PBS Utah delivers arts, education, news, and public affairs content, while simultaneously providing sponsors a trusted platform reaching a premium audience of loyal individuals and families. PBS and its member stations are rated high in public trust, and viewers associate sponsors with the highest level of quality and trust, unmatched by any other media platform.

THE HALO EFFECT OF PUBLIC TELEVISION

- 76% of viewers agree that sponsors are committed to quality, excellence, and education.
- 70% of viewers agree that sponsors represent high quality brands.
- 64% of viewers agree that sponsors are more trustworthy than advertisers on commercial networks.
- 74% of viewers agree that sponsors provide a valuable public service.
- 62% of viewers agree that sponsors are industry leaders.

THE VIEWER PROFILE

**Affluent:** HHI of $250K+, for viewers ages 0-65, indexes higher than ABC, CBS, Fox, and NBC

**Influential:** Contributors to PBS are 25% more likely to hold the job title of President.

**Educated:** PBS viewers are 21% more likely to hold post-graduate degrees
PBS Utah offers an array of entertaining and enriching programs, from PBS favorites, to beloved parent-trusted kids programs, to local shows which reflect our state and its citizens.

Create® TV presents the best lifestyle programming public television has to offer, including expert advice on cooking, arts & crafts, gardening, home improvement and travel.

The World features national and international news and current affairs programming in addition to repeats of favorite primetime programming.

All of the PBS Kids shows that kids and families come to love and trust, available 24 hours a day on broadcast and streaming on-line.

Each week, more than 450,000 viewers from every county in Utah tune in to PBS Utah. The way we signal return and value to sponsors is different from what you may have come to expect from commercial media. PBS Utah delivers some of its greatest value not through ratings, but through qualities: brand loyalty, trust, and engagement. Our audiences choose businesses that demonstrate their support of their favorite programming, and sponsorship is an effective way to reach our highly desirable audience with your message.

PBS Viewers Take Action After Watching PBS Programming

- 36% research more on the company, product, or service
- 24% told a friend about a company or product seen on PBS
- 18% bought the product or service
**INCLUDED BENEFITS OF SPONSORING PBS UTAH**

- PBS Utah works with sponsors to create an effective message that reflects your community relations and marketing goals while maintaining the objective style viewers expect, respect and appreciate.

- The cost of creating and producing your message is included in our sponsor rate; there are no extra costs.

- Hype-free sponsor messages are 15 and 30 seconds in length and are delivered in a direct style winning viewer appreciation and making the most of PBS Utah's credible environment.

- Subscription to PBS Utah's SEVEN Program Guide.

- Recognition as a Corporate Sponsor on pbsutah.org.
PBS Utah offers a wide range of quality programs that inform, enrich and entertain. Our audience is educated, influential and involved in the community, and make a conscious effort to support our sponsors.

**NOVA**
With compelling stories and spectacular visuals, PBS’ premiere science series demystifies science and technology for viewers of all ages and spotlight people involved in scientific pursuits.

**MASTERPIECE**
For over 50 years MASTERPIECE has brought beloved dramas to American audiences, from classics such as Bleak House, popular favorites including Downton Abbey and Poldark, as well as mysteries including Endeavour, Grantchester and more.

**PBS NEWSHOUR**
For more than 40 years, millions of Americans and citizens of the world have turned to the PBS NewsHour for the solid, reliable reporting that has made it one of the most trusted news programs on television.

**LOCAL PRODUCTIONS**
PBS Utah’s talented television and digital media professionals produce compelling content on subjects important to Utahns. Many of our award-winning, local productions have aired nationally on PBS.
PBS Kids offers the highest quality programming and learning environment for children. Locally, PBS Utah KIDS reaches a broad spectrum of children and families through traditional broadcast on both the main channel and the 24/7 PBS Kids channel which also streams live on digital platforms. Sponsors of PBS Kids reach more moms on-air than any other children's TV source, and build both a positive brand image and goodwill with parents.

WHY IS THE KIDS PROGRAMMING ON PBS UTAH AND 24/7 PBS KIDS CHANNEL OF SUCH HIGH QUALITY?

PBS Kids content is unique among children's entertainment because it is:

- Developed with curriculum needs in mind.
- Research driven.
- Designed to inspire children to play, explore and learn in the real world.
- Designed to meet the needs of the whole child - the cognitive, emotional, social and physical.
- Proactive in including parents, teachers and caregivers as learning partners, helping to empower children for success in school and in life.

PARENTS RATE PBS KIDS MOST EDUCATIONAL MEDIA BRAND

<table>
<thead>
<tr>
<th>Brand</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disney Channel</td>
<td>8%</td>
</tr>
<tr>
<td>Universal Kids</td>
<td>7%</td>
</tr>
<tr>
<td>Disney Junior &amp; Nickelodeon</td>
<td>6%</td>
</tr>
<tr>
<td>Nick Jr</td>
<td>5%</td>
</tr>
<tr>
<td>PBS Kids</td>
<td>68%</td>
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