



COLORADO'S **TRUSTED** SOURCE  
FOR PBS, INDEPENDENT, LOCAL, AND  
INTERNATIONAL PROGRAMMING.



# PBS12

IS COLORADO'S INDEPENDENT  
**MULTI-PLATFORM  
MEDIA ORGANIZATION.**

OVER 80% OF COLORADANS  
RECEIVE PBS12'S TV & DIGITAL  
CONTENT FREE OF CHARGE  
24 HOURS DAY, 7 DAYS A WEEK.

We're a different kind of PBS station – call it PBS with altitude!

Yes, we provide safe harbor PBS KIDS children's programming and selected PBS favorite primetime programs like *Masterpiece*, *Frontline*, *Antiques Roadshow* and *American Experience*.

But we also produce hours of Colorado-focused programs and stories and offer channels 24/7 that feature Native American (FNX) and international (DW & NHK) culture, news, arts, cooking, history and drama.

CITIZENS. SEEKERS. DREAMERS. DOERS.  
**WELCOME HERE.**





## PBS12 IS FOUR DIGITAL TV CHANNELS

### PBS12.1 – Main Channel

The station's flagship signal with a mix of local, national and international programming, infused with quality PBS shows.

### PBS12.2 – Plus

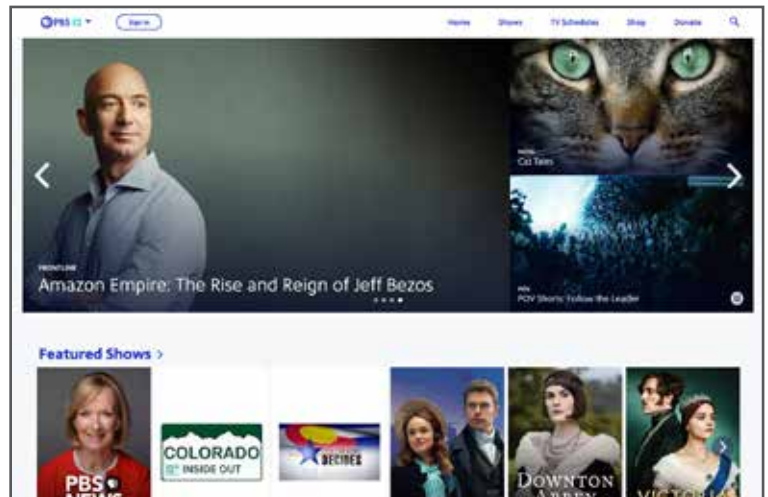
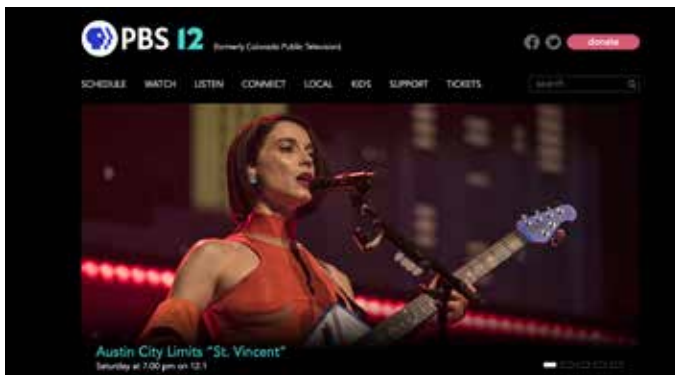
PBS12.1 as well as FNX, from 4 p.m. – 4 a.m. daily with content showcasing the stories and talent of indigenous peoples.

### PBS12.3 – DW (Deutsche Welle)

Germany's international independent broadcaster that presents a comprehensive image of Germany, reports events and developments, incorporates German and other perspectives.

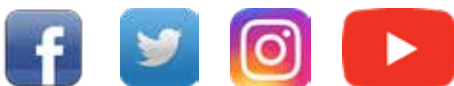
### PBS12.4 – NHK World

Japanese public broadcasting, producing news, lifestyle, and other original programming focused on Japan and Asia.



## PBS12 IS DIGITAL

- PBS12.org – The online destination for bingeing, browsing, concert tickets, and exploring the community of Colorado-focused content.
- Video.PBS12.org – The online video portal for exploring PBS and PBS12 programming.
- PBS12's Social Media – Facebook | Twitter | Instagram | YouTube
- PBS12 Week – Sent weekly, this free e-newsletter includes programming highlights, event information, ticket and concert opportunities, streamable favorites – and an extraneous treat when you read down to the end!





OVER THE COURSE OF 1 YEAR

**82%** OF ALL  
U.S. TELEVISION  
HOUSEHOLDS  
WATCH PBS<sup>2</sup>



PBS12 reaches over 629,000 Weekly Viewers. Our viewers are the most **educated, influential and community-minded** audience in Colorado.

PBS12 creates **meaningful connections** between Colorado businesses and our loyal, highly engaged audience.

Your support of PBS12 builds a **"halo effect."** When you align your brand with PBS12, you **showcase your organization in a trustworthy, uncluttered, non-commercial environment** rich in quality content: local human-interest stories and documentaries, current events, history, science, world-class drama and performance.



# OUR SMART PROGRAMMING GRABS SMART VIEWERS.

**PBS12 viewers are educated.** They value education and make higher education and lifelong learning priorities for themselves, their children, and their grandchildren.

## 175,000

college graduates watch every week.

**PBS12 viewers are influential.** They drive trends through word-of-mouth and influence business and social networks.

## 100,000

weekly viewers enjoy \$100,000-plus incomes.

**PBS12 viewers are civic minded.** They're passionate about voting.

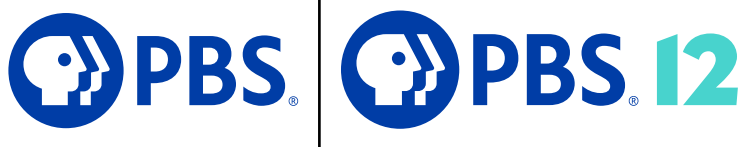
## 26%

are more likely to vote in statewide elections than average.

**PBS12 viewers are community-minded.** They participate in local initiatives and are highly active in their communities.

## 124%

more likely to support environmental causes.



Source: 1. Scarborough Research. Market/Release: Denver, CO 2018  
Release 1 \*Revised 06-8-2018\* Total (Feb 2017 - Feb 2018)



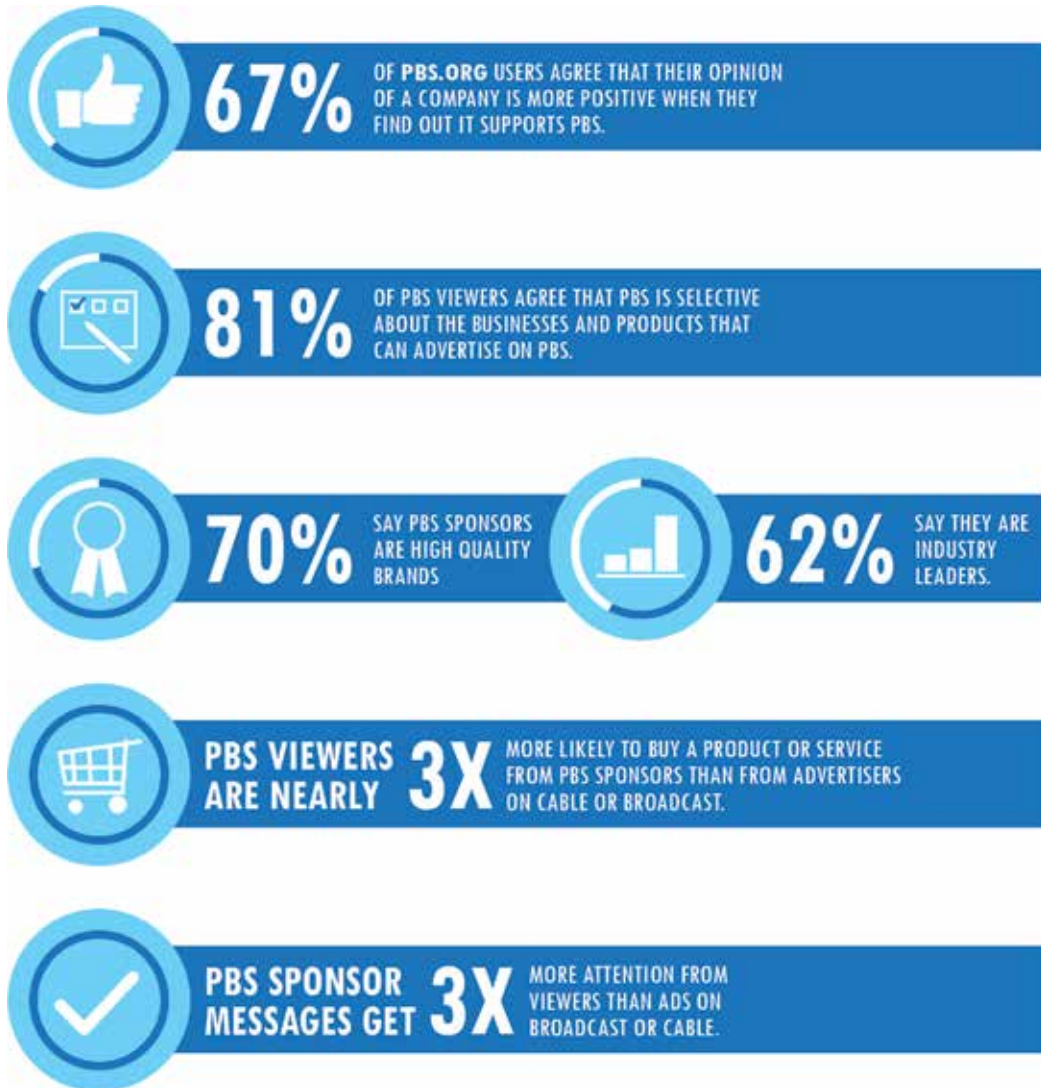
PBS12 TV



PBS 12 Concerts at Red Rocks



## PBS12 PROVIDES A BRAND LIFT & ENHANCED CORPORATE IMAGE



Your support of PBS12 builds a “halo effect” for your organization. We consider our audience citizens, not simply consumers. Our audience will want to do business with you because you do business with us.



# THE PBS NON-COMMERCIAL ENVIRONMENT IS IMPORTANT OVER HALF OF ALL VIEWERS AGREE<sup>1</sup>

PBS12's Emmy-nominated local productions showcase Colorado newsmakers, lawmakers, neighborhoods, entrepreneurs and artists to create a personal connection with viewers from remote ranchlands to city centers.



PBS12's flagship political roundtable analysis program, *Colorado Inside Out* follows weekly legislative and news events.



*Street Level* explores Colorado's neighborhoods, trends, personalities and ideas.



Following a legacy of music innovation, *Sounds on 29th* is a space for Colorado musicians and comedians to shine.



Activated for local, statewide, and national elections, *Colorado Decides* hosts debates for candidates and issues. Web-based *Votey McVoteFace* weighs in on issues voters are facing.



Our student debate series, *Both Sides of the Story*, is a forum for forensics in which the students don't know which side of the story they will argue until a coin-toss.

Source: 1. Commercialism Research, City Square Associates, January-February 2016.





PBS12 engages Colorado kids on-air, online, and in the community.

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**PBS KIDS** IS THE UNDISPUTED LEADER  
IN CHILDREN'S PROGRAMMING

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**71%** OF ALL  
KIDS AGE 2 TO 8  
**WATCHED PBS**  
DURING THE 2014-'15 SEASON<sup>1</sup>

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AT A TIME WHEN MOST CHILDREN'S NETWORKS ARE EXPERIENCING RATINGS DECLINES,  
**PBS STATIONS ARE POSTING GAINS**  
AMONG KEY CHILDREN'S TARGETS. PBS WEEKDAY RATINGS  
ARE UP 8% AMONG KIDS 2-5 AND UP 7% AMONG KIDS 2-8.<sup>2</sup>

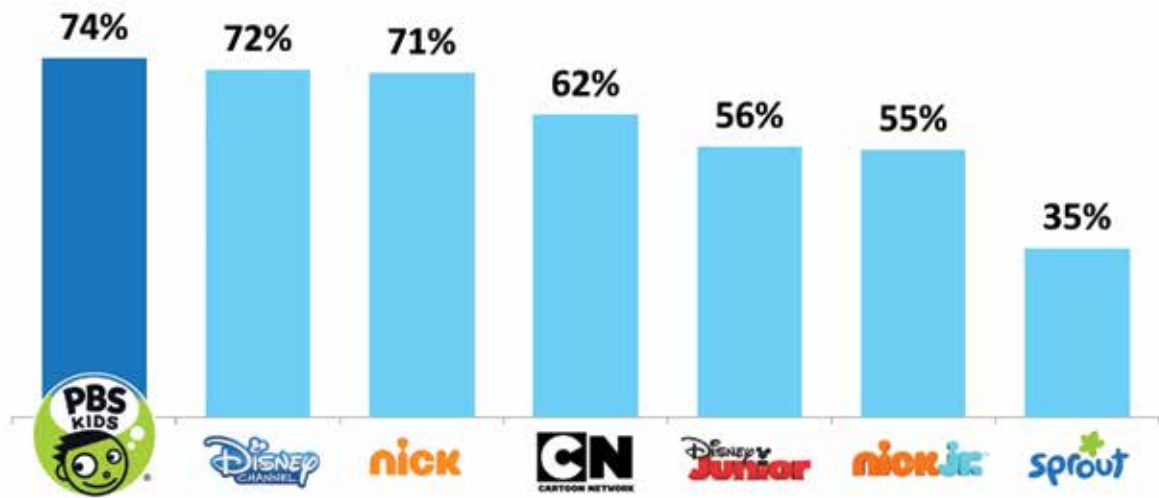
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Source: 1. Nielsen NPower, 9/22/2014-9/20/2015

2. Nielsen NPOWER, 9/22/14-9/20/15 vs. 9/23/13-9/21/14, L+7 M-F 7A-6P TP AA%. PBS, select kids cable nets.



# PBS REACHES MORE KIDS AGES 2-5 THAN ANY OTHER CHILDREN'S NETWORK IN ONE YEAR.

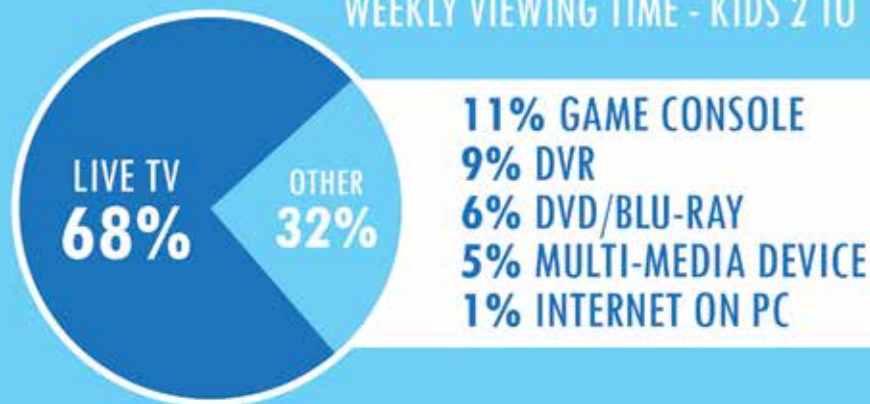


PBS12 KDIDS

PBS ALSO REACHES MORE HISPANIC KIDS AGES 2-8, MORE LOW-INCOME HOMES, AND MORE MOMS OF YOUNG CHILDREN THAN ANY OTHER CHILDREN'S NETWORK.

## LIVE TV IS THE #1 WAY KIDS ACCESS VIDEO

WEEKLY VIEWING TIME - KIDS 2 TO 11



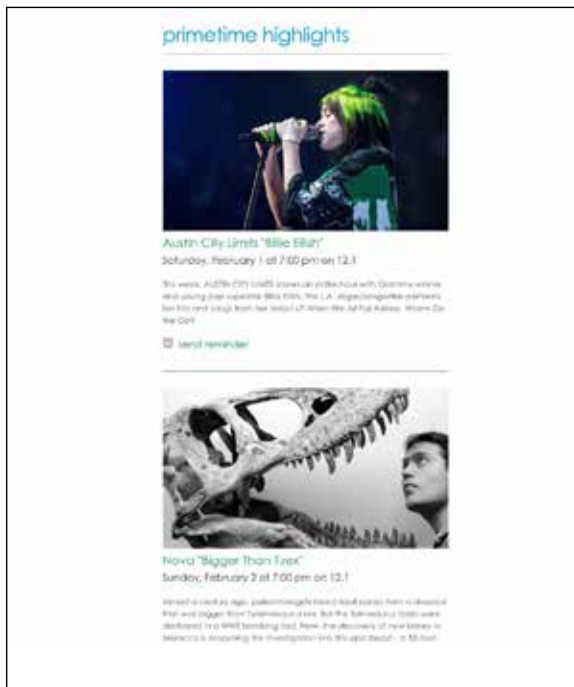
Source: Nielsen NPM, NPOWER L+7 12/29/2014 - 12/27/2015, M-Su 6A-6A Time Period Reach, Selected Nets, 50% unif., 6+min qual. Kids 2-8 in HH w/Hispanic HOH, K2-11 in HH w/Inc <\$20K, Moms=LOH18-49 w/C<6.



# PBS12 eNEWS

PBS12 Week is a free, weekly e-mail newsletter that provides subscribers with information on upcoming program favorites, online videos to stream, schedules, a reminder tool, and an extraneous link to content we think our readers will love.

MORE THAN 5,700 FANS SUBSCRIBE.



Spotlight mentions in our weekly eHighlights featuring images 555 pixels wide by up to 555 high along with a short text description.

## PBS12.org

PBS12.org is a popular tool for finding program schedule information, streaming videos on-demand, for purchasing tickets, and supporting the station.

MORE THAN  
30,000 PEOPLE VISIT  
EACH MONTH.

day primetime a-z highlights

CHANNEL 12.1		FRI 21 - THU 27	CHANGE DATE
FRIDAY, FEBRUARY 21			
7:00 pm	Street Level		
7:30 pm	McLaughlin Group		
8:00 pm	Colorado Inside Out		
8:30 pm	Devil's Advocate with Jon Caldera		
9:00 pm	Open Mind		
9:30 pm	Scully/The World Show		
10:00 pm	Nova		
SATURDAY, FEBRUARY 22			
7:00 pm	Austin City Limits		
8:00 pm	Front and Center		

We feature sponsors on throughout PBS12.org with tiles that are 360 x 300 pixels. We can also feature leaderboards (960 x 118 pixels.)



# PBS RANKINGS ARE HARD TO IGNORE

## TOP 5 NETWORK

AMONG ADULTS 55+ IN PRIMETIME<sup>1</sup>

PBS is a top 10 online network among adults 55+. It outranks networks like A&E, AMC, and HBO in terms of average monthly visitors.<sup>2</sup>

#10 – PBS  
#11 – A&E  
#28 – AMC  
#32 – HBO



PBS12 IMPACT

## PBS CONTENT IS...

**TRUSTED...**

**PBS IS #1 IN PUBLIC TRUST.**

For each organization please indicate your level of trust:  
a great deal, somewhat, not very much, or not at all.

Graph indicates percent saying they trust the organization “a great deal”  
(on a 4-point scale: a great deal, somewhat, not very much, not at all.)<sup>1</sup>



Sources: 1. NTI NPower Live +3 Cable, Pay Cable & Broadcast Nets, excluding Spanish Language, kids and the Regional Sports Network, Adults 55+, Monday - Sunday, 8pm - 11pm, 09/22/2014 - 09/20/2015; 2. comsource: Media Trend, multiplatform, P 55+, March 2016, UV and Reach, Total Digital Population, Entertainment TV Media category;

### CONTACT US:

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