY PRODUCTION OF SPONSOR MESSAGES MIRRORS PROGRAMMING
Hype-free sponsor messages delivered in a direct style win viewer appreciation and make the most of PBS SoCal’s credible environment

66% feel PBS sponsorship is more trustworthy than the advertising on other networks ²

SOURCES:
2. PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, 2015
TRUSTED. VALUED. ESSENTIAL.
HIGH QUALITY CONTENT
EDUCATES, INSPIRES AND CONNECTS

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

LARGEST STAGE
Bringing the worlds of music, theater, dance and art alive to Southern California
- American Masters
- Great Performances
- Austin City Limits
- Variety Studio: Actors on Actors
- MASTERPIECE
- Live From Lincoln Center
- LAaRT
- PBS Fall Arts Festival

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 fairness and trust
- PBS NewsHour
- Washington Week
- FRONTLINE
- POV
- Independent Lens

SOURCE: Marketing & Research Resources, Inc. (M&RR), January 2017
PHOTO CREDIT: Sherlock Holmes (BENEDICT CUMBERBATCH)
Courtesy of Hartswood Films and MASTERPIECE
THE PBS SOCAL EXPERIENCE PERSONIFIED

PBS SOCAL AMPLIFIES THE POWER OF ITS CONTENT IN-PERSON, VIA LIVE EVENTS AND SOCIAL IMPACT INITIATIVES THAT EDUCATE AND SPARK CIVIL DIALOGUE

PBS SOCAL LIVE
• Community Screenings: Exhibiting primetime programs, forums, panel discussions and Executive Producer presentations
• Engagement Events: Partnering with local organizations for community events that enhance and support the mission of PBS SoCal

SOCIAL IMPACT
• American Graduate: PBS SoCal’s local public awareness campaign and outreach to raise graduation rates
• Ready to Learn: Closing the achievement gap through local education and early learning engagement initiatives
• To Foster Change: A public media initiative aimed at fostering change in the realities and life outcomes for Southern California’s foster youth
For more than 40 years, millions of Americans and citizens of the world have turned to the PBS NewsHour for reliable reporting that has made it one of the most trusted news programs in television.

The longest running primetime news and public affairs program on television, Washington Week has delivered the most interesting conversation of the week for more than 50 years. Journalists from various news organizations participate in roundtable discussion of major news events in politics, policy and government.

FRONTLINE is investigative journalism that questions, explains and changes the world. Since 1983, its investigations have helped breathe new life into terrorism cold cases, freed innocent people from jail, prompted U.N. resolutions, and spurred policy and social change.

Independent Lens and POV documentaries examine topics that don’t often make mainstream news.

SOURCE: Marketing & Research Resources, Inc. (M&RR), January 2017
PHOTO CREDIT: Anchored by managing editor Judy Woodruff, PBS NEWSHOUR provides in-depth analysis of current events with a team of seasoned and highly regarded journalists | PBS
VIEWERS OF PBS NEWS AND PUBLIC AFFAIRS ARE

EDUCATED
25% more likely to hold a post-graduate degree

INFLUENTIAL
85% more likely to be a member of any group that tries to influence public policy or government

CULTURAL
109% more likely to attend classical music / opera performances

94% more likely to attend art galleries / shows

58% more likely to visit museums

43% more likely to attend live theater

COMMUNITY MINDED
98% more likely to participate in environmental groups / causes

89% more likely to be a member of a civic club

PBS NewsHour ranks fourth among the news and public affairs television programs that Opinion Leaders watch most often, and resonates with Opinion Leaders across influential sectors:

34% in government
36% in communications and media
34% in law
25% in business
25% in science

Opinion Leaders rate PBS NewsHour as the most credible and objective television news program.


SOURCE: 2016 Erdos & Morgan Opinion Leaders Study

SOURCE: 2016 Doublebase GfK MRI
PHOTO CREDIT: STICKY RICE | by joey zanotti | Flickr Creative Commons
NOVA is the highest-rated science series on television and one of the most acclaimed, having won every major television award, most of them many times over. Its approach, applied for more than 40 years, demystifies science in documentaries and resources that are equally informative and entertaining. Covering the latest breakthroughs in technology to the deepest mysteries of the natural world, NOVA shows the human story behind the science story.

Celebrating more than 35 seasons, Nature delivers the best in original natural history films and is considered the benchmark of natural history programs on American television. The series has won more than 600 honors from the television industry, the international wildlife film community, parent groups and environmental organizations — including 10 Emmy Awards, three George Foster Peabody Awards and the first honor ever given to a program by the Sierra Club.
VIEWERS OF PBS SCIENCE AND NATURE ARE

EDUCATED 15%
more likely to hold a post-graduate degree

INFLUENTIAL 52%
more likely to be a member of any group that tries to influence public policy or government

CULTURAL 113%
more likely to attend classical music / opera performances
71% more likely to attend art galleries / shows
47% more likely to visit museums

COMMUNITY MINDED 96%
more likely to participate in environmental groups / causes
23% more likely to serve a charitable organization

SOURCE: 2016 Doublebase GfK MRI
PHOTO CREDIT: NOVA-SolarEclipseImage courtesy of NASA/SDO
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.

PHOTO CREDIT: Austin City Limits Paul Simon courtesy of Scott Newton/KLRU
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

COMMUNITY MINDED 140%
more likely to serve a charitable organization
85%
more likely to participate in environmental groups / causes

SOURCE: 2016 Doublebase GfK MRI
PHOTO CREDIT: Sumi Ink Club Visits UF by croil373 | Flickr Creative Commons
PBS DRAMA
SUPERB STORYTELLING AND FIRST CLASS ACTING

MASTERPIECE, America’s longest running primetime drama anthology series, presents beloved classics and mysteries. Captivating characters and storylines immerse viewers in geographies and bygone eras with lavish detail. Favorites have included:

Classic | Downton Abbey, Victoria, Poldark
Mystery | Sherlock, Grantchester, Endeavour, Inspector Lewis, Wallander
Contemporary | Worricker

Call the Midwife, based on the best-selling memoirs of the late Jennifer Worth, tells colorful stories of midwifery and families in London’s East End. Call the Midwife follows the nurses, midwives and nuns from Nonnatus House, who visit the expectant mothers of Poplar, providing the poorest women with the best possible care.

Based on the crime-novel series by author Caroline Graham, Midsomer Murders follows the efforts of Detective Chief Inspector John Barnaby to solve crimes that occur in the wealthy, isolated English county of Midsomer, a picturesque and peaceful place on the outside, but one filled with amoral and snobbish eccentrics with a variety of vices.

PHOTO CREDIT: MASTERPIECE Poldark courtesy of © Robert Viglasky: Mammoth Screen for MASTERPIECE
VIEWERS OF PBS DRAMA ARE

EDUCATED 86% more likely to hold a post-graduate degree

INFLUENTIAL 70% more likely to serve as an officer for a club / organization

CULTURAL 250% more likely to attend classical music / opera performances

223% more likely to attend art galleries / shows

145% more likely to visit museums

112% more likely to attend live theater

COMMUNITY MINDED 144% more likely to serve a charitable organization

79% more likely to participate in environmental groups / causes

SOURCE: 2016 Doublebase GfK MRI
PHOTO CREDIT: Los Angeles, CA | 2017 by [DV8] David Patrick Valera 3 | Flickr Creative Commons
HISTORY
STORIES THAT SHARE THE PAST
AND SHAPE THE PRESENT

AMERICAN EXPERIENCE, TV's most watched history series, is acclaimed by viewers and critics alike. AMERICAN EXPERIENCE documentaries have been honored with every major broadcast award, including 14 George Foster Peabody Awards, four duPont-Columbia Awards and 30 Emmy Awards.

Documentaries by award-winning filmmaker KEN BURNS enable viewers to experience America through the eyes of those who built it. The documentarian has dissected historical events like war, prohibition and the dust bowl; the history of iconic America including baseball, national parks and country music; and visionaries including presidents, inventors and authors.

FINDING YOUR ROOTS WITH HENRY LOUIS GATES, JR. explores the mysteries, surprises and revelations hidden in the family trees of popular figures including Aziz Ansari, Scarlett Johansson, Ted Danson, Larry David, Ava DuVernay, Bryant Gumbel, Garrison Keillor, William H. Macy, Suzanne Malveaux, Ana Navarro, Amy Schumer, Mary Steenburgen and Christopher Walken.

PHOTO CREDIT: Rachel Carson 1955 courtesy of Martha Freeman
VIEWERS OF PBS HISTORY ARE

**EDUCATED** 54%
- more likely to hold a post-graduate degree

**INFLUENTIAL** 32%
- more likely to be a business owner or partner

**CULTURAL** 189%
- more likely to attend classical music / opera performances
- 121% more likely to attend art galleries / shows
- 100% more likely to visit museums

**COMMUNITY MINDED** 210%
- more likely to be a member of a civic club
- 123% more likely to serve a charitable organization

SOURCE: 2016 Doublebase GfK MRI
PHOTO CREDIT: Man Walking By Batman Vs Superman by joey zanotti | Flickr Creative Commons
MISSION
To foster a love of learning, culture and community using the power of public media.

PBS SOCAL REPRESENTATIVES
Century City | Costa Mesa | Los Angeles | sponsorpbssocal.org

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