

# BE SEEN AND BELOVED BY MILLIONS

INSPIRED TO LEARN MORE,  
DO MORE AND BE MORE

KCET 

PBS  
SOCAL  
KOCE IS YOUR PBS





# PBS FOR GREATER LOS ANGELES AND SOUTHERN CALIFORNIA

The top-rated public television station in the region<sup>1</sup>, PBS SoCal, and largest independent public station, KCET serve 18 million people<sup>2</sup> 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

## 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 <sup>1</sup>

**68%** believe PBS sponsors have a commitment to quality and excellence <sup>1</sup>

**55%** view PBS sponsors as industry leaders <sup>1</sup>

**54%** visit a PBS sponsor's website to learn more <sup>2</sup>

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

## 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

# CLUTTER-FREE ENVIRONMENT KEEPS VIEWERS ENGAGED

**59%** pay more attention to sponsor messages than ads on commercial networks <sup>2</sup>

## 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 <sup>2</sup>

## SOURCES:

1. Commercialism Research, City Square Associates, January-February 2016

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

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PHOTO CREDIT: 2016 Fall Arts Festival | PBS SoCal

# 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.

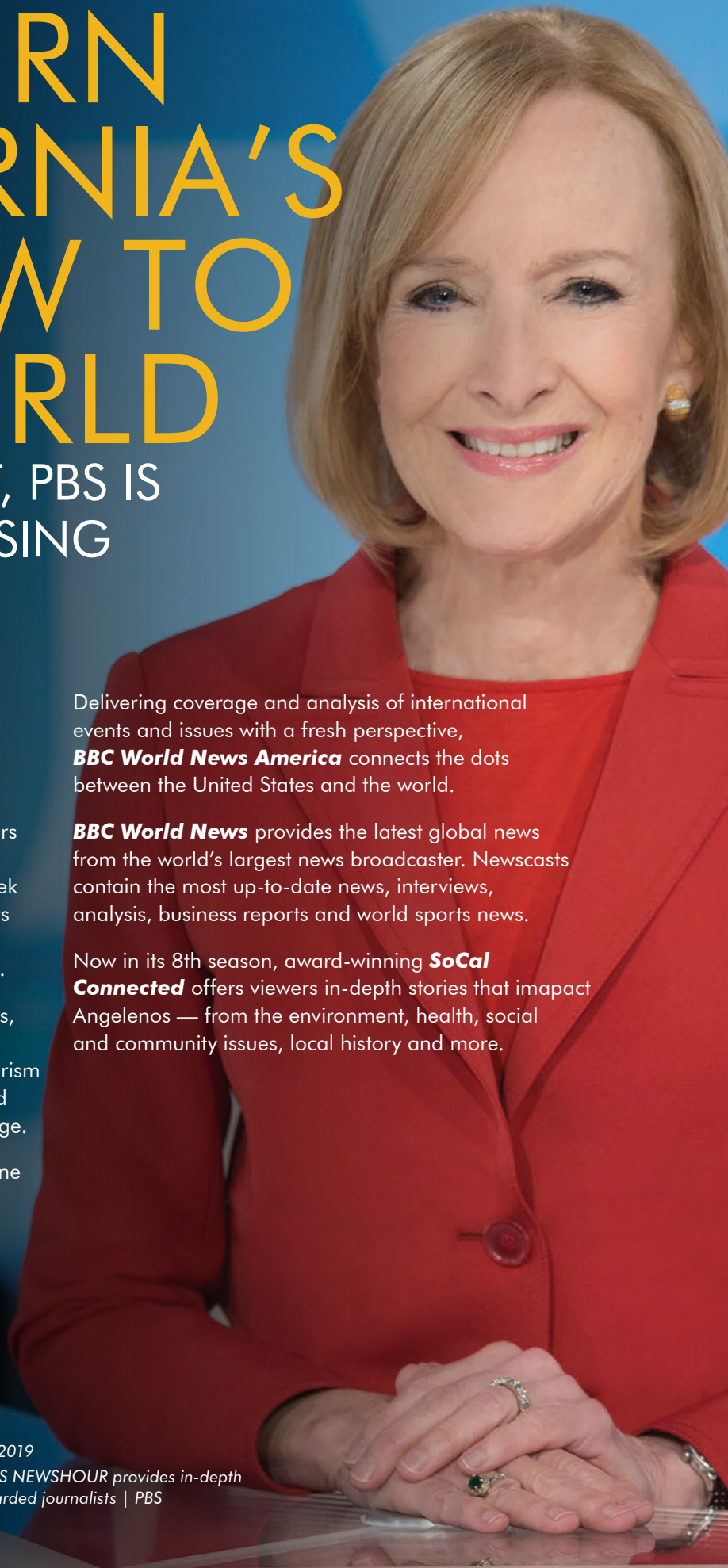
Delivering coverage and analysis of international events and issues with a fresh perspective, **BBC World News America** connects the dots between the United States and the world.

**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

## INFLUENTIAL

77%

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

## CULTURAL

107%

more likely to attend classical music / opera performances

85%

more likely to attend art galleries / shows

42%

more likely to visit museums

42%

more likely to attend live theater

## COMMUNITY MINDED

79%

more likely to participate in environmental groups / causes

87%

more likely to be a member of a civic club

### PBS ranks 4<sup>th</sup>

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

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SOURCE: 2019 Doublebase GfK MRI

PHOTO CREDIT: STICKY RICE ! 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.

PHOTO CREDIT: #superbloom at California's Walker Canyon by Beau Rogers | Flickr Creative Commons



# VIEWERS OF PBS SCIENCE AND NATURE ARE

## EDUCATED

14%

more likely to hold a post-graduate degree\*

## INFLUENTIAL

30%

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

## CULTURAL

75%

more likely to attend classical music / opera performances

54%

more likely to attend art galleries / shows

42%

more likely to visit museums

## COMMUNITY MINDED

50%

more likely to participate in environmental groups / causes

44%

more likely to serve a charitable organization

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SOURCE: 2019 Doublebase GfK MRI, \*NOVA viewers  
PHOTO CREDIT: NOVA-SolarEclipseImage courtesy of NASA/SDO

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# 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

## EDUCATED

44%

more likely to hold a  
post-graduate degree

## INFLUENTIAL

72%

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

## CULTURAL

207%

more likely to attend classical  
music / opera performances

122%

more likely to attend art  
galleries / shows

101%

more likely to attend live theater

63%

more likely to visit museums

81%

more likely to attend  
dance performances

## COMMUNITY MINDED

152%

more likely to serve a  
charitable organization

58%

more likely to participate in  
environmental groups / causes

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SOURCE: 2019 Doublebase GfK MRI

PHOTO CREDIT: Sumi Ink Club Visits UF by crol373 | Flickr Creative Commons

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# 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.



# 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

125%

more likely to attend art  
galleries / shows

60%

more likely to visit museums

109%

more likely to attend live theater

## COMMUNITY MINDED

75%

more likely to serve a  
charitable organization

78%

more likely to participate in  
environmental groups / causes

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SOURCE: 2019 Doublebase GfK MRI

PHOTO CREDIT: Los Angeles, CA | 2017 by [DV8] David  
Patrick Valera 3 | Flickr Creative Commons

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# 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.



# VIEWERS OF PBS HISTORY ARE

EDUCATED

54%

more likely to hold a  
post-graduate degree

INFLUENTIAL

30%

more likely to have a role  
as president at work

CULTURAL

140%

more likely to attend classical  
music / opera performances

118%

more likely to attend art  
galleries / shows

96%

more likely to visit museums

COMMUNITY  
MINDED

200%

more likely to be a member  
of a civic club

108%

more likely to serve a  
charitable organization

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SOURCE: 2019 Doublebase GfK MRI

PHOTO CREDIT: Man Walking By Batman Vs Superman  
by joey zanotti | Flickr Creative Commons

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## MISSION

To foster a love of learning, culture and community using the power of public media.

## REPRESENTATIVES

Century City | Costa Mesa | Los Angeles | [sponsorbbsocal.org](https://sponsorbbsocal.org)