

2023

# MEDIA KIT

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**YOUR  
ARIZONA  
CONNECTION**  
starts here

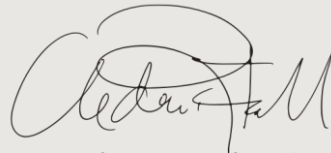
# STATION OVERVIEW

## FROM THE DESK OF

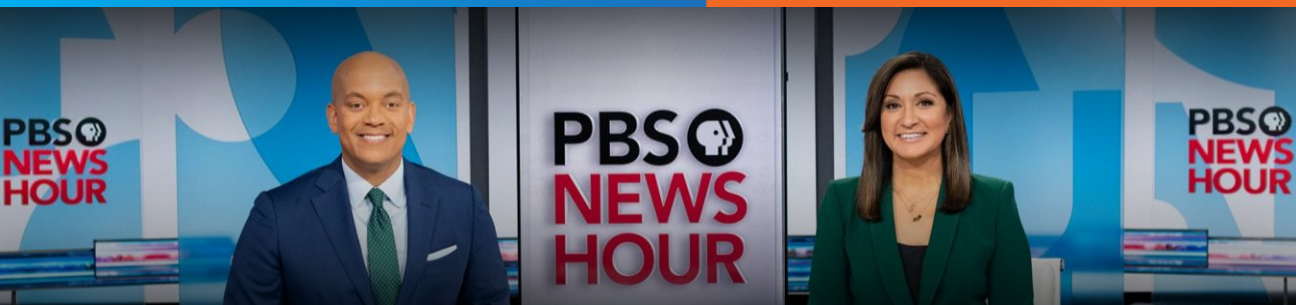
### GENERAL MANAGER ADRIENNE R. FAIRWELL

For more than 60 years, Arizona PBS has served as a 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 connect our **67,000 members** and **1.5 million loyal viewers**, with programming and events that celebrate science, culture and the arts. We connect voters with unbiased news and public affairs coverage. And we connect Arizona youth, parents and educators with the resources they need to succeed. From history and politics to food and travel, **your Arizona connection starts right here at Arizona PBS!**



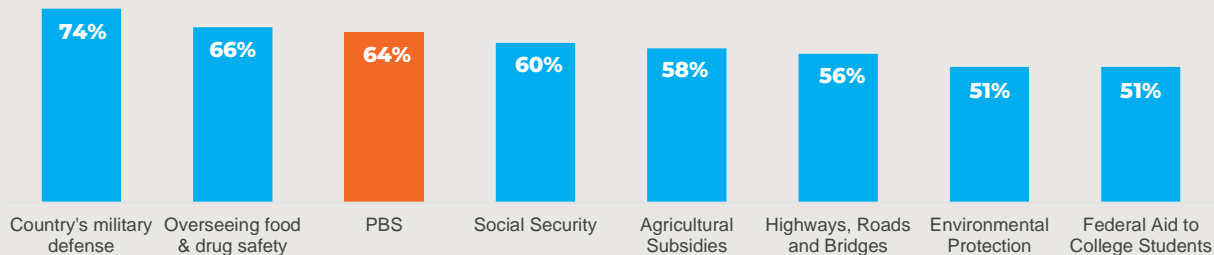
# TRUSTED. VALUED. ESSENTIAL.



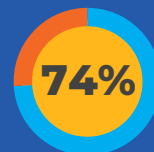
**FOR 20 YEARS,  
PBS HAS RANKED**

**NO. 1**  
IN PUBLIC TRUST

**Americans rank PBS highly in terms of value for tax dollars.**



## SERVING THE PUBLIC



of Americans  
say PBS is the  
most trusted  
institution.



say PBS stations  
provide an  
excellent value to  
communities.



believe PBS  
features a  
diverse range  
of people.



say PBS plays an  
important role in  
providing Amber  
and other  
emergency alerts.

**SOURCE:** This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) fielded 27 questions during the window of January 5-16, 2023. The survey was conducted among a sample of 1,022 adults ages 18+, 490 men, 526 women, and 6 respondents preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.

# TRUSTED. VALUED. ESSENTIAL.

## ► NATIONAL PROGRAMMING

CONNECTING VIEWERS TO:

ARTS & CULTURE

AMERICAN EXPERIENCE

AMERICAN MASTERS

ANTIQUE ROADSHOW

AUSTIN CITY LIMITS

BEYOND THE CANVAS

FINDING YOUR ROOTS  
HENRY LOUIS GATES, JR.

GP GREAT PERFORMANCES

DRAMA

CALL THE MIDWIFE

HOTEL PORTOFINO

MASTERPIECE ►



NEWS & INFO

PBS NEWSHOUR

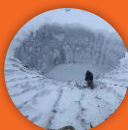
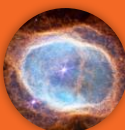
FIRING LINE  
WITH MARGARET HOOVER

FRONTLINE

INDEPENDENT LENS

WASHINGTON WEEK

SCIENCE & NATURE



NATURE

NOVA

AMERICA OUTDOORS  
WITH BARATUNDE THURSTON

**WITH AN ARIZONA PBS CORPORATE SPONSORSHIP,**  
you can share your brand's story with an engaged, trusting audience.



of viewers say that sponsors are different and better than other networks.



agree that PBS sponsors provide a valuable public service.



believe PBS sponsors have a commitment to quality and excellence.



feel PBS sponsorship is more trustworthy than the advertising on other networks.

**SOURCE:** Commercialism Research, City Square Assoc. & PBS Sponsorship Study: Audience Attitudes & Behaviors, City Square Assoc.

# TRUSTED. VALUED. ESSENTIAL.

## ► KIDS PROGRAMMING



**85%**

of parents agree that PBS KIDS is a safe and trusted source for kids.

**77%**

Of American kids watch PBS Kids annually.

**LARGEST REACH**

PBS stations reach more Hispanic, Black & Asian American children, ages 2-8, annually, than any other children's TV network.

**PBS  
KIDS**

**Source:** Nielsen NPOWER, 9/21/2020 - 9/19/2021, L+7 M-Su 6A-6A TP reach, K2-8, 50% unif, 1+min., K2-8 Hispanic, Black, Asian/Pacific Islander, All PBS Stations, children's cable TV networks.

**Source:** Survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR)

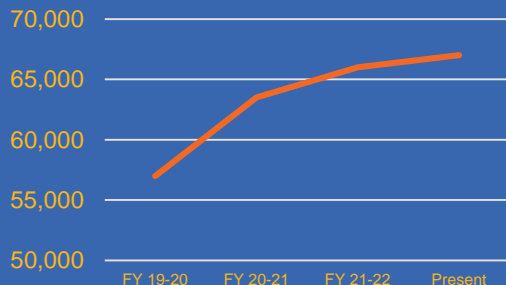
# STATION OVERVIEW

## FACTS & FIGURES

Arizona PBS is one of the  
**10 most-watched  
public television stations**  
in the U.S. during prime time



### TOTAL MEMBERSHIP



Arizona PBS  
reaches  
**1.5 million  
viewers**

weekly through  
its four channels,  
member magazine  
& digital platforms.

## FIGURES

**80**

Percentage of Arizona  
homes reached by the  
station's broadcast signal



**141**

Total Emmy Awards  
won by Arizona PBS  
throughout its history



**9**

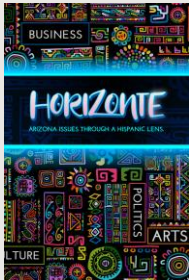
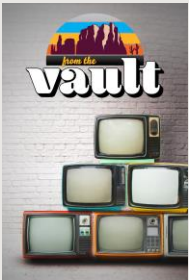
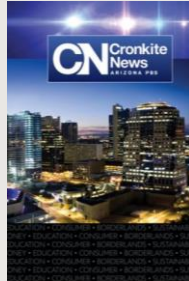
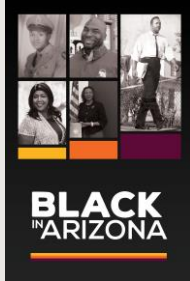
Regional education  
coordinators stationed  
around the state





# STATION OVERVIEW

## ▶ LOCAL CONTENT



YOUR **ARIZONA** CONNECTION STARTS HERE.

### **A LEADING STORYTELLER.**

Arizona PBS has a rich tradition of producing local programs to highlight the state's unique culture, fascinating characters and beautiful landscapes.

### **A TRUSTED SOURCE.**

A teaching hospital located within the Walter Cronkite School of Journalism and Mass Communication, Arizona PBS is a trusted source of public affairs and local politics coverage.

### **A FACILITATOR OF COMMUNITY DISCUSSIONS.**





By creating a platform for the discussion of important issues facing our communities, the station aims to cultivate a more empathetic and respectful society.

### **THE HALO EFFECT.**

No other station or network is capable of helping you establish brand trust like Arizona PBS. Viewers will hold your organization in high regard for supporting a noble cause, like the local public media station.

# STATION OVERVIEW

## AUDIENCE PERSONAS

Families with young children		41% of viewer households care for at least one child	Only 28% of general population households care for a child	348,000 kids and parents watch PBS Kids programming weekly
Affluent, well-educated & culturally aware	21% of viewers have a household income of <b>\$100K or more</b>		75% of viewers are homeowners and 39% have been in their home 10+ years	272,000 viewers plan to remodel their home in the next year
Civically engaged citizens	58% of viewers rely on the station for news sometimes or often	According to viewers, the station's <b>most notable service</b> is its news & public affairs coverage		35% of viewers want to see more news & public affairs programming
Community leaders & decision makers	54% of adults surveyed make philanthropic decisions for their household	Our audience is 131% more likely to be an art patron than the general TV audience	Arizona PBS viewers are 130% more likely to be a prominent member of civic organizations	

## ARIZONA PBS AUDIENCE

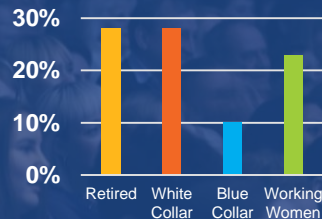


The Arizona PBS audience has an average net worth of **\$582,000**.

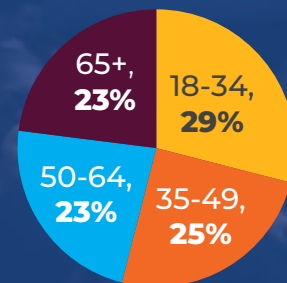


51% of Arizona PBS viewers are college graduates, and 18% possess a graduate degree.

### PROFESSIONAL STATUS



### AGE DEMOGRAPHICS





# ► STATION REACH



## BROADCAST

Arizona PBS is watched by a weekly audience of nearly

**ONE MILLION.\***



Amongst all PBS markets, Arizona PBS' primetime ratings are routinely ranked **IN THE TOP 5\***

**80%**

Of AZ homes are reached by the Arizona PBS broadcast signal.



## PRINT

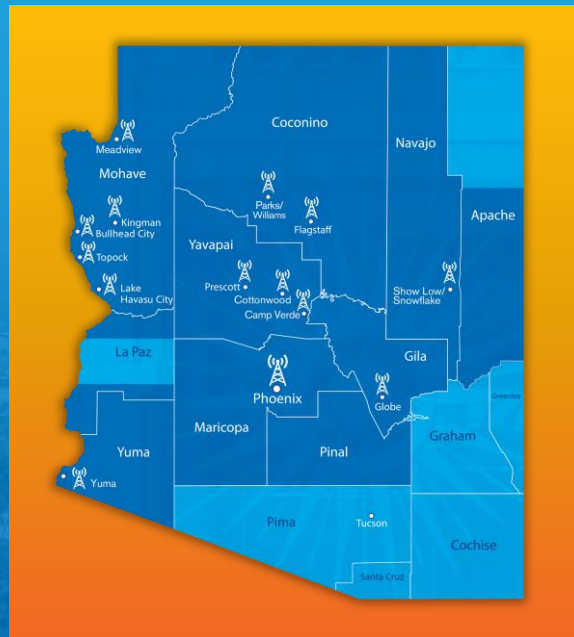
**86,263**

Arizona PBS individuals read the station's magazine quarterly.



**MAKING IT THE FOURTH**

Widest circulated publication in the state of Arizona.#



## DIGITAL

**182,000**

Pageviews per month for AZPBS.ORG, on average.



**964,000**

Combined reach on Facebook & Instagram in 2022.\*\*



**273,000**

Views of Election 2022 debates on Arizona PBS' YouTube channel.



**281,000**

Children & parents watch Arizona PBS' livestream of PBS Kids each week.

**\*SOURCE:** Nielsen Scarborough: Market/Release: Phoenix, AZ 2022 Release 2 Household Total (Aug 2021 - Aug 2022) and GFK MRI- Doublebase 2020 comparison of public television viewers to non-public television viewers.  
**\*\*SOURCE:** Facebook Insights for 2022 @ArizonaPBS Facebook & Instagram analytics, pulled January 2023. **+SOURCE:** @ArizonaPBS YouTube channel analytics, pulled December 2022. **▲SOURCE:** DMO Station Data API. **#SOURCE:** Scarborough Research, PRIME Lingo - Profile Report; Market/Release: Phoenix, AZ 2022 Release 2 Total (Aug 2021 - Aug 2022).

# AUDIENCE CONNECTIONS

## TV

Four broadcast channels



Sample 0:15 Delta Dental TV Spot



Sample 0:15 SRP TV Spot

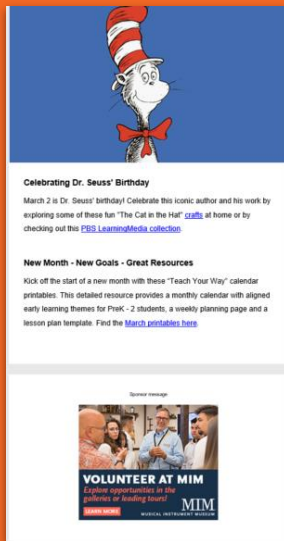
**ARIZONA PBS**  
ARIZONA STATE UNIVERSITY

**Life**

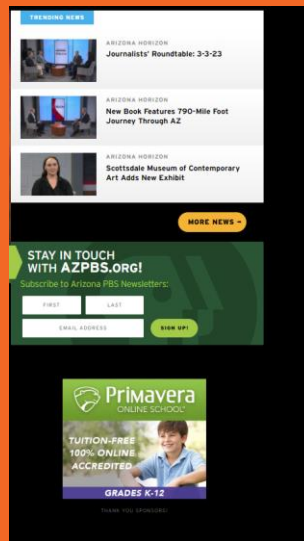
**WORLD**  
worldchannel.org

**PBS KIDS**

## DIGITAL



Digital Ad in E-blast



Digital Ad on azpbs.org website

## PRINT



Full Page ad in quarterly magazine



## EVENTS WITH CLIENT BRANDING



## INTERACTIVE ENGAGEMENT CLIENT BRANDING OPPORTUNITY



# DIVERSITY, EQUITY, INCLUSION & BELONGING



## OUR CULTURE PROMISE

### ARIZONA PBS IS **COMMITTED**



to diversity, equity, inclusion, and belonging (DEIB) as core values. Our goal is to build and foster a culture of transparency where unique identities and perspectives are celebrated.

### ARIZONA PBS **BELIEVES**



all voices should be heard and acknowledged. We represent and serve Arizona by listening to our communities so we can create enriching content that educates, inspires and connects.

### ARIZONA PBS **VALUES**



trust. We are mission focused and committed to our audience. We strive to cultivate an environment where individuals feel informed, respected and encouraged to share their stories.

Check out Arizona PBS' Diversity Report at:



[azpbs.org/about/annual-report-fillings](https://azpbs.org/about/annual-report-fillings)





For more on how  
your organization can  
**CONNECT**  
with our loyal audience,  
contact:

A graphic on the right side of the slide featuring a stylized mountain range in shades of orange, yellow, and blue. A green saguaro cactus is positioned to the right of the mountains. The text "YOUR ARIZONA CONNECTION starts here" is overlaid on the mountain graphic in white and yellow.

**YOUR  
ARIZONA  
CONNECTION**  
starts here

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