Serving the country’s third largest public media market, PBS North Carolina educates, entertains and inspires audiences across the state. An innovative multimedia platform, it embodies everything you love about PBS while connecting you to North Carolina and the world.

PBS North Carolina keeps you informed in times of crisis, offers opportunities for lifelong learning and elevates the level of discourse around politics, science, history and culture. Our 12 stations provide viewers in all 100 counties with four unique broadcast program channels: PBS NC, the North Carolina Channel, Rootle (our 24/7 PBS KIDS channel) and the Explorer Channel. Our website and social media platforms extend our programming and resources beyond the state’s borders, reaching diverse audiences looking for inspiring storytelling and trusted content.

Through a partnership of public investment and private support, we harness the power of the UNC System to spark curiosity and wonder, empower communities and enrich the lives of all North Carolinians. With a commitment to responsible news coverage, engaging programming and inclusive resources, we keep the people, stories and culture of our state front and center.
Watch Live, Stream Anytime

Our expansive ecosystem brings transformational content to wherever you are.

Broadcast
Tune in statewide to our four television channels: PBS NC, the North Carolina Channel, Rootle (our 24/7 PBS KIDS channel) and the Explorer Channel.

Website
At our newly redesigned website, pbsnc.org, watch PBS NC and Rootle live, explore our on-air schedule or dig deep into programs, educational resources, blog posts and more.

Streaming
View PBS NC originals and national PBS shows anytime at video.pbsnc.org.

Video App
Stream programs on your favorite device day or night with the PBS Video App. With a Passport membership, unlock an expansive library of PBS shows and films.

YouTube
Watch digital content from our four broadcast channels on our YouTube channel: youtube.com/MyPBSNC.

E-Newsletters
Get the latest buzz from PBS NC by subscribing to any of our five e-newsletters.

Social Media
Join the conversation on Facebook, Instagram and Twitter @mypbsnc.

Program Guide
Read our monthly program guide online, or become a member and get the print edition delivered straight to your mailbox.

Community Events
Attend early previews and live discussions with filmmakers and other special guests.
Accolades

★ 2022 regional Emmy® award winner for Editor-Short Form Content and 10 Emmy® nominations in the documentary, magazine and public affairs programming categories

The 2022 National Public Media Award in Education awarded to the Impact Early Childhood Education Summit for Teacher Professional Development

For the 19th year in a row, Americans ranked PBS and its member stations the most trusted news institution

PBS Trust & Value

73%
Agree PBS stations provide excellent value to communities

For 19 Years PBS is #1 in public trust

<table>
<thead>
<tr>
<th></th>
<th>PBS</th>
<th>73%</th>
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<tbody>
<tr>
<td>Video Streaming Services</td>
<td>71%</td>
<td></td>
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<tr>
<td>Commercial Cable TV</td>
<td>66%</td>
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<tr>
<td>Commercial Broadcast TV</td>
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<tr>
<td>Newspaper Publishing Companies</td>
<td>55%</td>
<td></td>
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<tr>
<td>Social Media</td>
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Graph indicates “trust a great deal” and “trust somewhat”

Source: This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) fielded 27 questions during the window of January 7–19, 2022. The survey was conducted among a sample of 1,108 adults ages 18+, 535 men, 572 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.
As the third largest affiliate station in the country, PBS North Carolina is a multiplatform public media organization reaching viewers across the state through its four television channels, 12 broadcast stations, website, podcasts, e-newsletters, social and online streaming and at-home learning.

By the Numbers

90,000+ members

Broadcast Reach

Average monthly unique viewership of PBS NC: 1.8 million viewers statewide

Average monthly unique viewership of PBS NC primetime: 989,910 viewers

Streaming Reach

302,000 average monthly users on PBS Video App

Ranked 4th of all PBS stations for channel livestream viewing

Our Website Expands Reach

Website Audience:
244,000 page views per month
73,000 unique visitors per month

E-Newsletter Subscribers:
eGuide: 124,000
Experience NC: 15,000
Passport: 7,500
Rootle: 5,000
Sci NC: 2,000

How Public Media’s Halo Effect Works

The Halo Effect of your support for public media builds brand preference in two ways:

• Association The audience assigns favorable attributes of public media to your brand, promoting your image as credible, trustworthy, quality oriented and community minded.

• Affirmation Messages that highlight your organization’s community stewardship and/or affirm support for PBS North Carolina deepen the affinity the audience feels for your organization.

71% agree that PBS sponsors provide a valuable public service
68% believe PBS sponsors have a commitment to quality and excellence
64% see sponsor messages as different and better
Our Viewers
Engaged Across Platforms
Across North Carolina
Extraordinarily invested in their communities and with discretionary dollars in their wallets, public media audiences are well-educated, affluent, community-minded, influential and cultured. These lifelong learners and thought leaders create word-of-mouth for brands. They eagerly explore new ideas, participate in initiatives in their communities and share with their personal and professional networks.

Active & Affluent Cultural Enthusiasts
26% more likely to earn an annual household income of $250K+
83% more likely to have taken postgraduate classes for an advanced degree
32% more likely to have a professional career
51% more likely to attend theater/arts performances
32% more likely to go to concerts
13% more likely to go to art museums
14% more likely to volunteer
86% plan to travel in the next year
48% more likely to buy green/eco-friendly regularly
19% more likely to be investment property owners
28% more likely to return to the classroom
33% more likely to vote regularly
12% more likely to pay more for eco-friendly products & services

Weekly Primetime Viewership by Age
% of Average Viewership Per Week
58% Women 42% Men
2% Under 18
13% 18–49
38% 50–64
57% 65+

Weekly Whole Day Viewership by Age
% of Average Viewership Per Week
55% Women 45% Men
4% Under 18
16% 18–49
27% 50–64
31% 65+

Streaming Audience
41% of visitors to videopbsnc.org are 18–54 years old
20% of visitors are 55–64 years old

PBS NC Broadcast Audience

Education
2% < High School Grad
31% High School Grad
12% Some College
12% Associate’s Degree
18% College Grad
5% Some Postgraduate Classes
15% Postgraduate Degree

Income
16% <$25,000
25% $25,000–50,000
24% $50,000–75,000
12% $75,000–100,000
18% $100,000+

PBS NC Broadcast Viewership

Weekly Whole Day Viewership

Weekly Primetime Viewership
Technology

Emergency Services & Public Safety
PBS North Carolina is the primary communications provider for the state with our work with the NC Department of Public Safety, Emergency Management and the Office of the Governor. We provide live broadcasts and web streaming from the NC Emergency Operations Center before, during and after events.

PBS North Carolina’s tower network provides infrastructure utilized by over 40 federal, state and local jurisdictions for their emergency communications.

Innovation

Bridging the Digital Divide with ATSC 3.0/NEXT GEN TV
• A better viewing experience
• Improved public safety communications
• Expanded access to remote learning opportunities

PBS North Carolina is a leader within the Public Broadcasting System on the development and implementation of the new broadcast television technology ATSC 3.0/NEXT GEN TV. This technology offers viewers a better experience with improved picture quality, immersive audio, the potential for interactivity when connected to a smart TV and better reception.

PBS North Carolina is widely recognized for its innovative efforts to utilize NEXT GEN TV to provide private communications to first responders embedded in the television broadcast signal. We continue to work with partners to explore this technology and its potential to save lives.

PBS North Carolina is also innovating in remote-learning technologies over NEXT GEN TV to extend internet-like access to students in a non-connected home.
Education & Innovation

The future of North Carolina depends upon the cognitive, physical and social-emotional well-being of our children and adolescents. In collaboration with statewide and local partners, PBS North Carolina delivers powerful resources designed to support effective teaching and inspire lifelong learning for North Carolinians of all ages.

We serve children, families and educators on air, online and on the ground in communities statewide.

Rootle is a trusted resource for over 3.8 million families in North Carolina and bordering states, with its whole-some mix of educational, entertaining content for children ages 2–8.

We broadcast and stream national PBS KIDS content as well as local programming such as Teacher Time and Classroom Connection.

We offer free resources for parents, caregivers and teachers, including:
- Bright by Text: Tips, activities and invites sent to your phone
- Sesame Street in Communities: Videos, activities, printables & digital interactives
- PBS KIDS for Parents: Printables, activities & blog posts
- PBS LearningMedia: Teaching resources aligned to curriculum standards
- At-Home Learning: Video lessons & activities by NC teachers
- Rootle ohwens: Event announcements, show features & more
- Rootle Roadster Tour: Events across the state aimed at deepening engagement with families within their own community
- Rootle Ambassadors: In its first 6 months, this program has brought curriculum-informed content & resources to 4,000+ learners in 16 counties
- Explore NC Apps: Encourages learning through interactive games & allows learners of all ages to experience new technologies such as AR.
- Impact Early Childhood Education Summit: At this annual gathering, educators, parents & caregivers discover new strategies for helping our youngest learners (birth to grade 3) grow strong roots in literacy and more.

192 lessons produced in English and Spanish

We will have an ambassador in all 100 counties within 3 years

Impact Early Childhood Education Summit:
At this annual gathering, educators, parents & caregivers discover new strategies for helping our youngest learners (birth to grade 3) grow strong roots in literacy and more.

Our Impact

140 Million
PBS KIDS streams annually by NC households

4,141
Early learners impacted in year one

277,884
annual users for Sci NC education resources

Rootle's Block Party Live! (at right)
is a free educational event designed for major markets and serving families across the state.
Testimonials

Public media has the power to reach people and tell the stories that need to be told. It connects us and makes us aware of issues that affect our communities. It has the power to build awareness, inspire and unite. . . . Carol Woods has supported PBS North Carolina for more than 20 years because our values align with the mission and vision of public media. We both strive to have an impact and to open minds by connecting, educating and raising awareness. Together, PBS North Carolina and its sponsors can make a difference.

Craig Distl, Distl Public Relations

When it comes to getting meaningful exposure for destinations in North Carolina, it is hard to beat NC Weekend on PBS NC. Every week, the NC Weekend team does a great job capturing the essence of the places featured, and host Deborah Holt Noel brings the show to viewers across the state with a friendly smile and a warm embrace. When a story airs about a destination, it generates a corresponding increase in visitors who say they watched the show.

Avery County Chamber relies on PBS North Carolina for consistent, unique advertising.

Melynda Martin Pepple, Executive Director, Avery County Chamber of Commerce

PBS North Carolina is a treasured asset. A statewide public television network not only entertains and educates its citizens but provides opportunities to share our stories about special North Carolina people, places and activities. . . . Featuring our advertorial content with North Carolina’s favorite media partner always garners positive comments and requests for additional information.

Carol B. Price, Executive Director, McDowell County Tourism Development Authority

I have had the privilege of working with PBS North Carolina for over 30 years, and we are proud to support and contribute to the mission of bringing culture and science to the NC community. On a personal level, supporting Nova at its beginning, benefitting from PBS’ programming for very young children, inviting you to our RTP site to discuss pollinators and create a documentary and finally our informal discussions with network executives related to the future of agriculture in our state and how you can make a difference are some of the reasons I value this partnership. There is so much that PBS does for the communities where we work, live and play. It is our employees, families, customers and communities that gain from the network benefits. Together we can raise awareness for agriculture, sustainability and making our future better.

Dr. Ali Scott, BASF Agricultural Solutions
Investment Opportunities

Broadcast
Whether your organization speaks to lifestyle, kids’ programs or public affairs, our original local productions are the perfect opportunity to expand your audience.

PBS NC
The flagship channel of North Carolina’s public media network, PBS NC provides viewers with the best of PBS programming as well as original local productions.

Rootle
Our 24/7 PBS KIDS channel offers unique sponsorship opportunities, including engagement events like Block Party Live! and an e-newsletter read by 5,000 subscribers.

North Carolina Channel
Associate your brand with civic affairs, lifestyle and educational programs relevant to our state with the North Carolina Channel, showcasing NC-based independent producers.

The Explorer Channel
Offering a window to the world and bringing the best in travel, culture, nature, history, lifestyle and outdoor adventure programming, the Explorer Channel offers your brand a worldly lens.

Digital Sponsorship
Reach thousands of viewers and readers through streaming video pre-roll and inclusion in our eNewsletters: eGuide, Experience NC, Passport, Rootle and Sci NC.

Event Sponsorship
Connect with an engaged target audience by sponsoring one of our many live or remote events. From film premieres to panel discussions, PBS North Carolina’s events are your perfect opportunity.

On-Air Fundraising Sponsorship
Amplify your brand with our high-visibility on-air fundraisers, ensuring increased recognition with your choice of a variety of sponsorship packages.

Project Funding & Partnerships
Achieve your organization’s philanthropic goals and make an impactful, positive impression by partnering with PBS North Carolina and supporting special projects.

Facilities Rental & Production Services
Take advantage of PBS North Carolina’s sophisticated facilities, or give your next media project our professional production values.
CONTACT US

Since 1955, PBS North Carolina has worked for the common good. When you sponsor your public media, you allow us to grow locally and nationally, fulfilling our vision to spark lifelong curiosity and wonder, empower our communities and enrich the lives of all North Carolinians.

Contact us today and let PBS North Carolina add value to your marketing plan. Call 1-866-799-0010, email corpsupport@pbsnc.org or visit pbsnc.org/mediakit.

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