FOLLOW YOUR CURIOSITY

For more than six decades, PBS North Carolina has educated, entertained, inspired and empowered communities throughout our state.

An innovative multimedia platform, PBS North Carolina embodies everything you love about PBS, connecting all North Carolinians to their local communities and the world at large.
As North Carolina’s statewide public media network, we harness the power of the UNC System to:

• Spark curiosity & wonder
• Share trusted news, programs & resources
• Explore local & national issues
• Inspire lifelong learning
• Celebrate our state’s people & culture
• Support families & educators
• Inform communities in times of crisis

DID YOU KNOW THAT PBS NC...

- Reaches 14+ million people in North Carolina and surrounding states
- Is the 3rd largest public media network in the US
- Has 2.4+ million monthly broadcast viewers across its 4 broadcast channels
- Has 101+ million PBS KIDS streams annually by North Carolina households
- Produces and distributes 3,255 local programs about North Carolina
WATCH LIVE, STREAM ANYTIME

Our expansive ecosystem brings transformational content to wherever you are.

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

Website | pbsnc.org
On our robust website, pbsnc.org, watch PBS NC and Rootle live, access educational resources and dig deep into programs, blog posts and more.

Streaming | video.pbsnc.org
View PBS NC originals and national PBS shows at video.pbsnc.org. PBS NC and PBS KIDS programming is also streamed live on YouTube TV, DirectTV Stream and Hulu+ Live TV*.

PBS App | pbsnc.org/watch/pbs-app
Stream programs with the free PBS App. With a Passport membership, unlock an expansive library of PBS shows and films.

YouTube | youtube.com/MyPBSNC
Watch free, engaging digital content from our four broadcast channels on YouTube.

E-Newsletters | pbsnc.org/email-newsletters
Get insider info, program highlights, event information and more.

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

CenterPiece Magazine | pbsnc.org/watch/centerpiece
Read our monthly program guide online, or get the print edition delivered straight to your mailbox by becoming a member.

Community Events | pbsnc.org/events
Attend sneak previews and lively discussions with filmmakers and other special guests.

*Hulu+ Live TV scheduled to launch in 2024
87% Agree PBS stations provide excellent value to communities
ACCOLADES

★ 2023 NAB Technology Innovation Award
For a groundbreaking solution that will significantly advance the state of emergency paging technology

★ 8 Regional Emmy® Awards in 2023
Best topical documentary for State of Change
Best cultural documentary for Boundless
Best historical documentary for 9/11: We Remember
Best magazine program for My Home, NC
Best lifestyle program for The Key Ingredient with Sheri Castle
Best arts and entertainment program for Snowbird & the Untouchables
Best photographer (short-form) content & best video essay

★ PBS KIDS named Most Educational Media Brand
The third largest PBS station in the U.S., PBS North Carolina reaches viewers through its four TV channels, online streaming, website, e-newsletters, podcasts, social media platforms and at-home learning content.

**Broadcast Reach**
Average monthly unique viewership of PBS NC: 1.6 million viewers

Average monthly unique viewership of PBS NC primetime: 916,877 viewers

**Streaming Reach**
608,765 average monthly users

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

**Website Audience**
241,108 average page views per month

87,465 average unique visitors per month

**E-Newsletter Subscribers**
- Events: 185,000
- eGuide: 154,000
- Passport: 62,000
- Experience NC: 21,000
- Rootle: 6,000
- Sci NC: 3,000
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 & excellence
- **64%** See sponsor messages as different & better
Engaged Across Platforms Across North Carolina

Extraordinarily invested in their communities and with discretionary dollars, public media audiences are well-educated, affluent and influential. These lifelong learners and thought leaders create word-of-mouth for brands. They eagerly explore new ideas, are active in their communities and share with their social networks.

Investment in PBS North Carolina builds credibility and connects with audiences looking for content that informs their decisions and expands their perspectives.

Audience Profile
• 21% more likely to be affluent
• 17% more likely to own a second home or real estate
• 29% more likely to buy locally grown food
• 91% more likely to attend a health, wellness or fitness expo
• 30% more likely to own a home with a market value of $750,000 or more
• 26% more likely to have a post-graduate degree
• 25% more likely to participate in continuing education
• 44% more likely to vote regularly
• 36% more likely to volunteer
• 21% more likely to be charitable donors
• 18% more likely to be cultured adults
• 80% more likely to attend a ballet or dance performance
• 49% more likely to attend live theater

Twice as likely to attend an opera/classical music concert

Source: Nielsen Scarborough 2023 R1
PBS NC PRIMETIME VIEWERSHIP

Weekly Primetime Viewership by Age
- 63% Women
- 37% Men

Weekly Whole Day Viewership by Age
- 64% Women
- 36% Men

PBS NC BROADCAST AUDIENCE

Household Income
- 27% < $25K
- 23% 25–50K
- 20% 50–75K
- 14% 75–100K
- 16% 100K

Education
- 4% < than high school
- 20% High school grad or GED
- 19% Some college
- 13% Associate's degree
- 29% Bachelor's degree
- 15% Master's degree or higher
EMERGENCY SERVICES & PUBLIC SAFETY

PBS North Carolina is the primary communications provider for the state through our work with the NC Department of Public Safety’s Emergency Management agency and the Office of the Governor. We also provide live broadcasts and streaming from the NC Emergency Operations Center.

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

• Provides better pictures, sound, accessibility & interactivity
• Improves public safety communications
• Expands access to remote learning opportunities

PBS North Carolina is the leader within PBS on the development and implementation of ATSC 3.0/NEXT GEN TV. This new broadcast television 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 has won national and international recognition 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.

Our Technology team, working with our Education and Innovation team, is researching remote-learning opportunities over NEXT GEN TV to extend Internet-like access to students in nonconnected homes.
PBS North Carolina is committed to serving children, families and educators on air, online and on the ground. In collaboration with statewide and local partners, we deliver high-quality educational resources and opportunities designed to inspire lifelong learning, empower children, parents and caregivers, and support educators.

Rootle is a trusted resource for over 3.8 million families with its 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.

Free resources for parents, caregivers & teachers, including:

- Rootle Readiness Shorts
- Bright by Text: Parenting tips & activities sent to your phone
- Playful Learning Workshops
- Cyberchase Mobile Adventures in STEM
- Videos, activities, printables & interactives
- Rootle e-newsletter

We host events within communities across the state to better support underserved and rural communities and raise awareness about local resources and services for early learners. Each event offers activities, games and takeaways from local agencies and Rootle PBS KIDS.

The Rootle Ambassador Program annually connects over 11,000 parents, caregivers and educators of early learners to curriculum-informed, high-quality content and resources, ensuring equitable access for all. Within the next few years, there will be a Rootle Ambassador in all 100 counties in NC.
Empowering educators & inspiring learners

**Impact Early Childhood Education Summit**
At this annual gathering, educators, parents and caregivers explore strategies for helping young learners grow strong roots in literacy and more.

**PBS LearningMedia**
Online teaching resources aligned to curriculum standards, including science lessons for middle grades and a behind-the-scenes look at the creative process for the digital series *Rogue History*.

**At-Home Learning**
Over 200 standards-aligned lessons and activities (many in English and Spanish) by NC teachers.

**Jamming on the Job Podcast**
Produced by PBS North Carolina, this music-inspired podcast explores the world of work. It is currently the most successful podcast launch in PBS KIDS history.

**Playful Learning Workshops**
These workshops help parents, caregivers and educators learn how to create playful learning opportunities for their young learners.

**Upper Grades Workshops**
Inspired by PBS documentary content, our professional development workshops for teachers enrich and inform. In the past year, we’ve offered standards-aligned sessions featuring new approaches to early American history and North Carolina’s unique role in the Underground Railroad as well as screenings with experts and educators.
EDUCATIONAL IMPACT

**ROADSTER TOUR**
Collaborated with over **60** local agencies & organizations and impacting over **4,500** early learners

**PLAYFUL LEARNING**
265 Parents, caregivers & educators attended workshops aimed at social-emotional learning, engaging young learners & developmentally appropriate practices

**AMBASSADOR**
- **28** new ambassadors in FY 2023
- **68** live or virtual events in 34 counties
- **11K+** early learners & their caregivers, educators or community members impacted

**IMPACT**
- **305** in-person & 260 virtual attendees in 2023
- **79** NC counties represented & attendees from 34 states

**Upper Grades Educator Workshops**
- **154** educators joined us across three workshops, potentially impacting **10K+** students

**JAMMING ON THE JOB**
7.7M streams over the first five weeks of distribution
TESTIMONIALS

Patricia Sprigg, President & CEO, Carol Woods Retirement Community

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.

Jama Campbell, Executive Director, SECU Foundation

SECU Foundation is proud to collaborate with PBS North Carolina to support its Year of the Trail series. Our state is home to miles of beautiful trails, greenways and recreation areas, and we are excited to highlight these natural wonders and encourage folks to get out and explore all North Carolina has to offer.

Erika Frazier, Media & Communications Director, Eastern Music Festival

Our partnership with PBS North Carolina helps us connect with a like-minded, diverse and engaged audience. Eastern Music Festival’s dedication to nurturing young musical talents and promoting classical music appreciation aligns with PBS North Carolina’s tradition of delivering educational and culturally enriching content. This partnership extends our reach and furthers our shared mission of bringing the joy of music and culture to our community.

Myra Burkhead, Owner, Gibsonville Antiques

Our antiques store has supported PBS NC for ten years. We’re in a small town that doesn’t have a lot of customer or tourist traffic. Yet, PBS NC has brought many statewide customers to shop with us. They say, “I saw you around Antiques Roadshow.” PBS NC has helped make us a destination.
**Broadcast**
Expand your audience and increase brand awareness by supporting programming on PBS North Carolina’s broadcast channels.

**PBS NC**
Our flagship channel 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 and an e-newsletter read by 6,000 subscribers.

**North Carolina Channel**
Associate your brand with civic affairs, lifestyle and educational programs relevant to our state with the North Carolina Channel, which showcases the work of NC-based producers.

**The Explorer Channel**
Offering travel, culture, nature, history, lifestyle and outdoor programming, the Explorer Channel offers a worldly lens.

**Digital Sponsorship**
Reach thousands of viewers and readers through streaming video pre-roll, web sponsorship and inclusion in our eNewsletters.

**Event Sponsorship**
Connect with an engaged audience by sponsoring our live or virtual events, from film premieres to panel discussions.

**On-Air Fundraising Sponsorship**
Amplify your brand with 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 a positive impression by partnering with PBS North Carolina and supporting special projects.

**Facilities Rental & Production Services**
Take advantage of our state-of-the-art facilities, or give your next media project our world-class production values.
CONTACT US

When you sponsor PBS North Carolina, you allow us to grow locally and nationally, fulfilling our mission to spark lifelong curiosity and wonder, empower 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