CONNECT WITH MILLIONS OF VIEWERS AND LISTENERS IN ATLANTA AND GEORGIA
GPB is PBS® and NPR® for Atlanta and Georgia

Georgia Public Broadcasting’s nine public television stations and 19 public radio stations deliver quality PBS, NPR and GPB original productions to every county in Georgia and significant portions of surrounding states.

GPB Radio includes GPB Atlanta 88.5 FM, providing award-winning local news, conversation and top-rated NPR programs.
Engaging Content Educates and Inspires

Across public media, GPB inspires lifelong learning, connecting millions of viewers and listeners with information and perspective that inform their decisions.
Audience Quality Matters

**Educated**
They prioritize education and lifelong learning for themselves and their families

**Affluent**
With discretionary income, they have immense purchasing power

**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 participate in local initiatives and are highly active in the community
GPB Sponsors Get Results

Your support of GPB builds a connection with viewers and listeners, which instills a Halo Effect that predisposes our audience to do business with you.

Sponsorship provides brand lift and enhances corporate image.

68% of PBS viewers believe that sponsors have a commitment to quality and excellence¹

70% of listeners prefer to purchase products and services from companies who support public radio²

Sources:
¹ Commercialism Research, City Square Associates, January-February 2016
² GPB Sponsorship Survey, Lightspeed Research, 2017

Photo Credit: Under the Atlanta Skyline - Bruce Munro - Light in the Garden - photo by Katie Wheeler | Flickr
Clutter-free Environment Keeps Audiences Engaged

Hype-free sponsor messages delivered in a direct style win appreciation and make the most of GPB’s credible environment.

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

NPR listeners are 49% more likely to pay attention to sponsorship messages than commercial radio listeners are to advertising.

Sources:
1. PBS Sponsorship Study: Audience Attitudes and Behavior, City Square Associates, 2015
2. NPR Sponsorship Survey, Lightspeed Research, 2017

Photo courtesy of Georgia Department of Economic Development
Engage Atlanta and Georgia Through Multiple Platforms

GPB offers a multiplatform strategy that leads to deeper connections with your best potential customers. Whether your marketing goals call for broad reach or concentration on specific marketing targets — like business decision makers, cultural enthusiasts or kids and their caregivers — we work within your budget to create efficient campaigns that engage your target.
GPB’s 19 Station Radio Network is NPR for Atlanta and the State of Georgia

GPB Radio provides NPR News along with its own thoughtful, award-winning localized journalism — GPB News.

GPB ATLANTA 88.5 FM
ATLANTA’S NPR NEWS STATION

Since 2014, GPB Atlanta 88.5 FM has provided top quality news, talk and entertainment from NPR and GPB News, engaging Atlanta public radio fans with popular favorites including Morning Edition, All Things Considered, Here & Now and Marketplace. GPB also airs On Point, Science Friday, On Second Thought, Political Rewind and Two Way Street, which in Atlanta can only be heard on 88.5.

Listeners rely on GPB for news coverage that digs deep beyond headlines with perspectives to help inform their decisions. Programs including NPR’s Morning Edition and All Things Considered keep them connected with the world. Listeners laugh and learn with clever entertainment like Wait Wait… Don’t Tell Me!, with thought-provoking ideas from the TED Radio Hour, with insightful interviews from Fresh Air and with the humanizing stories of This American Life and Snap Judgment.
NPR Listeners are

**Educated 199%** more likely to have a post-graduate degree

**Affluent 124%** more likely to earn a household income of $250k+

**Influential 111%** more likely to work in a top management position

**Cultural 115%** more likely to visit museums

**Community Minded 270%** more likely to participate in environmental groups or causes

Source: GfK MRI Doublebase 2016

Photo Credit: More Houses on Bluff Drive - the Isle of Hope near Savannah, Georgia by JR P | Flickr

High-quality content educates, inspires and connects.

GPB TV is Atlanta and Georgia’s Largest Stage, Largest Classroom and Window to the World.

LARGEST STAGE

Bringing the worlds of music, theater, dance and art alive

American Masters
Great Performances
Live From Lincoln Center

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, Americans rank PBS #1 in fairness and trust

PBS NewsHour
FRONTLINE
Washington Week
Lawmakers
Independent Lens
POV

Source: 2017 PBS Trust Survey
Photo Credit: Hamilton's America Leslie Odom, Jr. courtesy of Joan Marcus
Connect with an Engaged Audience

that enjoys exploring new worlds, discovering new ideas and broadening personal horizons.

GPB TV creates a strong, meaningful connection for businesses and nonprofit organizations with viewers and members — the most educated, influential, cultural and community-minded television audience — in Atlanta, every county in Georgia and significant portions of surrounding states.

PBS Viewers are

Educated 21% more likely to have a post-graduate degree

Affluent 10% more likely to earn a household income of $200k+

Influential 39% more likely to be an active member of a group that tries to influence public policy or government

Cultural 76% more likely to attend classical music or opera performances

Community Minded 68% more likely to serve a charitable organization

Source: GfK MRI Doublebase 2016
Photo courtesy of Georgia Department of Economic Development
Atlanta and Georgia’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.

**Great Performances**
The longest-running anthology program featuring the performing arts provides front-row views of entertainment from around the world.

**American Masters**
Comprehensive film biographies about the characters that comprise our cultural history.

**The Mark Twain Prize for Humor**
The broadcast celebrates and honors comedic achievements.

Photo Credit: GREAT PERFORMANCES PRESENT LAUGHTER
Kevin Kline courtesy of © Joan Marcus
Atlanta and Georgia’s LARGEST CLASSROOM

PBS and GPB KIDS reach multicultural communities, families, kids and teachers.

PBS KIDS is available in 97% of U.S. households, providing kids access to what may be their only source of educational TV¹

72% of kids 2-8 watch PBS KIDS²

Georgia Studies Collection

GPB-produced digital curriculum is provided to K-12 teachers, students and parents.

GPB’s Georgia Studies Digital Collection brings an innovative, interactive experience to the story of Georgia’s history, culture and geography.

The collection includes student and teacher editions of the Georgia Studies Digital Textbook, more than 30 virtual field trips, Georgia Race Through Time adventure game and Georgia Stories video series.

Sources:
1. Nielsen TV Universe Estimate, 2018
2. Nielsen NPOWER, L+7, NTR 17-18 Season, M-Su 6A-6A mach, PBS stations, children’s cable networks, K2-5, L0H18-49 w/C=0, S0Htext, 1+ mins. Photo courtesy of Georgia Department of Economic Development.
Atlanta and Georgia’s WINDOW TO THE WORLD

Ranked #1 in fairness and trust, PBS is a leader in addressing important issues. ¹

PBS NewsHour
For 40+ years, viewers have leaned on the reliable reporting that has made it one of the most trusted news programs in television²

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
Examinations of topics often missed by mainstream news

Sources:
1. 2017 PBS Trust Survey
2. Marketing & Research Resources, Inc. (M&RR), January 2017

Photo Credit: Judy Woodruff, PBS NEWSHOUR | PBS
PBS DRAMAS
Superb storytelling and first-class acting.

MASTERPIECE
America's longest-running primetime drama anthology series

CLASSIC
Victoria, Poldark

MYSTERY
Sherlock, Grantchester, Endeavour, Inspector Lewis, Wallander

CONTEMPORARY
Worricker

Call the Midwife
Colorful stories of midwifery and families in London’s East End based on the best-selling memoirs of the late Jennifer Worth

Photo Credit: VICTORIA SEASON 2 ON MASTERPIECE Victoria and Albert courtesy of ©ITV Studios2017 for MASTERPIECE
For 40+ years, NOVA has covered breakthroughs in technology and mysteries of the natural world.

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.

This GPB original series delivers an amazing view of all that Georgia has to offer through photography and narrative storytelling that showcases wildlife, plants and other aspects of the state’s natural beauty.

Photo Credit: NOVA Black hole with accretion disk courtesy of WGBH
HISTORY

Stories that share the past and shape the present.

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

Ken Burns Films
Documentaries that dissect historical events and enable viewers to experience America through the eyes of those who built it

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

Photo Credit: FINDING YOUR ROOTS Henry Louis Gates, Jr. courtesy of Stephanie Berger
EXPAND YOUR REACH
Connect with Kids and Their Caregivers

PBS AND ITS MEMBER STATIONS ARE AMERICA’S LARGEST CLASSROOM

PBS KIDS is available in 97% of U.S. households, providing kids access to what may be their only source of educational TV

PBS is the undisputed leader in children’s programming

PBS KIDS reaches more moms on-air than other children’s TV

Annually 53% of women 25-49 with kids under PBS stations weekdays

PBS KIDS reaches multicultural communities, families, kids and teachers.

Sources:
1. Nielsen TV Universe Estimate, 2018
2. Survey Sampling International (SSI), January 2016
Benefit from a Positive Association with Parents, Moms and Caregivers

Adults watch PBS KIDS programming with their children.

Adults make up 54% of the viewing audience

80% of moms, 87% of parents appreciate companies that provide support for PBS KIDS programs and services

Stand Out in a Clutter-Free Environment

Per hour, PBS KIDS airs 2.5 minutes of sponsorship and promotional messages compared to 14 minutes per hour on commercial and cable

Place your message in top quality, educational programming and events for families and establish trust in your brand by partnering with PBS KIDS
Mission
To create, produce and distribute high quality programs and services that educate, inform and entertain our audiences and enrich the quality of their lives

GEORGIA PUBLIC BROADCASTING
260 14th Street NW | Atlanta, GA 30318 | 404.685.2476 | sponsorgpb.org

Market Ingenuity® manages sponsorship sales for Georgia Public Broadcasting, linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

Photo courtesy of Georgia Department of Economic Development