Who We Are

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 and connects you to your neighbors and the world.

PBS North Carolina keeps you informed in times of crisis, unpacks complex issues, offers opportunities for learning and discovery and elevates the level of discourse around science, arts and humanities. 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.

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

The Best of PBS with a Local Accent

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Watch Live, Stream Anytime

Our expansive ecosystem brings transformational content to wherever you are.

<table>
<thead>
<tr>
<th>On-Air</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>At pbsnc.org, watch our main channel, PBS NC, live, explore our on-air schedule or dig deep into programs, educational resources, blog posts and more.</td>
</tr>
<tr>
<td>Online</td>
<td>View PBS NC originals and national PBS shows anytime at video.pbsnc.org.</td>
</tr>
<tr>
<td>Streaming</td>
<td>Stream programs on your favorite device day or night. With a Passport membership, access our large library of PBS shows and films.</td>
</tr>
<tr>
<td>PBS Video App</td>
<td>Catch videos, playlists and additional content from our four broadcast channels on our YouTube channel: youtube.com/c/mypbsnc.</td>
</tr>
<tr>
<td>YouTube</td>
<td>Get the latest buzz from PBS NC by subscribing to any of our five e-newsletters.</td>
</tr>
<tr>
<td>E-Newsletters</td>
<td>Join the conversation on Facebook, Instagram and Twitter @mypbsnc.</td>
</tr>
<tr>
<td>PBS NC Social</td>
<td>Read our monthly program guide free online. Become a member and get the print edition delivered straight to your mailbox.</td>
</tr>
<tr>
<td>CenterPiece</td>
<td>Attend advance film screenings and live discussions with filmmakers and other special guests.</td>
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PBS Trust & Value

73%
Agree PBS Stations Provide Excellent Value to Communities

For 18 Years PBS is #1 in Public Trust

<table>
<thead>
<tr>
<th></th>
<th>PBS</th>
<th>Courts of Law</th>
<th>Video-Streaming Services</th>
<th>Commercial Cable TV</th>
<th>Commercial Broadcast TV</th>
<th>Newspaper Publishing Companies</th>
<th>Federal Government</th>
<th>Congress</th>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust</td>
<td>72%</td>
<td>72%</td>
<td>71%</td>
<td>68%</td>
<td>65%</td>
<td>59%</td>
<td>42%</td>
<td>33%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Graph indicates trust “a great deal” and “somewhat”

Source: Marketing & Research Resources, Inc. (MARRS) fielded 17 questions via an online survey during the window of January 6–20, 2020. The survey was conducted among a sample of 3000 adults age 18+. 463 men and 517 women. The results are weighted to be nationally representative of the US adult population. Results presented throughout are for all respondents, unless otherwise noted.

Accolades

2021 regional Emmy® award winner in the Cultural Program, Magazine and Instructional Series categories.

PBS LearningMedia and regional Emmy® award winner for student-focused educational science content.

For the 18th year in a row, Americans ranked PBS and its member stations the most trusted news institution.
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 weekly reach of PBS NC: 1.1 million viewers statewide

Average viewership during primetime: 35,500 viewers

Average viewership throughout the day: 13,400 viewers

**Streaming Reach**

347,000 average monthly users on PBS Video

**Ranked 4th of all PBS stations for channel livestream viewing**

**PBS NC’s Website Expands Reach**

Website Audience:

300,000 page views per month

50,000 unique visitors per month

e-Newsletters Subscribers:

eGuide: 120,000

Experience NC: 9,100

Sci NC: 1,700

Rootle: 2,800

Passport: 6,300

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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 NC 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 engaged 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.

Sponsorship of PBS NC programs builds credibility and connects sponsors with engaged audiences who are looking for content to inform their decisions and perspectives.

### Active, Affluent Cultural Enthusiasts
- 40% more likely to earn an annual HHI of $250k+
- 54% more likely to have a postgraduate degree
- 30% more likely to have a professional career
- 53% more likely to attend theater/arts performances
- 17% more likely to go to concerts
- 25% more likely to go to art museums
- 36% more likely to volunteer
- 30% more likely to travel frequently
- 48% more likely to buy green/eco-friendly regularly
- 27% more likely to use LinkedIn

### Weekly Primetime Viewership by Age
- 7% Men 18–49
- 14% Men 50–64
- 21% Men 65+
- 9% Women 18–49
- 16% Women 50–64
- 33% Women 65+

### Weekly Whole Day Viewership by Age
- 9% Men 18–49
- 13% Men 50–64
- 18% Men 65+
- 12% Women 18–49
- 14% Women 50–64
- 26% Women 65+

### Video Streaming Audience
- 55% of visitors to video.pbsnc.org are 18–54 years old
- 23% of visitors are 55–64 years old

### Education
- 7% < High School Grad
- 13% High School Grad
- 19% Some College
- 61% College Grad

### Income
- 13% < $30,000
- 40% $30,000–60,000
- 32% $60,000–100,000
- 11% > $100,000
Emergency Services & Infrastructure

Emergency Response
First responders rely on PBS North Carolina. We are the emergency response liaison to the North Carolina Office of the Governor, offering live web streaming of emergency news conferences in both English and Spanish. Our NextGen TV technology may reduce the amount of time it takes to get 911 dispatch information to firefighters and EMS teams over a wider area.

Educational Infrastructure
ATSC 3.0/NextGen TV offers the opportunity to connect students to remote-learning resources and teachers to students in rural areas, closing the broadband/internet gap by utilizing capacity within the existing broadcast television channel.
Children’s Media & Education Services

Our Children’s Media and Education Services Division nurtures our state’s youth, and the adults who influence their learning, through multi-platform educational media and resources.

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

We air and stream national content featuring PBS KIDS, as well as local programming including Rootle’s Block Party LIVE! At-Home Edition, part of a new initiative serving families in the pandemic.

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 and digital interactives
- **PBS KIDS for Parents:** Printables, activities and blog posts
- **PBS LearningMedia:** Teaching resources aligned to curriculum standards
- **At-Home Learning:** Video lessons and activities by NC teachers
- **Rootle eNews:** Event announcements, show features and more
- **Rootle Ambassador:** This program has brought curriculum-informed content and resources to 4,000+ learners in 16 counties in its first six months.

**Rootle’s Block Party LIVE!** event has an average participation of 4,000 kids and their grown-ups.
Testimonials

Patricia Sprigg, President & CEO, Carol Woods Retirement Community

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 NC and its sponsors can make a difference.

Jonathan Frederick, Director, North Carolina Science Festival

As the director of the statewide North Carolina Science Festival, there’s been no better team to work with than the folks at PBS NC. They’re passionate about creating authentic experiences both on-air and in person for the people of North Carolina. From girls in science to astronauts who’ve walked on the moon, thanks to PBS NC, we’ve been able to extend and celebrate amazing stories that inspire all of us.

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

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

PBS NC is a treasured North Carolina 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.

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

I have had the privilege of working with PBS NC 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’s 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, our families, our customers and our 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

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Sponsorship 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 classic PBS programming, as well as unique local productions.

**Rootle**
Our 24/7 PBS KIDS channel offers unique sponsorship opportunities including engagement events like Block Party Live! and a newsletter read by 2.7K+ active 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, Explorer offers your brand a worldly lens.

**Digital Sponsorship**
Reach thousands of readers and viewers through streaming video pre-roll and inclusion in eNewsletter properties including eGuide, Experience NC, Sci NC, Passport and Rootle PBS KIDS.

**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 NC’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 NC and supporting special projects.

**Facilities Rental & Production Services**
Give your next media project our professional media production values and take advantage of PBS NC’s sophisticated facilities.
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.

10 UNC-TV Drive RTP, NC 27709 | pbsnc.org