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 weekly cross-platform audience of more than **1.8 million**, 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!**
FOR 20 YEARS, PBS HAS RANKED NO. 1 IN PUBLIC TRUST

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

- 74% believe PBS features a diverse range of people.
- 80% say PBS plays an important role in providing Amber and other emergency alerts.
- 87% say PBS stations provide an excellent value to communities.

**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.
## NATIONAL PROGRAMMING

**CONNECTING VIEWERS TO:**

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

- **61%** of viewers say that sponsors are different and better than other networks.
- **71%** agree that PBS sponsors provide a valuable public service.
- **68%** believe PBS sponsors have a commitment to quality and excellence.
- **66%** 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.
KIDS PROGRAMMING

Nielsen NPOWER, 9/20/21 - 9/18/22, L+7 M Su 6A 6A TP reach, 50% unif, 1+ min, K2 11 in HH w/ Inc <$25K, Adults 18-49 w K<6 in HH w/ Inc<$25K; PBS stations, children’s cable networks

Google Analytics, Cross Platform Users and Streams, Oct 2021 - Sep 2022, includes pbskids.org, video app on OTT and Mobile, and games app

Sources:

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.

TRUSTED. VALUED. ESSENTIAL.

Nielsen NPOWER, 9/20/21 9/18/22, L+7 M Su 6A 6A TP reach, 50% unif1cation, 1+ min, K2 8 Hispanic, Asian/ Pacific Islander, American Indian/Alaska Native, All PBS Stations, children’s cable TV networks
Arizona PBS is routinely among the five highest-ranking public media stations in the U.S. during primetime.

**FACTS & FIGURES**

- **80**: Percentage of Arizona homes reached by the station's broadcast signal.
- **143**: Total Emmy Awards won by Arizona PBS throughout its history.
- **9**: Regional education coordinators stationed around the state.

**TOTAL MEMBERSHIP**

- **More than 1.8 million viewers** weekly through its four channels, member magazine, and digital platforms.

**Source:** Market/Release: Phoenix, AZ 2023 Release 2 Total (Aug 2022 - Aug 2023)
LOCAL CONTENT

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.
For more than four decades, viewers have relied on “Arizona Horizon” for in-depth coverage of issues of concern to Arizonans. Join host Ted Simons for insightful public affairs discussions on topics ranging from state politics to national policies.

Hosted by 25-year broadcast journalist Catherine Anaya, “Horizonte” is a weekly series that examines Arizona issues through a Hispanic perspective. In each 12-minute episode, Catherine interviews guests about issues in the areas of politics, culture, business and more.

**PREMIERED**

- Arizona Horizon: 1981
- Horizonte: 2003

**WEEKDAYS**

- 5 P.M.
- 10 P.M.

**SATURDAYS**

- 6 P.M.
STATION OVERVIEW

AUDIENCE PERSONAS

Families with young children
- 21% of viewers have a household income of $100K or more
- 41% of viewer households care for at least one child
- Only 28% of general population households care for a child

Affluent, well-educated & culturally aware
- 73% of viewers are homeowners and 50% have been in their home 10+ years
- According to viewers, the station’s most notable service is its news & public affairs coverage
- $616,000

Civically engaged citizens
- 58% of viewers rely on the station for news sometimes or often
- Our audience is 137% more likely to be an art patron than the general TV audience

Community leaders & decision makers
- 54% of adults surveyed make philanthropic decisions for their household
- Arizona PBS viewers are 130% more likely to be a prominent member of civic organizations
- 272,000 viewers plan to remodel their home in the next year

ARIZONA PBS AUDIENCE

- The Arizona PBS audience has an average net worth of $616,000.
- 66% of Arizona PBS viewers are college graduates, and 12% possess a graduate degree.

AGE DEMOGRAPHICS

- 18-34, 11%
- 35-49, 14%
- 50-64, 31%
- 65+, 44%

PROFESSIONAL STATUS

- Retired
- White Collar
- Blue Collar
- Working Women

Arizona PBS is watched by a weekly audience of nearly 840k.

80% of AZ homes are reached by the Arizona PBS broadcast signal.

97,497 Arizona PBS individuals read the station’s magazine quarterly.

Making it the third widest circulated publication in the state of Arizona.

284,000 Pageviews per month for AZPBS.ORG, on average.

1.1 Million Combined reach on Facebook & Instagram in 2023.

10k+ Subscribers to the @ArizonaPBS Youtube Channel.

478,000 Children & parents watch Arizona PBS’ livestream of PBS Kids each week.


**SOURCE: **SOURCE: Facebook Insights for 2023 @ArizonaPBSFacebok & Instagram analytics, pulled January 2024.
EVENTS WITH CLIENT BRANDING

INTERACTIVE ENGAGEMENT CLIENT BRANDING OPPORTUNITY

AUDIENCE CONNECTIONS
AUDIENCE CONNECTIONS

**TV**
- Four broadcast channels
- Sample 0:15 Delta Dental TV Spot
- Sample 0:15 SRP TV Spot

**DIGITAL**
- Digital Ad in E-blast
- Digital Ad on azpbs.org website

**PRINT**
- Full Page ad in quarterly magazine
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
For more on how your organization can **CONNECT** with our loyal audience, contact:

**HEATHER KIVATINOS**  
602-496-1241  
Heather.Kivatinos@asu.edu