



MEDIA KIT 2021



1961-2021



ARIZONA PBS – CELEBRATING 60 YEARS! Trusted, Valued, Essential

For 60 years, Arizona PBS has been the public square where divergent ideas and perspectives intersect in civil discourse and understanding. We connect our audiences to each other, their communities and the world. We pursue truth and knowledge with integrity.

We reach 80 percent of Arizona, 1.9 million households each week – through four television channels, community events, a print magazine and an ever-expanding digital footprint that includes our website, apps, live-streaming capabilities and social media. Arizona PBS is among the nation's largest PBS stations.

Arizona PBS fosters lifelong learning through high quality programming, in-depth news coverage and critical educational outreach services. Nationally, PBS is ranked #1 in public trust for the 18th year in a row. Locally, Arizona PBS is one of the 10 most-watched public television stations in the U.S. during prime time -- and we have 138 Emmys to show for it!

Arizona PBS is a valuable contributor to Arizona's quality of life. **We aren't just part of the community; we're leaders within it.**

HIGH QUALITY CONTENT THAT EDUCATES, INSPIRES AND CONNECTS

ARIZONA'S LARGEST CLASSROOM



ARIZONA'S LARGEST STAGE



TRUSTED WINDOW TO THE WORLD





ARIZONA'S LARGEST CLASSROOM: A teacher who helps to educate and inspire generations.



- Provides curriculum-based programming for more than six hours every weekday.
- Provides free digital resources – including 125,000 e-learning video clips – through “PBS LearningMedia Library,” used by more than 40,000 teachers.
- Offers free mobile apps and games for families and children who do not have access to preschool education.
- Provides workshops in language, literacy, and family engagement to 200,000 children and 73,000 educators across the State, -- from Diné College in Navajo Reservation to the U.S./Mexico border communities of San Luis and Sierra Vista.





ARIZONA'S LARGEST STAGE: Brings the world of music, theater, dance and the arts to viewers to experience in the comfort of their homes with the best can't-miss entertainment.



- Highlights the unique talents of local artists with our popular "Art in the 48."
- Showcases the creative flairs of local chefs and Phoenix's ever-expanding "foodie" movement with "Plate & Pour."
- Works with community partners annually to offer more than 500 hours of cultural programming with a unique blend of local and national content.





TRUSTED WINDOW TO THE WORLD: Provides accurate, fair, fact based news reports, fostering conversations addressing disparity, social injustice, the environment, the economy and health.



- Consistently provides insightful local public affairs programming beyond headlines and soundbites with “Arizona Horizon.”
- Discusses issues of interest to the local Hispanic community – from public policy and education to arts and culture – through “Horizonte.”
- Sparks conversations on important national issues through “PBS NewsHour” – rated the most “credible” and “objective” news source.



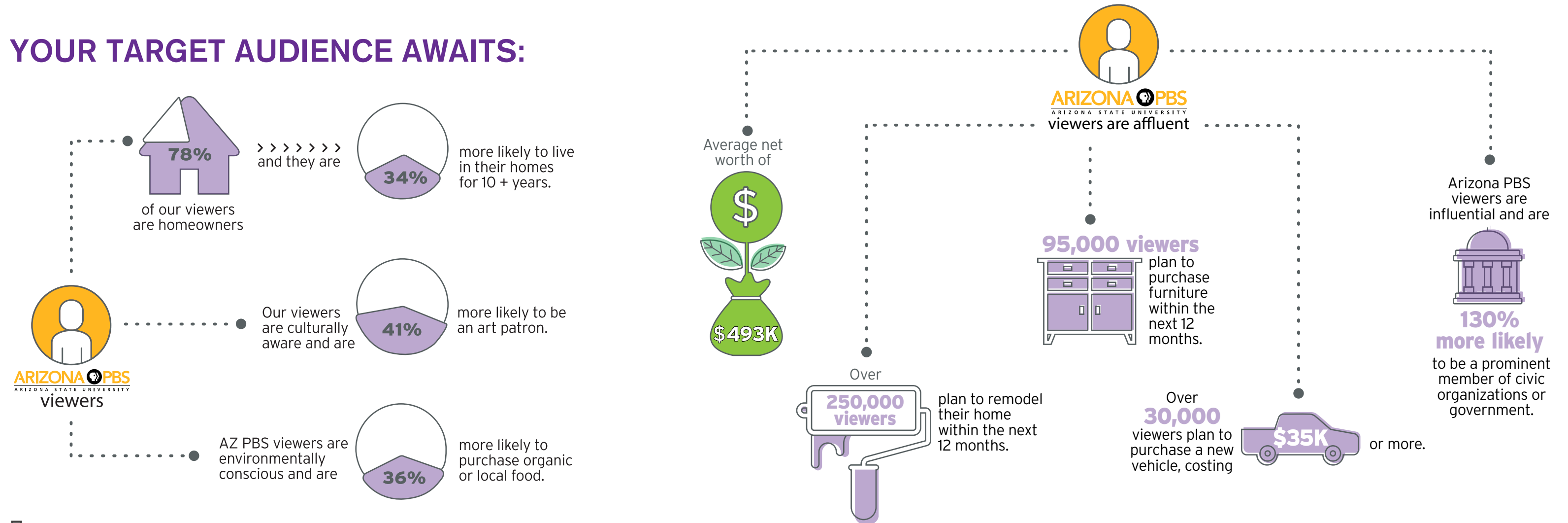
WHY CONNECT YOUR BRAND WITH A POWERFUL AUDIENCE?

Arizona PBS viewers pay attention to brands that support the programs they love and are incredibly brand loyal. No other station or network is capable of helping you establish brand trust like Arizona PBS.

Sponsoring Arizona PBS programming offers more than prestigious on-air presence. It helps you meet your marketing goals, connect with our desirable audience, and improve your brand's reputation. It is not traditional advertising... it's a partnership.

Viewers hold sponsors in high regard for their support of a noble cause. By virtue of supporting Arizona PBS, the connection you build with viewers instills the "halo effect" that predisposes their desire to do business with you.

YOUR TARGET AUDIENCE AWAITS:

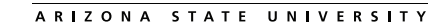


OUR REACH



website visitors view **182,000** pages monthly.

More than **1.1 million** people watch **ARIZONA PBS** each week.



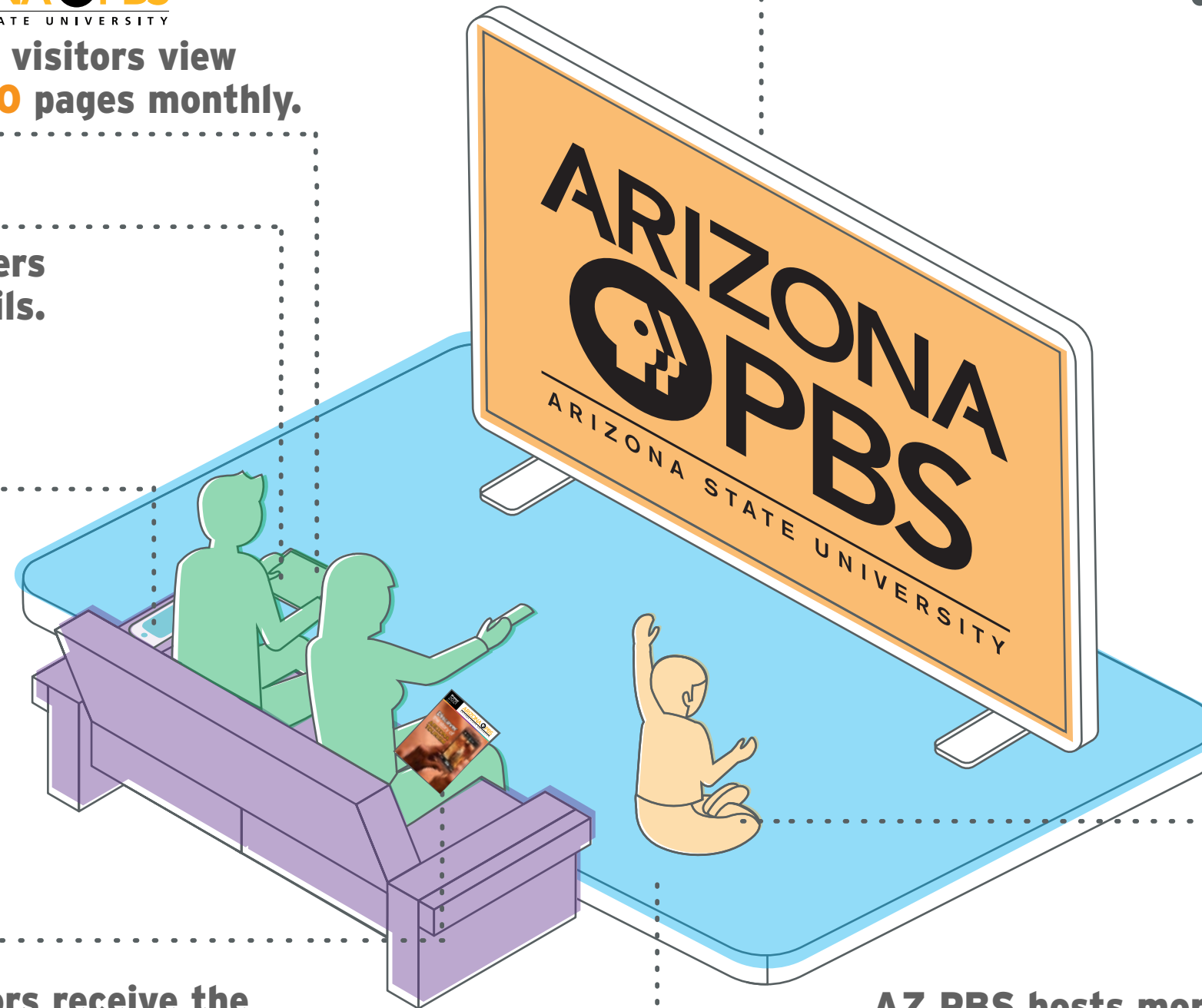
195,000 email subscribers engage with our 2 weekly emails.

More than **400,000** children and parents watch



programming each week.

Social media engagement rate of: **7.87%** on Instagram **3.05%** on Facebook and often double or triple national average



48,000 affluent donors receive the quarterly Arizona PBS magazine.

AZ PBS hosts more than **4,395** workshops and community events annually.

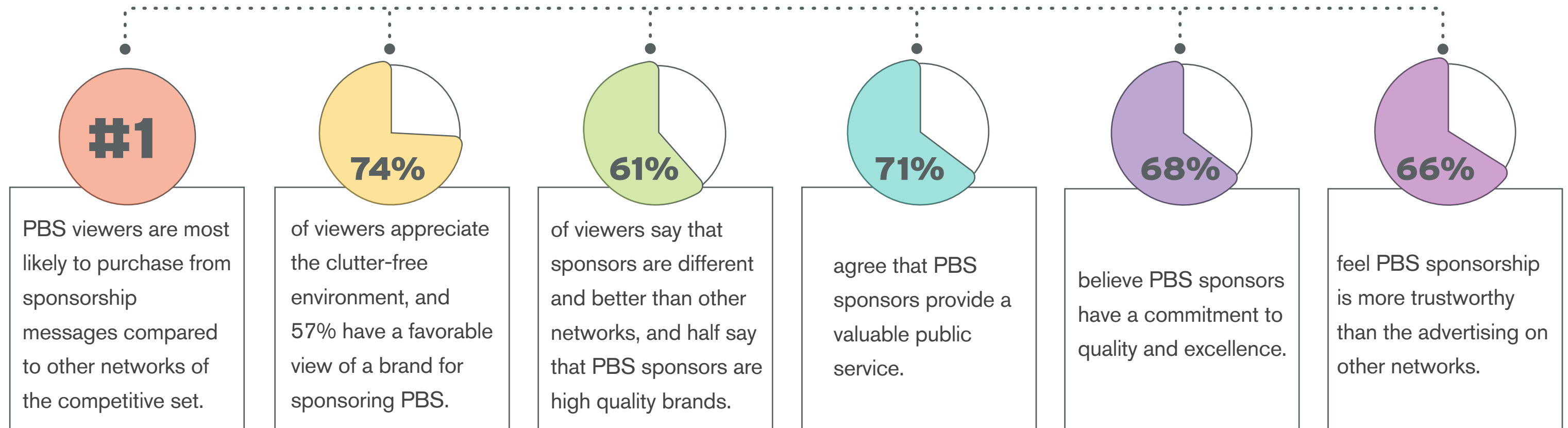
Arizona PBS Ed Outreach has reached nearly **750,000** families and more than **60,000** teachers.



DELIVERS HIGHLY COVETED AND POWERFUL CONSUMERS

With an Arizona PBS corporate sponsorship, you can share your brand's story with engaged audiences across television, digital, print and social platforms. Millions of people turn to Arizona PBS to hear untold stories, experience fresh perspectives and feed their curiosity.

AMONG THE PBS AUDIENCE:



HOW WE REACH OUR UNIQUE AUDIENCE- SPONSORSHIP OFFERINGS

TELEVISION BROADCAST



PRINT- QUARTERLY MAGAZINE



DIGITAL

INSIDER ARIZONA PBS

Independent Lens "Coded Bias"

New Monday, Mar. 22 at 9 p.m.

When MIT researcher Joy Buolamwini discovers that the majority of facial-recognition software does not accurately identify darker-skinned faces, she embarks on an investigation that uncovers widespread bias lurking in the algorithms that shape the technology powering our lives. [See more.](#)

EXPLORE THE WORLD'S MUSIC
Dyan Daily 9 a.m.-2 p.m.

AARP Phoenix
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Daddy Long Legs PHOENIX THEATRE

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CHALLENGE GRANTS

5:38

Celebrate Arizona PBS and ALL your favorite programs!

888-443-2929
[azpbs.org/gift](#)

Whitfill Nursery
SERVING THE VALLEY SINCE 1988

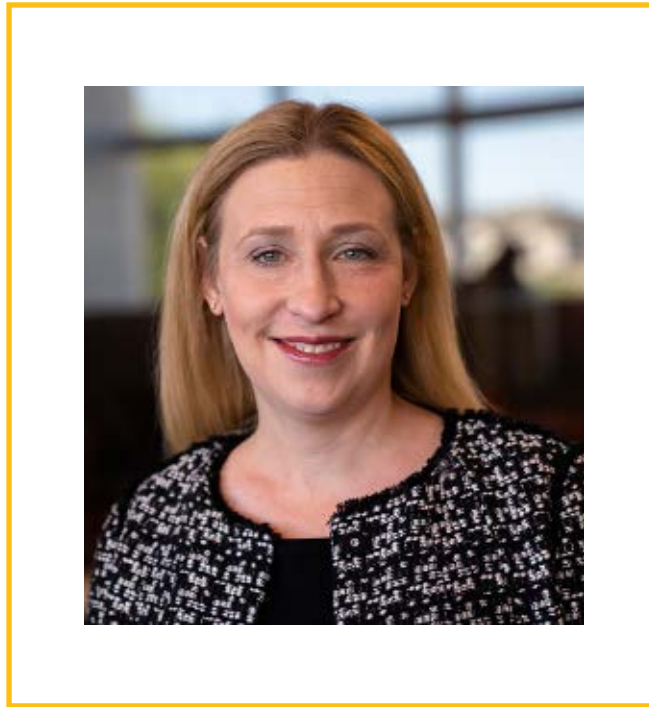
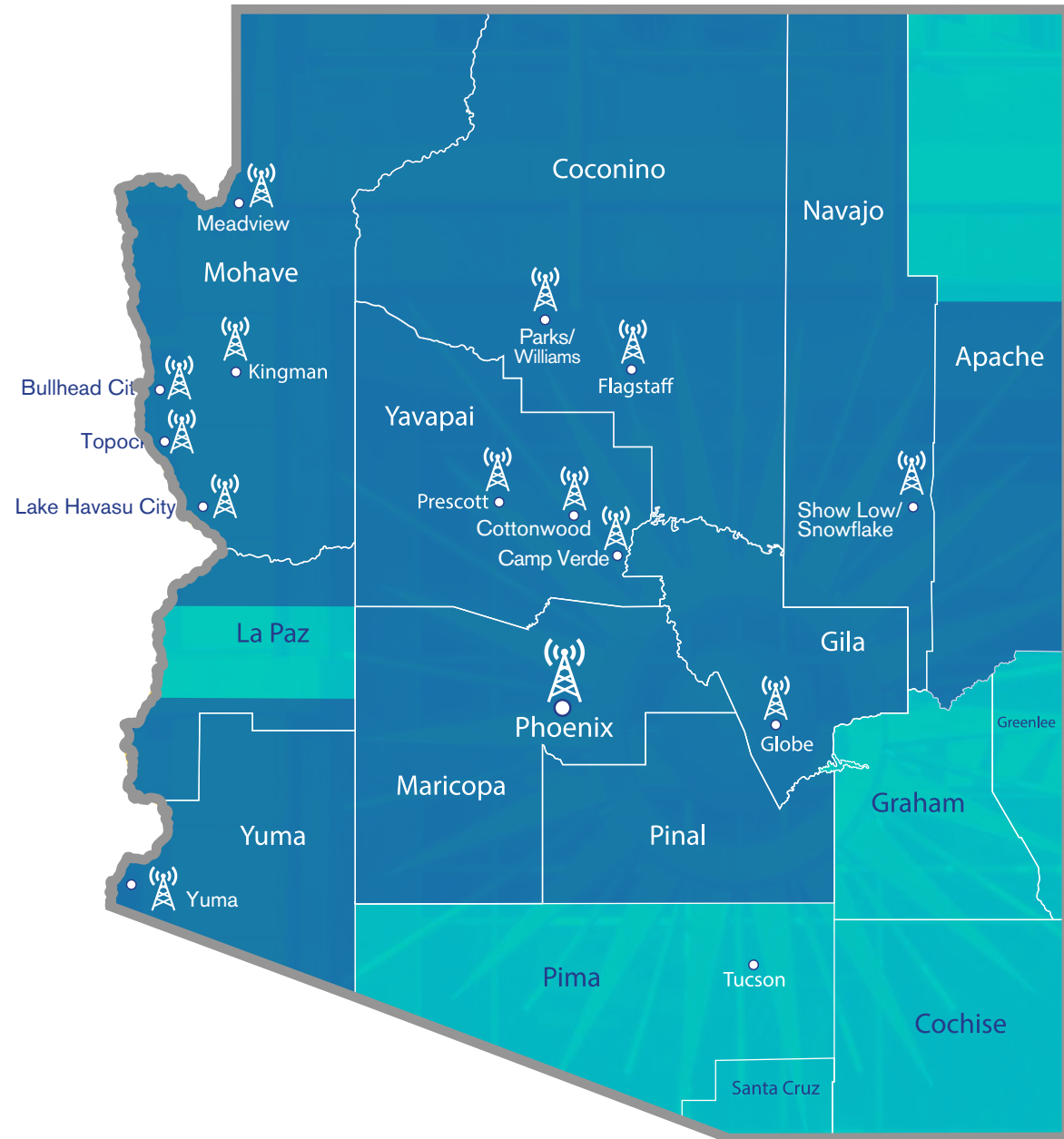
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EVENTS



COVERAGE MAP- REACHING 80% OF ARIZONA



CALL US TODAY AT:

Heather Kivatinos

Local Sales Manager, Corporate Sponsorship

602-496-1241

heather.kivatinos@asu.edu