

2024

MEDIA KIT

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**YOUR
ARIZONA
CONNECTION**
starts here

STATION OVERVIEW

FROM THE DESK OF

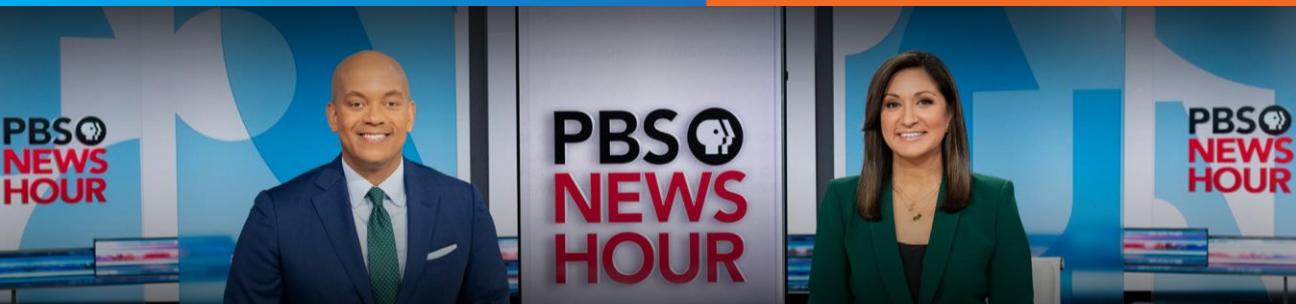
DIRECTOR OF SALES HEATHER KIVATINOS

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!**



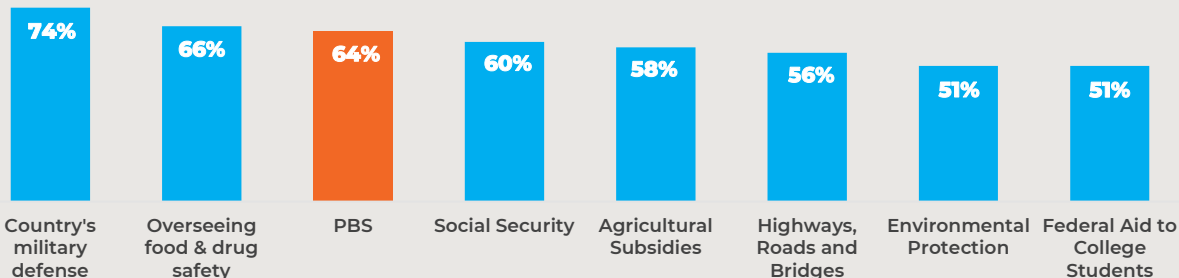
TRUSTED. VALUED. ESSENTIAL.



FOR 20 YEARS, PBS HAS RANKED

NO. 1 IN PUBLIC TRUST

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



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.

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.

TRUSTED. VALUED. ESSENTIAL.

► NATIONAL PROGRAMMING

CONNECTING VIEWERS TO:

ARTS & CULTURE

AMERICAN EXPERIENCE

AMERICAN MASTERS

THE ANTIQUES 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

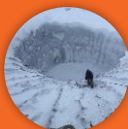
FIRING LINE
WITH MARGARET HOOVER

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.



Sources:

Nielsen NPOWER, 9/20/21 - 9/18/22, L+7 M Su 6A 6A TP reach, 50% unlf, 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

Nielsen NPOWER, 9/20/21 9/18/22, L+7 M Su 6A 6A TP reach, K2 8, 50% unlfcatlon, 1+ min, K2 8 Hispanic, Asian/ PacIfc Islander, American Indian/Alaska Nat ive, All PBS Stations, children's cable TV networks

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

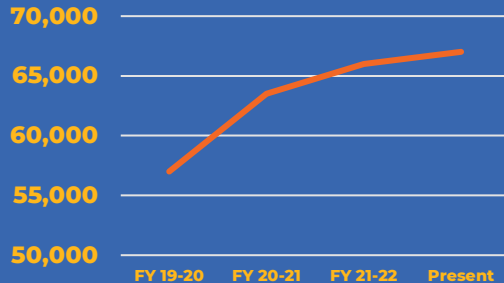
STATION OVERVIEW

FACTS & FIGURES

Arizona PBS is routinely among the
**five highest-ranking
public media stations**
in the U.S. during primetime



TOTAL MEMBERSHIP



Arizona PBS
reaches
**More than
1.8 million
viewers**

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

FIGURES

80

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



143

Total Emmy Awards
won by Arizona PBS
throughout its history



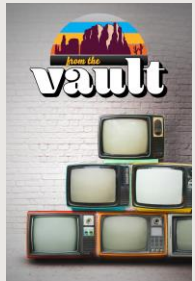
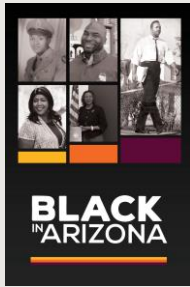
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Regional education
coordinators stationed
around the state



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

▶ NEWS & PUBLIC AFFAIRS

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.

TED SIMONS
host

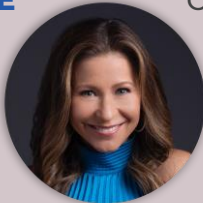


ARIZONA
HORIZON

PREMIERED
1981

WEEKDAYS
**5 P.M. &
10 P.M.**

**CATHERINE
ANAYA**
host



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.

HORIZONTE





PREMIERED
2003

SATURDAYS
6 P.M.



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	478,000 kids and parents watch PBS Kids programming weekly
Affluent, well-educated & culturally aware	21% of viewers have a household income of \$100K or more		73% of viewers are homeowners and 50% 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 most notable service 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 137% 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

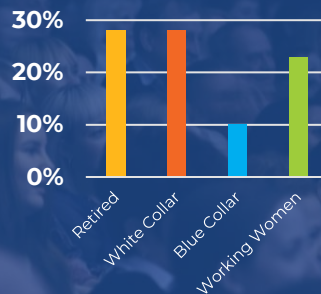


The Arizona PBS audience has an average net worth of **\$616,000**.

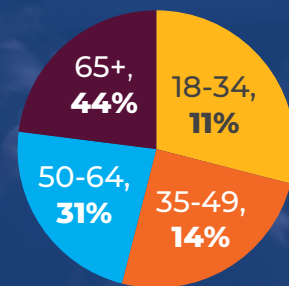


66% of Arizona PBS viewers are college graduates, and **12%** possess a graduate degree.

PROFESSIONAL STATUS



AGE DEMOGRAPHICS



STATION REACH



BROADCAST

Arizona PBS is watched by a weekly audience of nearly

840k



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

97,497

Arizona PBS individuals read the station's magazine quarterly.



MAKING IT THE THIRD

widest circulated publication in the state of Arizona.*



DIGITAL

284,000

Pageviews per month for AZPBS.ORG, on average.



1.1 MILLION

Combined reach on Facebook & Instagram in 2023.**



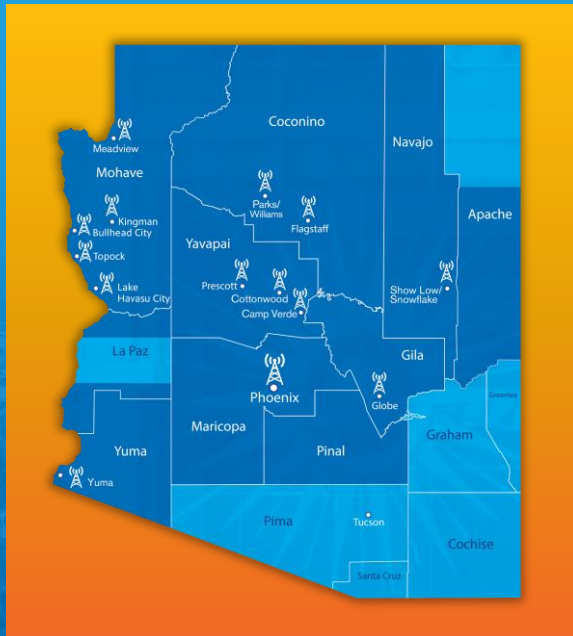
10k+

Subscribers to the @ArizonaPBS Youtube Channel.



478,000

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



AUDIENCE CONNECTIONS

EVENTS WITH CLIENT BRANDING



INTERACTIVE ENGAGEMENT CLIENT BRANDING OPPORTUNITY



AUDIENCE CONNECTIONS

TV

Four broadcast channels



Sample 0:15 Delta Dental TV Spot



Sample 0:15 SRP TV Spot

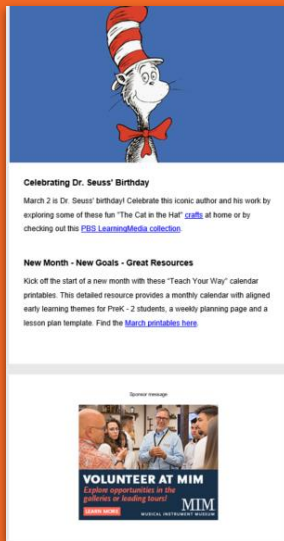
ARIZONA
PBS
ARIZONA STATE UNIVERSITY

Life

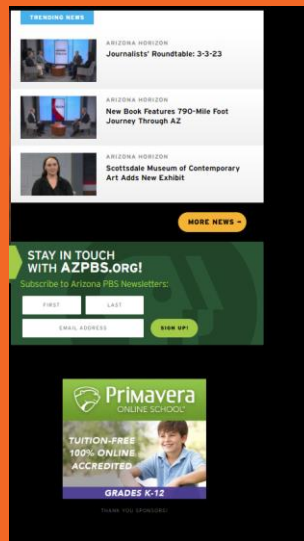
WORLD
worldchannel.org

PBS
KIDS

DIGITAL



Digital Ad in
E-blast



Digital Ad on
azpbs.org website

PRINT



Full Page ad
in quarterly
magazine



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



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

A stylized graphic of a mountain range in shades of orange, yellow, and blue. A green saguaro cactus is positioned to the right of the mountain peaks.

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