

MEDIA KIT

2025



FOLLOW YOUR CURIOSITY

For 70 amazing years, PBS North Carolina has educated, entertained and inspired communities throughout our state.

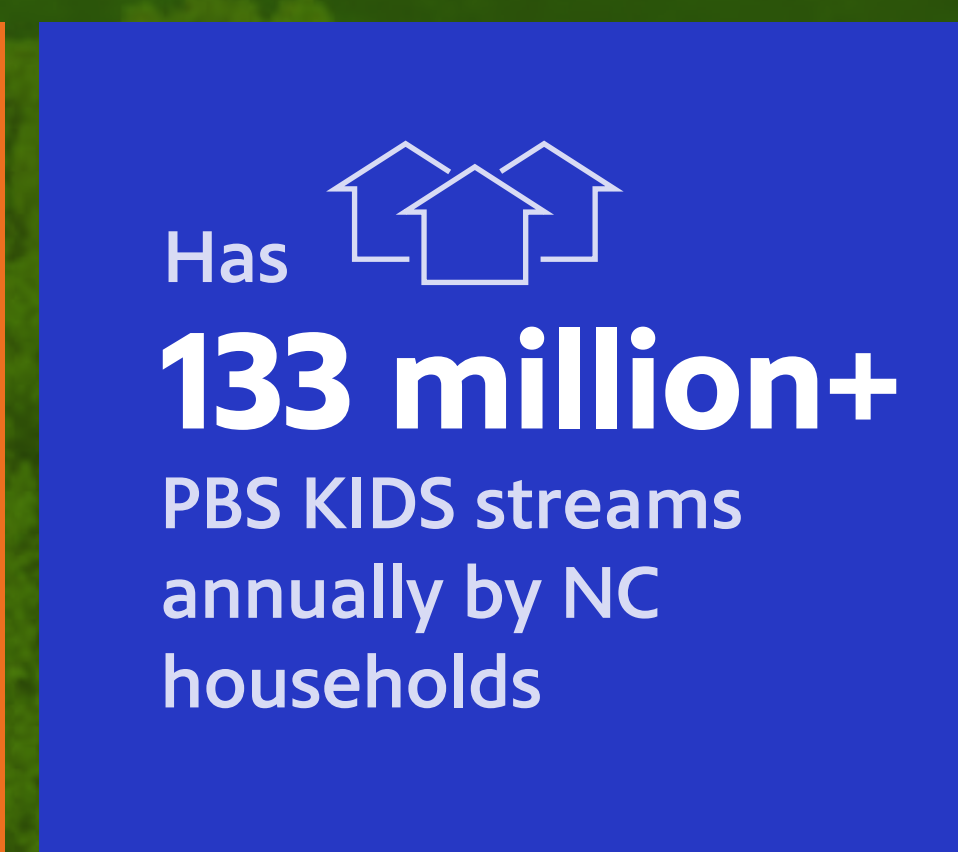
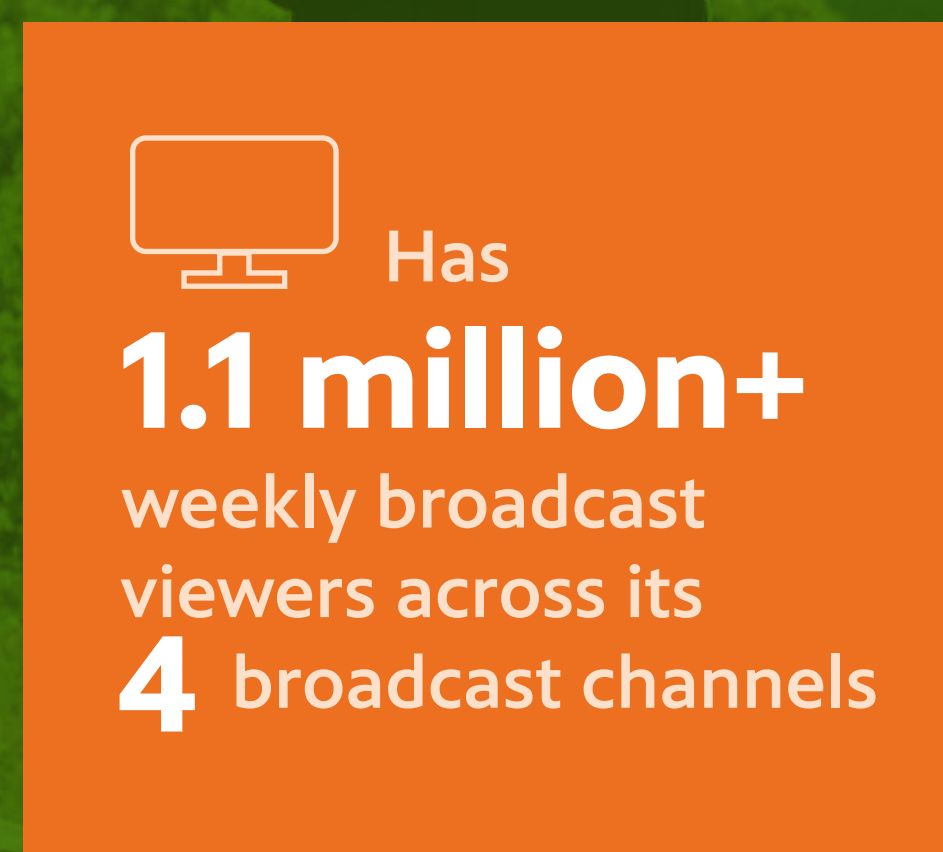
As an innovative multimedia platform, PBS North Carolina embodies everything you love about PBS, connecting all North Carolinians to their local communities and the world at large.

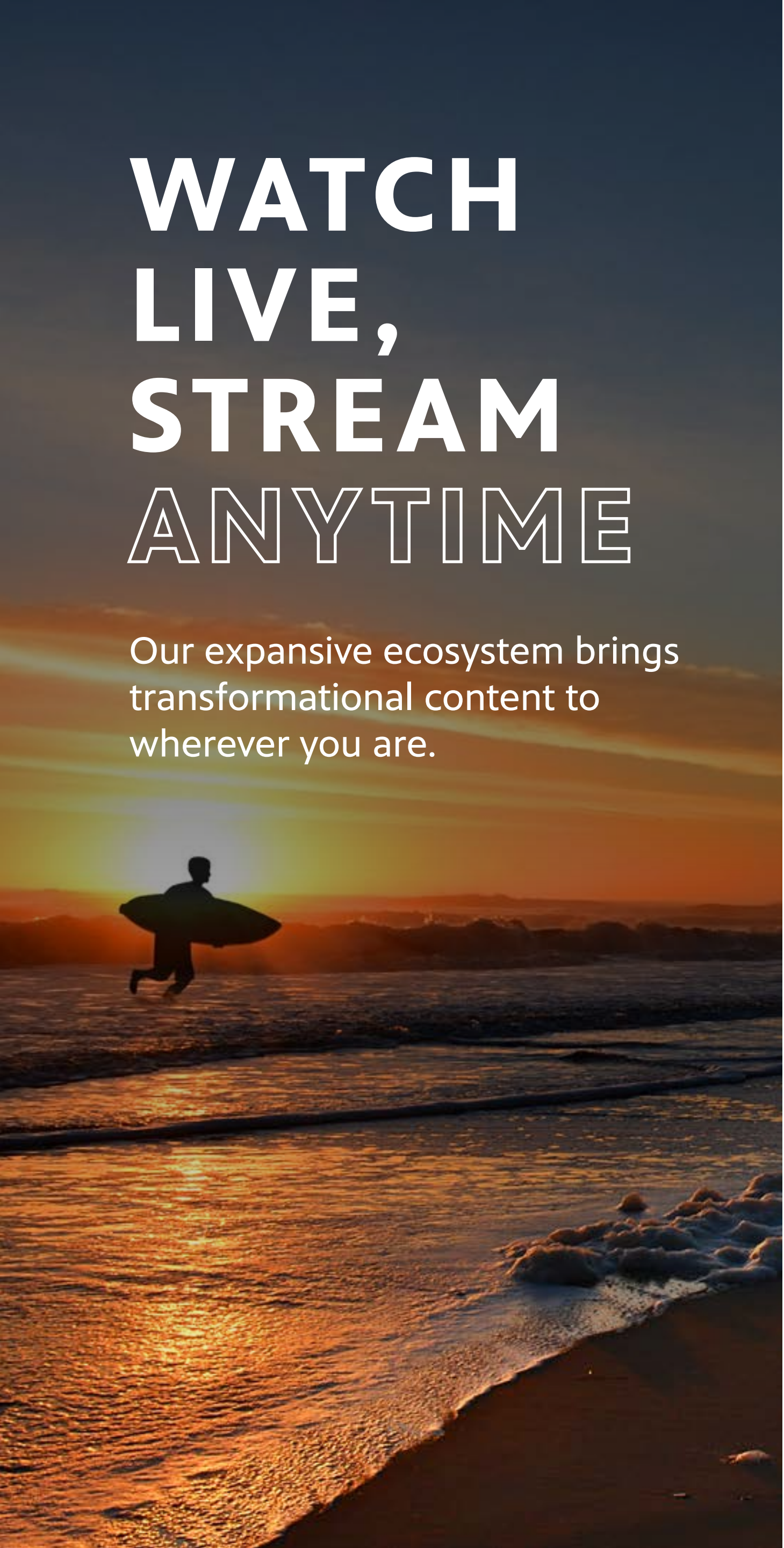


As North Carolina's statewide public media network, we harness the power of the UNC System to:

- Spark curiosity & wonder
- Share trusted news, programs & resources
- Explore local & national issues
- Inspire lifelong learning
- Celebrate our state's people & culture
- Support families & educators
- Inform communities in times of crisis

DID YOU KNOW THAT PBS NC...





WATCH LIVE, STREAM ANYTIME

Our expansive ecosystem brings transformational content to wherever you are.

Broadcast | pbsnc.org/watch

Tune in statewide to our four television channels: PBS NC, the North Carolina Channel, Rootle 24/7 PBS KIDS channel and the Explorer Channel.

Website | pbsnc.org

On our robust website, pbsnc.org, watch [PBS NC](#) and [Rootle](#) live, access educational resources and dig deep into programs, blog posts and more.

Streaming | video.pbsnc.org

View PBS NC originals and national PBS shows at video.pbsnc.org. PBS NC and PBS KIDS programming is also streamed live on YouTube TV, DirectTV Stream, Hulu+ Live TV and Amazon.

PBS App | pbsnc.org/watch/pbs-app

Stream programs with the free [PBS App](#). With a [Passport](#) membership, unlock an expansive library of PBS shows and films.

YouTube | youtube.com/MyPBSNC

Watch free, engaging digital content from our four broadcast channels on YouTube.

E-Newsletters | pbsnc.org/email-newsletters

Get insider info, program highlights, event information and more.

Social Media

Join the conversation on [Facebook](#), [Instagram](#) and [LinkedIn](#) @mypbsnc.

CenterPiece Magazine | pbsnc.org/centerpiece

Read our monthly program guide [online](#), or get the print edition delivered straight to your mailbox by becoming a member.

Community Events | pbsnc.org/events

Attend sneak previews and lively discussions with filmmakers and other special guests.

PBS TRUST & VALUE

77% Of Americans say
PBS is the most
trusted institution

87% Agree PBS stations
provide excellent value
to communities

80% Believe PBS
features a diverse
range of people

1st in public trust



21 straight years*

* Proof Insights, Jan. 2024

This survey was developed by PBS and conducted online within the United States by Proof Insights (formerly M&RR) fielded 31 questions during the window of January 4-15, 2024. The survey was conducted among a sample of 1,019 adults ages 18+, 498 men, 517 women, and 4 respondents preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.



ACCOLADES

★ **6 Regional Emmy® Awards in 2024**

- Best arts and entertainment program for *My Home, NC*
- Best magazine program for *My Home, NC*
- Best lifestyle program for *Ten to Try: State Parks*
- Best photographer (short and long form)
- Best editor (short form)

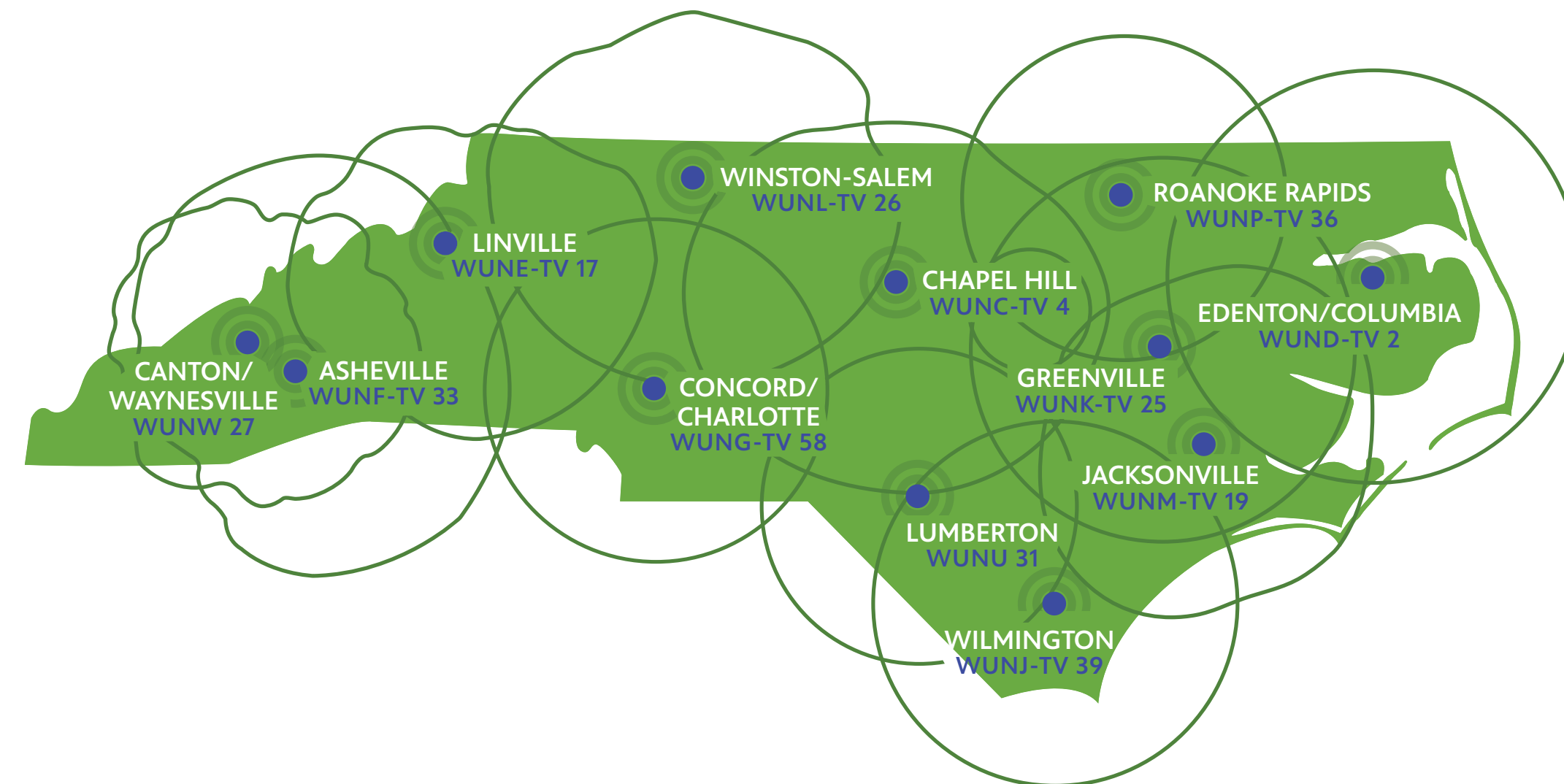
★ **3 Telly Awards in 2024**

- Bronze Telly for *The Key Ingredient with Sheri Castle* show open
- Silver Telly for *Journeys* brand campaign
- Silver Telly for *Holiday Wonder* broadcast interstitial

★ **PBS KIDS named Most Educational Media Brand**

COVERAGE & REACH

The third largest PBS station in the U.S., PBS North Carolina reaches viewers through its four TV channels, online streaming, website, e-newsletters, podcasts, social media platforms and at-home learning content.



BY THE NUMBERS

95,000+
members

Broadcast Reach

Average weekly unique viewership, PBS NC:

2.6 million viewers statewide

Average monthly unique viewership, PBS NC primetime:

1.3 million viewers statewide

Streaming Reach

36,010 average monthly livestreams of PBS NC

5th among PBS stations for PBS NC channel livestreams

583,333 monthly on-demand general audience program streams

654,000 average monthly livestreams of Rootle PBS KIDS

Our Website Expands Reach

216,112 average page views per month

89,842 average unique visitors per month

E-Newsletter Subscribers

Events: **205,000**

eGuide: **159,000**

Passport: **60,000**

Experience NC: **25,000**

Rootle: **8,000**

Sci NC: **3,600**

HOW PUBLIC MEDIA'S HALO EFFECT WORKS

The **Halo Effect** of your support for public media builds brand preference in two ways:

Association

The audience assigns favorable attributes of public media to your brand, promoting your image as credible, trustworthy, quality oriented and community minded.

Affirmation

Messages that highlight your organization's community stewardship and/or affirm support for PBS North Carolina deepen the affinity the audience feels for your organization.

71%

Agree that PBS sponsors provide a valuable public service

68%

Believe PBS sponsors have a commitment to quality & excellence

64%

See sponsor messages as different & better

OUR AUDIENCE

Engaged Across Platforms Across North Carolina

Extraordinarily invested in their communities and with discretionary dollars, public media audiences are well-educated, affluent and influential. These lifelong learners and thought leaders create word-of-mouth for brands. They eagerly explore new ideas, are active in their communities and share with their social networks.

Investment in PBS North Carolina builds credibility and connects with audiences looking for content that informs their decisions and expands their perspectives.

Audience Profile

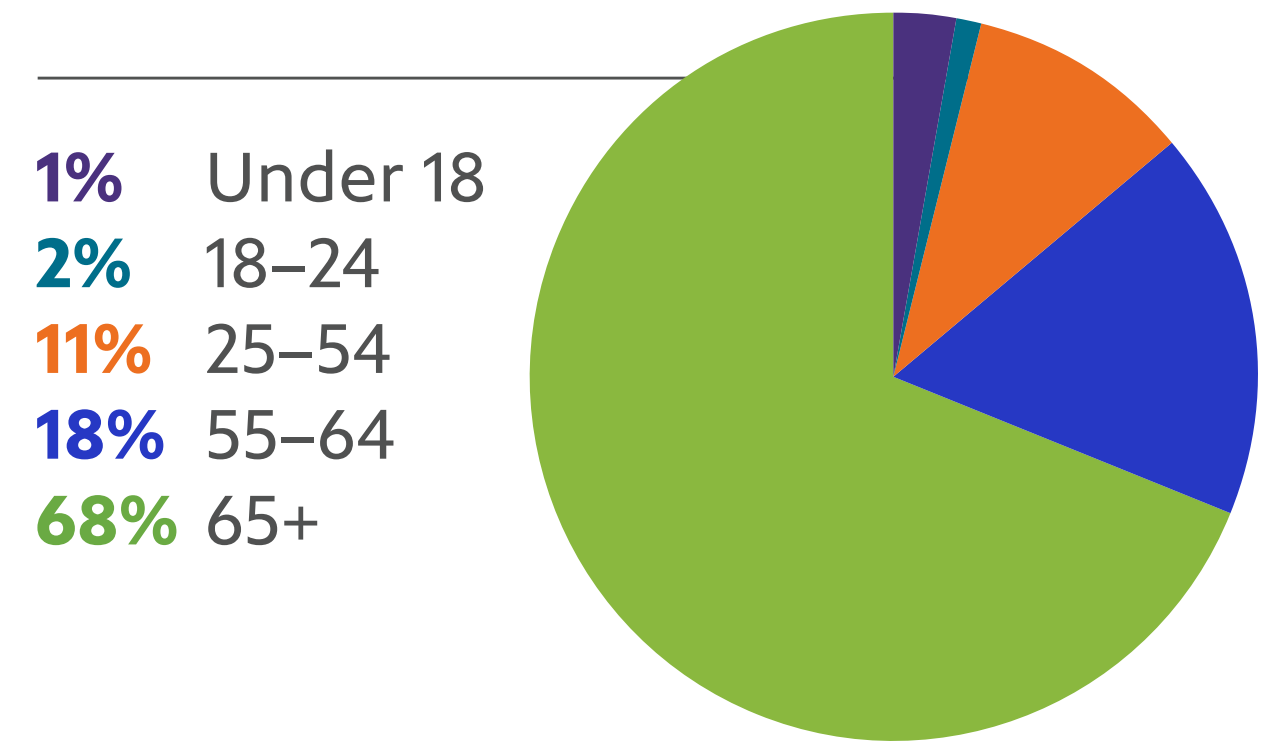
- **24%** more likely to be affluent
- **33%** more likely to have an active and healthy lifestyle
- **36%** more likely to buy locally grown food
- **85%** more likely to own a home with a market value of \$750,000 or more
- **50%** more likely to have a net worth of \$2 million+
- **21%** more likely to have a post-graduate degree
- **36%** more likely to be adults returning to the classroom
- **63%** more likely to be reliable voters
- **42%** more likely to volunteer
- **25%** more likely to be charitable donors
- **26%** more likely to be cultured adults
- **74%** more likely to attend a ballet or dance performance
- **32%** more likely to attend live theater
- **41%** more likely to attend an opera/classical music concert

Source: Nielsen Scarborough 2024 R1

PBS NC PRIMETIME VIEWERSHIP

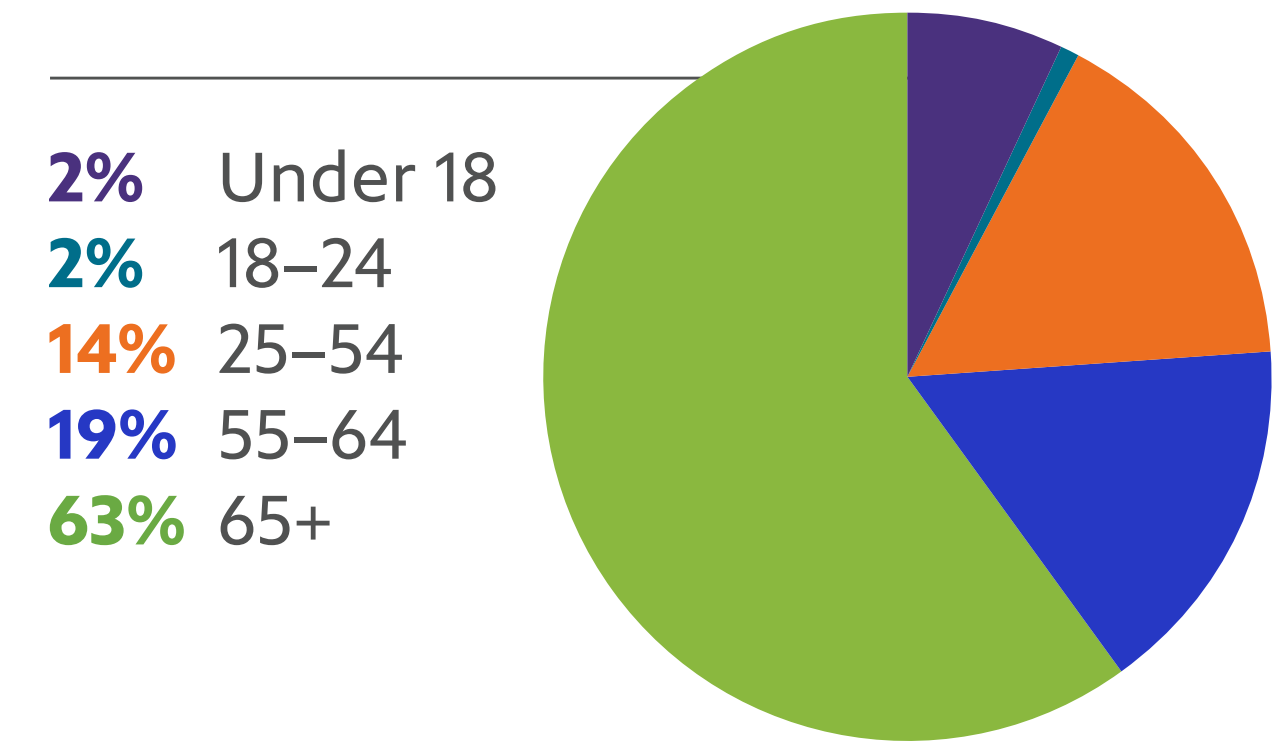
Weekly Primetime Viewership by Age

57% Women
43% Men



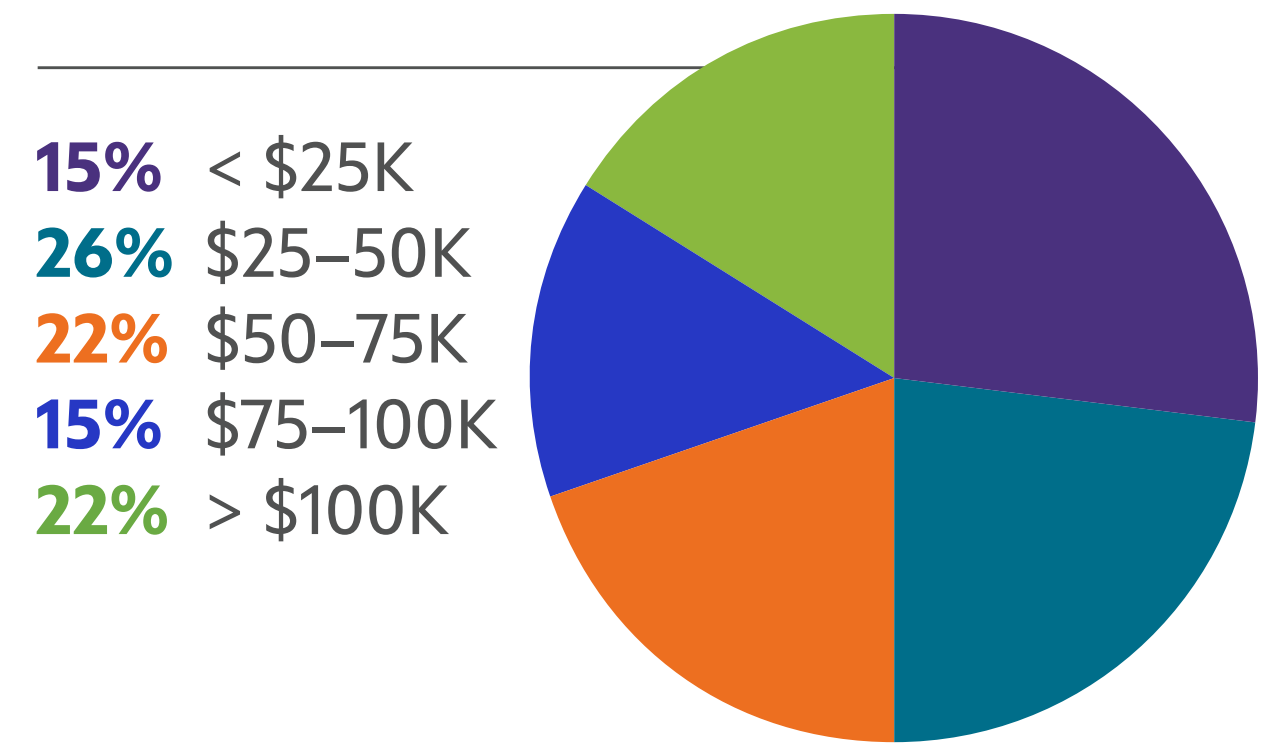
Weekly Whole Day Viewership by Age

55% Women
45% Men

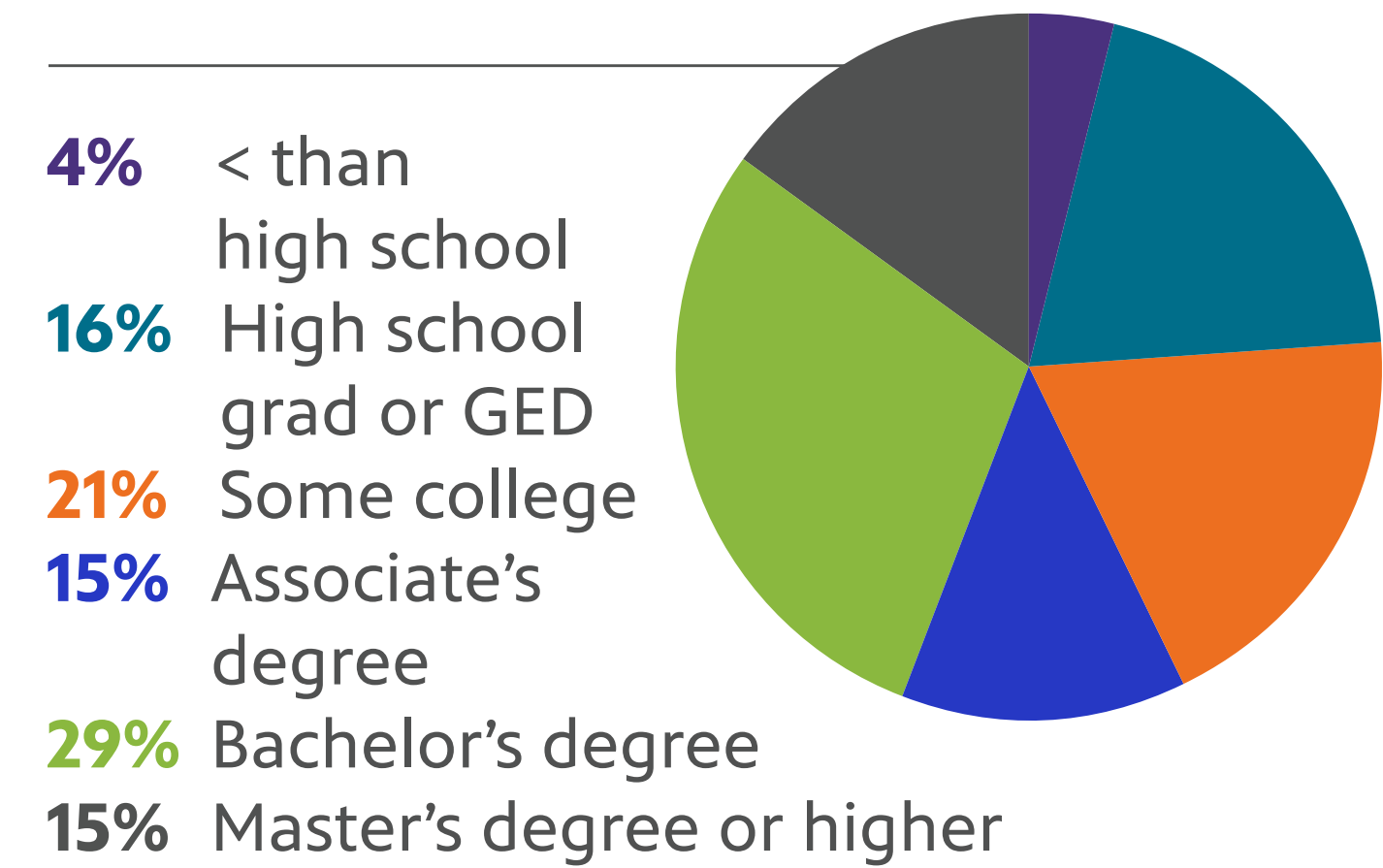


PBS NC BROADCAST AUDIENCE

Household Income



Education



EMERGENCY SERVICES & PUBLIC SAFETY

PBS North Carolina is the primary communications provider for the state through our work with the NC Department of Public Safety's Emergency Management agency and the Office of the Governor. We also provide live broadcasts and streaming from the NC Emergency Operations Center.

PBS North Carolina's tower network provides infrastructure utilized by over 40 federal, state and local jurisdictions for their emergency communications.



INNOVATION

Bridging the Digital Divide with ATSC 3.0/NEXT GEN TV

- Provides better pictures, sound, accessibility & interactivity
- Improves public safety communications
- Expands access to remote learning opportunities

PBS North Carolina is the leader within PBS on the development and implementation of ATSC 3.0/NEXT GEN TV. This new broadcast television technology offers viewers a better experience with improved picture quality, immersive audio, the potential for interactivity when connected to a smart TV and better reception.

PBS North Carolina has won national and international recognition for its innovative efforts to utilize NEXT GEN TV to provide private communications to first responders embedded in the television broadcast signal. We continue to work with partners to explore this technology and its potential to save lives.

Our Technology team, working with our Education and Innovation team, is researching remote-learning opportunities over NEXT GEN TV to extend Internet-like access to students in nonconnected homes.

EDUCATION & INNOVATION



PBS North Carolina is committed to serving children, families and educators on air, online and on the ground. In collaboration with statewide and local partners, we deliver high-quality educational resources and opportunities designed to inspire lifelong learning, empower children, parents and caregivers, and support educators.



Rootle is a trusted resource for over 3.8 million families with its educational, entertaining content for children ages 2–8. We broadcast and stream national PBS KIDS content as well as local programming such as Teacher Time and Classroom Connection.

Free resources for parents, caregivers & teachers, including:

- Rootle Ambassador engagements
- Rootle Roadster Tour
- Rootle Readiness Shorts
- Bright by Text: Parenting tips & activities sent to your phone
- Videos, activities, printables & interactives
- Rootle e-newsletter



We host events within communities across the state to better support underserved and rural communities and raise awareness about local resources and services for early learners. Each event offers activities, games and takeaways from local agencies and Rootle PBS KIDS.



The Rootle Ambassador Program annually connects over 11,000 parents, caregivers and educators of early learners to curriculum-informed, high-quality content and resources, ensuring equitable access for all. Within the next year, there will be a Rootle Ambassador in all 100 counties in NC.

EDUCATION

Empowering educators & inspiring learners

Impact Early Childhood Education Summit

At this annual gathering, educators, parents and caregivers explore strategies for helping young learners grow strong roots in literacy and more.

PBS LearningMedia

Online teaching resources aligned to curriculum standards, including science lessons for middle grades and a behind-the-scenes look at the creative process for the digital series *Rogue History*.

At-Home Learning

Over 200 standards-aligned lessons and activities (many in English and Spanish) by NC teachers.

Jamming on the Job Podcast

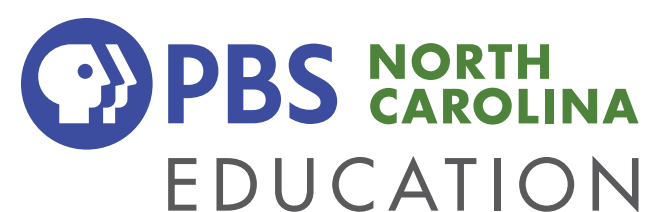
Produced by PBS North Carolina, this music-inspired podcast explores the world of work. It is currently the most successful podcast launch in PBS KIDS history.

Playful Learning Workshops

These workshops help parents, caregivers and educators learn how to create playful learning opportunities for their young learners.

Upper Grades Workshops

Inspired by PBS documentary content, our professional development workshops for teachers enrich and inform. In the past year, we've offered standards-aligned sessions featuring new approaches to early American history and North Carolina's unique role in the Underground Railroad as well as screenings with experts and educators.



EDUCATIONAL IMPACT



Collaborated with over **76**
local agencies & organizations
and impacting over **3,150**
early learners &
their families

96 ambassadors
throughout NC
221 educational
events



45K+ early learners & their
caregivers, educators or
community members
impacted



255 attendees in 2024
ALL
100 NC counties represented



25M+ streams
260K+ downloads in first year

**PBS NC Science Resources on
PBS LearningMedia**

320K users
695K page views

TESTIMONIALS

“

Carol Woods has supported PBS North Carolina for more than 20 years because our values align with the mission and vision of public media. We both strive to have an impact and to open minds by connecting, educating and raising awareness. Together, PBS North Carolina and its sponsors can make a difference.

*Patricia Sprigg, President & CEO,
Carol Woods Retirement Community*

“

There's no place in North Carolina quite like Pinehurst. *It's a Beautiful Day in Pinehurst* captured the essence of its charm, history and timelessness for a place that many say is like coming home.

*Phil Werz, President & CEO,
Pinehurst-Southern Pines-Aberdeen Area CVB*

“

SECU Foundation is proud to collaborate with PBS North Carolina to support its Year of the Trail series. Our state is home to miles of beautiful trails, greenways and recreation areas, and we are excited to highlight these natural wonders and encourage folks to get out and explore all North Carolina has to offer.

Jama Campbell, Executive Director, SECU Foundation

“

Our partnership with PBS North Carolina helps us connect with a like-minded, diverse and engaged audience. Eastern Music Festival's dedication to nurturing young musical talents and promoting classical music appreciation aligns with PBS North Carolina's tradition of delivering educational and culturally enriching content. This partnership extends our reach and furthers our shared mission of bringing the joy of music and culture to our community.

Erika Frazier, Media & Communications Director, Eastern Music Festival

“

Our antiques store has supported PBS NC for ten years. We're in a small town that doesn't have a lot of customer or tourist traffic. Yet, PBS NC has brought many statewide customers to shop with us. They say, "I saw you around *Antiques Roadshow*." PBS NC has helped make us a destination.

Myra Burkhead, Owner, Gibsonville Antiques

INVESTMENT OPPORTUNITIES



Broadcast

Expand your audience and increase brand awareness by supporting programming on PBS North Carolina's broadcast channels.

PBS NC

Our flagship channel provides viewers with the best of PBS programming as well as original local productions.

Rootle

Our 24/7 PBS KIDS channel offers unique sponsorship opportunities, including engagement events and an e-newsletter read by 8,000 subscribers.

North Carolina Channel

Associate your brand with civic affairs, lifestyle and educational programs relevant to our state with the North Carolina Channel, which showcases the work of NC-based producers.

The Explorer Channel

Offering travel, culture, nature, history, lifestyle and outdoor programming, the Explorer Channel offers a worldly lens.

Digital Sponsorship

Reach thousands of viewers and readers through streaming video pre-roll, web sponsorship and inclusion in our eNewsletters.

Event Sponsorship

Connect with an engaged audience by sponsoring our live or virtual events, from film premieres to panel discussions.

On-Air Fundraising Sponsorship

Amplify your brand with high-visibility on-air fundraisers, ensuring increased recognition with your choice of a variety of sponsorship packages.

Project Funding & Partnerships

Achieve your organization's philanthropic goals and make a positive impression by partnering with PBS North Carolina and supporting special projects.

Facilities Rental & Production Services

Take advantage of our state-of-the art facilities, or give your next media project our world-class production values.

CONTACT US

When you sponsor PBS North Carolina, you allow us to grow locally and nationally, fulfilling our mission to spark lifelong curiosity and wonder, empower communities and enrich the lives of all North Carolinians.

Contact us today and let PBS North Carolina add value to your marketing plan. Call 1-866-799-0010, email corpsupport@pbsnc.org or visit pbsnc.org/mediakit.

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