BE SEEN AND BELOVED BY MILLIONS
INSPIRED TO LEARN MORE, DO MORE AND BE MORE
PBS FOR GREATER LOS ANGELES AND SOUTHERN CALIFORNIA

The top-rated public television station in the region, PBS SoCal, and largest independent public station, KCET serve 18 million people across six Southern California counties, with distinctive PBS programs and local productions that invigorate the West Coast voice.

More than a television station, PBS SoCal and KCET bring educational and culturally diverse content and experiences into communities, in partnership with organizations and schools.

SOURCES:
1. 2017 The Nielsen Company
2. U.S. Census Bureau July 2016 Population Estimates
CONTENT THAT EDUCATES, INSPIRES AND CONNECTS

WINNING THE HEARTS AND MINDS OF FANS PAYS DIVIDENDS WITH HIGHLY ENGAGED AUDIENCES

CLUTTER-FREE ENVIRONMENT KEEPS VIEWERS ENGAGED

VIEWERS HOLD SPONSORS IN HIGH REGARD FOR THEIR SUPPORT OF A NOBLE CAUSE
By virtue of supporting PBS SoCal and KCET, the connection you build with viewers instills a halo effect that predisposes their desire to do business with you.

71% agree that PBS sponsors provide a valuable public service ¹
68% believe PBS sponsors have a commitment to quality and excellence ¹
55% view PBS sponsors as industry leaders ¹
54% visit a PBS sponsor’s website to learn more ²

EDUCATED
They prioritize education and lifelong learning for themselves and their families

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 care about the future of Southern California, participate in local initiatives and are highly active in the community

59% pay more attention to sponsor messages than ads on commercial networks ²

QUALITY PRODUCTION OF SPONSOR MESSAGES MIRRORS PROGRAMMING
Hype-free sponsor messages delivered in a direct style win viewer appreciation and make the most of PBS SoCal and KCET’s credible environment

66% feel PBS sponsorship is more trustworthy than the advertising on other networks ²

SOURCES:
2. PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, 2015
TRusted. Valued. ESsential.
High quality content educates, inspires and connects

PBS SoCal and KCET are Southern California’s largest stage, largest classroom and window to the world

Largest Stage
Bringing the worlds of music, theater, dance and art alive to Southern California

- American Masters
- Great Performances
- Austin City Limits
- Variety Studio: Actors on Actors
- Artbound

- MASTERPIECE
- Live From Lincoln Center
- LAaRT
- PBS Fall Arts Festival
- Must See Movies

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 for both children and adults, Americans rank PBS #1 in trust

- PBS NewsHour
- Washington Week
- POV
- BBC World News America
- NHK Newsline

- FRONTLINE
- Independent Lens
- BBC World News
- SoCal Connected

Source: Marketing & Research Resources, Inc. (M&RR), January 2019
Photo Credit: Sherlock Holmes (Benedict Cumberbatch)
Courtesy of Hartswood Films and MASTERPIECE
THE PBS EXPERIENCE PERSONIFIED

PBS SOCAL AND KCET AMPLIFY THE POWER OF ITS CONTENT IN-PERSON, VIA LIVE EVENTS AND SOCIAL IMPACT INITIATIVES THAT EDUCATE AND SPARK CIVIL DIALOGUE

LIVE
• Community Screenings: Exhibiting primetime programs, forums, panel discussions and Executive Producer presentations
• Engagement Events: Partnering with local organizations for community events that enhance and support the mission of PBS SoCal and KCET

SOCIAL IMPACT
• American Graduate: PBS SoCal’s local public awareness campaign and outreach to raise graduation rates
• Ready to Learn: Closing the achievement gap through local education and early learning engagement initiatives
• To Foster Change: A public media initiative aimed at fostering change in the realities and life outcomes for Southern California’s foster youth
SOUTHERN CALIFORNIA’S WINDOW TO THE WORLD

RANKED #1 IN TRUST, PBS IS A LEADER IN ADDRESSING IMPORTANT ISSUES

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

The longest running primetime news and public affairs program on television, Washington Week has delivered the most interesting conversation of the week for more than 50 years. Journalists from various news organizations participate in roundtable discussion of major news events in politics, policy and government.

FRONTLINE is investigative journalism that questions, explains and changes the world. Since 1983, its investigations have helped breathe new life into terrorism cold cases, freed innocent people from jail, prompted U.N. resolutions, and spurred policy and social change.

Independent Lens and POV documentaries examine topics that don’t often make mainstream news.

Delivering coverage and analysis of international events and issues with a fresh perspective, BBC World News America connects the dots between the United States and the world.

BBC World News provides the latest global news from the world’s largest news broadcaster. Newscasts contain the most up-to-date news, interviews, analysis, business reports and world sports news.

Now in its 8th season, award-winning SoCal Connected offers viewers in-depth stories that impact Angelenos — from the environment, health, social and community issues, local history and more.

SOURCE: Marketing & Research Resources, Inc. (M&RR), January 2019
PHOTO CREDIT: Anchored by managing editor Judy Woodruff, PBS NEWSHOUR provides in-depth analysis of current events with a team of seasoned and highly regarded journalists | PBS
VIEWERS OF PBS NEWS AND PUBLIC AFFAIRS ARE

EDUCATED 30%

more likely to hold a post-graduate degree

more likely to be a member of any group that tries to influence public policy or government

INFLUENTIAL 77%

more likely to attend classical music / opera performances

more likely to be a member of any group that tries to influence public policy or government

CULTURAL 107%

more likely to attend art galleries / shows

more likely to attend classical music / opera performances

85%

more likely to visit museums

42%

more likely to attend live theater

42%

more likely to attend art galleries / shows

COMMUNITY MINDED 79%

more likely to participate in environmental groups / causes

87%

more likely to be a member of a civic club

PBS ranks 4th among television networks Opinion Leaders watched in the past week. PBS NewsHour and NOVA are in the Top 10 programs watched.

Opinion Leaders rate:

PBS NewsHour #1 most credible program, and Independent Lens, NOVA and FRONTLINE within the Top 5.

PBS NewsHour #1 most objective program, and NOVA, FRONTLINE and Washington Week within the Top 10.

SOURCE: 2018 Erdos & Morgan Opinion Leaders Study

SOURCE: 2019 Doublebase GfK MRI
PHOTO CREDIT: STICKY RICE I by joey zanotti | Flickr Creative Commons
SHARING THE WONDER OF SCIENCE AND NATURE

NOVA is the highest-rated science series on television and one of the most acclaimed, having won every major television award, most of them many times over. Its approach, applied for more than 40 years, demystifies science in documentaries and resources that are equally informative and entertaining. Covering the latest breakthroughs in technology to the deepest mysteries of the natural world, NOVA shows the human story behind the science story.

Celebrating more than 35 seasons, Nature delivers the best in original natural history films and is considered the benchmark of natural history programs on American television. The series has won more than 600 honors from the television industry, the international wildlife film community, parent groups and environmental organizations — including 10 Emmy Awards, three George Foster Peabody Awards and the first honor ever given to a program by the Sierra Club.

Tending Nature shines a light on the environmental knowledge of indigenous peoples across California by exploring how they have actively shaped and tended the land for millennia, examining how humans are necessary to live in balance with nature and how traditional practices can inspire a new generation of Californians to tend their environment.

Co-produced by the Thomson Reuters Foundation, Earth Focus travels to far-flung parts of the globe, including Sierra Leone, Madagascar and Morocco, as well as cities in the U.S. including New Orleans, Los Angeles and San Francisco to provide audiences with urgent local and global environmental coverage.
## Viewers of PBS Science and Nature Are

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educated</td>
<td>14%</td>
<td>More likely to hold a post-graduate degree*</td>
</tr>
<tr>
<td>Influential</td>
<td>30%</td>
<td>More likely to be a member of any group that tries to influence public policy or government</td>
</tr>
<tr>
<td>Cultural</td>
<td>75%</td>
<td>More likely to attend classical music / opera performances</td>
</tr>
<tr>
<td></td>
<td>54%</td>
<td>More likely to attend art galleries / shows</td>
</tr>
<tr>
<td></td>
<td>42%</td>
<td>More likely to visit museums</td>
</tr>
<tr>
<td>Community Minded</td>
<td>50%</td>
<td>More likely to participate in environmental groups / causes</td>
</tr>
<tr>
<td></td>
<td>44%</td>
<td>More likely to serve a charitable organization</td>
</tr>
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*Source: 2019 Doublebase GfK MRI, *NOVA viewers

Photo Credit: NOVA-SolarEclipseImage courtesy of NASA/SDO
SOUTHERN CALIFORNIA’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.

From Broadway to Rock, **GREAT PERFORMANCES** — the longest running anthology program featuring the performing arts — exposes the American public to many forms of music, dance and entertainment from around the world that they would never have had the opportunity to see.

Since its premiere in 1986, **American Masters** has been committed to developing and producing comprehensive film biographies about the characters that comprise our cultural history.

The longest running music series in the country, **Austin City Limits** presents popular music legends and innovators from all genres in uninterrupted full concerts recorded live in Austin, Texas.

The **PBS Arts Fall Festival** showcases all forms of art across the country. With great star power and fantastic performances, these shows resonate with audiences who seek out classic performances, cutting edge music and some of the greatest artists of all time.

Intelligent, diverse and at times surprising, **LAaRT** shares an insider’s look into the creative process of the people and events involved in Arts and Culture in Southern California and beyond.

PBS SoCal and Variety co-produce **Variety Studio: Actors on Actors**, a series of one-hour specials that go inside the year’s biggest television programs and movies through candid conversations between some of today’s most acclaimed actors.

Emmy® award-winning **Artbound** examines the lives, works and creative processes of arts and culture innovators making an impact on Southern California.

**Must See Movies** provides a weekly destination for viewers of all ages to watch legendary stars in timeless movies from Hollywood’s most iconic filmmakers.

PHOTO CREDIT: Austin City Limits Paul Simon courtesy of Scott Newton/KLRU
**VIEWERS OF PBS ARTS ARE**

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<thead>
<tr>
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<th>Percentage</th>
<th>Additional Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATED</strong></td>
<td>44%</td>
<td>More likely to hold a post-graduate degree</td>
</tr>
<tr>
<td><strong>INFLUENTIAL</strong></td>
<td>72%</td>
<td>More likely to serve as an officer for a club / organization</td>
</tr>
<tr>
<td><strong>CULTURAL</strong></td>
<td>207%</td>
<td>More likely to attend classical music / opera performances</td>
</tr>
<tr>
<td></td>
<td>122%</td>
<td>More likely to attend art galleries / shows</td>
</tr>
<tr>
<td></td>
<td>101%</td>
<td>More likely to attend live theater</td>
</tr>
<tr>
<td></td>
<td>63%</td>
<td>More likely to visit museums</td>
</tr>
<tr>
<td></td>
<td>81%</td>
<td>More likely to attend dance performances</td>
</tr>
<tr>
<td><strong>COMMUNITY MINGED</strong></td>
<td>152%</td>
<td>More likely to serve a charitable organization</td>
</tr>
<tr>
<td></td>
<td>58%</td>
<td>More likely to participate in environmental groups / causes</td>
</tr>
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</table>

**SOURCE:** 2019 Doublebase GfK MRI

**PHOTO CREDIT:** Sumi Ink Club Visits UF by croI373 | Flickr Creative Commons
PBS DRAMA
SUPERB STORYTELLING AND FIRST CLASS ACTING

MASTERPIECE, America’s longest running primetime drama anthology series, presents beloved classics and mysteries. Captivating characters and storylines immerse viewers in geographies and bygone eras with lavish detail.

Favorites have included:

- **Classic** | *Downton Abbey, Victoria, Poldark*
- **Mystery** | *Sherlock, Grantchester, Endeavour*
- **Contemporary** | *Worricker*

*Call the Midwife*, based on the best-selling memoirs of the late Jennifer Worth, tells colorful stories of midwifery and families in London’s East End. *Call the Midwife* follows the nurses, midwives and nuns from Nonnatus House, who visit the expectant mothers of Poplar, providing the poorest women with the best possible care.

Based on the crime-novel series by author Caroline Graham, *Midsomer Murders* follows the efforts of Detective Chief Inspector John Barnaby to solve crimes that occur in the wealthy, isolated English county of Midsomer, a picturesque and peaceful place on the outside, but one filled with amoral and snobbish eccentrics with a variety of vices.

In *Doc Martin*, Dr. Martin Ellingham’s truculence and tactlessness cause mayhem in a small Cornish community. The series details the trials and tribulations of the brash Ellingham, a celebrated London surgeon who is forced to quit his job after developing a blood phobia and finds work as a general practitioner in the sleepy village of Portwenn.

*Death in Paradise*, set on the tiny island of Saint-Marie, follows Detective Inspector Humphrey Goodman as he sets out to solve the shocking murder of his predecessor. With disheveled British charm and razor-sharp insight, DI Humphrey wins his team over to solve more mystifying murders.

Based on G.K. Chesterton’s short stories, *Father Brown* follows a kindly cleric as he solves crimes in his community, using his history of hearing parishoner’s confessions to understand the workings of the criminal mind.

PHOTO CREDIT: MASTERPIECE Poldark courtesy of © Robert Viglasky: Mammoth Screen for MASTERPIECE
VIEWERS OF PBS DRAMA ARE

EDUCATED 29%
more likely to hold a post-graduate degree

INFLUENTIAL 80%
more likely to serve as an officer for a club / organization

CULTURAL 198%
more likely to attend classical music / opera performances
more likely to attend art galleries / shows

COMMUNITY MINDED
more likely to visit museums
more likely to attend live theater
more likely to serve a charitable organization
more likely to participate in environmental groups / causes

SOURCE: 2019 Doublebase GfK MRI
PHOTO CREDIT: Los Angeles, CA | 2017 by [DV8] David Patrick Valera 3 | Flickr Creative Commons
HISTORY
STORIES THAT SHARE THE PAST
AND SHAPE THE PRESENT

**AMERICAN EXPERIENCE**, TV’s most watched history series, is acclaimed by viewers and critics alike. **AMERICAN EXPERIENCE** documentaries have been honored with every major broadcast award, including 14 George Foster Peabody Awards, four duPont-Columbia Awards and 30 Emmy Awards.

Documentaries by award-winning filmmaker **KEN BURNS** enable viewers to experience America through the eyes of those who built it. The documentarian has dissected historical events like war, prohibition and the dust bowl; the history of iconic America including baseball, national parks and country music; and visionaries including presidents, inventors and authors.

**FINDING YOUR ROOTS WITH HENRY LOUIS GATES, JR.** explores the mysteries, surprises and revelations hidden in the family trees of popular figures including Aziz Ansari, Scarlett Johansson, Ted Danson, Larry David, Ava DuVernay, Bryant Gumbel, Garrison Keillor, William H. Macy, Suzanne Malveaux, Ana Navarro, Amy Schumer, Mary Steenburgen and Christopher Walken.

Applying different interpretive frameworks to the broad sweep of Southern California history, and re-centering it at the junction of the Pacific Rim and the Spanish borderlands, **Lost LA** investigates how image-making and reinvention fueled the region’s explosive and surprising growth, erasing or marginalizing parts of its identity along the way.

Huell Howser travels the state to share California’s rich history, cultural diversity, natural wonders and amazing denizens. Whether road-tripping on a California highway, exploring downtown Los Angeles or visiting state parks and fairs, Huell’s travel shows, including **California’s Gold** and **Visiting**, all have one thing in common: showing what makes the Golden State unique.

PHOTO CREDIT: Rachel Carson 1955 courtesy of Martha Freeman
**VIEWERS OF PBS HISTORY ARE**

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<th>Category</th>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Educated</strong></td>
<td>54%</td>
<td>More likely to hold a post-graduate degree</td>
</tr>
<tr>
<td><strong>Influential</strong></td>
<td>30%</td>
<td>More likely to have a role as president at work</td>
</tr>
<tr>
<td><strong>Cultural</strong></td>
<td>140%</td>
<td>More likely to attend classical music / opera performances</td>
</tr>
<tr>
<td></td>
<td>118%</td>
<td>More likely to attend art galleries / shows</td>
</tr>
<tr>
<td></td>
<td>96%</td>
<td>More likely to visit museums</td>
</tr>
<tr>
<td><strong>Community Minded</strong></td>
<td>200%</td>
<td>More likely to be a member of a civic club</td>
</tr>
<tr>
<td></td>
<td>108%</td>
<td>More likely to serve a charitable organization</td>
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**Source:** 2019 Doublebase GfK MRI

**Photo Credit:** Man Walking By Batman Vs Superman by joey zanotti | Flickr Creative Commons
MISSION
To foster a love of learning, culture and community using the power of public media.

REPRESENTATIVES
Century City | Costa Mesa | Los Angeles | sponsorpbssocal.org

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