What We Do

Iowa PBS is dedicated to telling stories that entertain, inspire and change lives. By creating and distributing award-winning content, Iowa PBS highlights to the world what makes Iowa unique. As a nonprofit educational organization, Iowa PBS also prepares children for success in school and creates lifelong learning opportunities for all.

Create

One of the most prolific public media stations in the country, Iowa PBS devotes more than 1,000 broadcast hours each year to locally produced programs. Known nationally for our long-running agri-business program Market to Market, we also cover and produce a wide variety of programs that highlight Iowa's people and places, high school athletes and musicians, and historical figures and events. Over the years we've covered the Iowa State Fair, high school sports championships and the annual All-State Music performance. We've also produced documentaries about Iowa's military veterans, George Washington Carver, Carrie Chapman Catt and more.

Educate

Iowa PBS offers high-quality content for parents, caregivers, teachers and students to help improve learning outcomes for Iowans of all ages. Resources like PBS KIDS help enrich free time, while PBS Parents offers digital literacy practices to help guide children's use of all media and PBS LearningMedia provides digital content and solutions that inspire students and transform learning. We blend education with entertainment and encourage families to do activities together after turning the TV off. And, most importantly, Iowa PBS provides a viewing safe haven free of commercials that parents can trust.

Engage

Through all of our work, we bring people together to create meaningful conversations and help build a stronger, more educated and informed community. Each year Iowa PBS hosts a variety of events from discussion forums to screenings of upcoming local and national programs where community members can reflect, share insights and be part of the conversation. We also create content on issues important to our state and partner with other non-profits to engage the community about specific topics. Caring for aging parents, cancer, the national parks and women's suffrage are just a few of the topics we've focused on over the years.
Iowa Press
Veteran political journalist David Yepsen explores the issues affecting the lives of Iowans with newsmakers, policy makers and elected officials joining capitol reporters in a weekly discussion.

Market to Market
For more than four decades, Market to Market has covered the issues affecting the nearly $800 billion business of agriculture. Whether it's global trade conflicts, environmental controversies, changing technologies or emerging enterprises, our reporters explain the issues faced by the nearly 60 million people who live and work in Rural America.

Iowa Ingredient
Explore the farms, restaurants, and ingredients that make Iowa food uniquely Iowan. Discover where these delectable ingredients are grown in Iowa, learn more about some talented chefs who use local ingredients, and join Charity Nebbe in the kitchen to savor some delicious recipes.

Iowa Outdoors
Join hosts Scott Siepker and Kellie Kramer as they travel around Iowa learning about outdoor recreation, environmental issues, conservation initiatives and Iowa’s natural resources.

Iowa PBS Sports
Iowa PBS showcases the IGHSAU Girls State Championships. Fans across Iowa and beyond continue to have access to unparalleled coverage of the championships, cheering on their favorite Iowa girls from anywhere.

Iowa State Fair Coverage
Iowa PBS offers Iowa State Fair highlights as part of a 50 year tradition. Our in-depth coverage of the Fair features contest results, unique stories, food, animals, music and more.
**PBS is a Brand-Safe, Trusted Environment for Sponsors**

How much do you trust each organization?

<table>
<thead>
<tr>
<th>Organization</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Broadcasting</td>
<td>77%</td>
</tr>
<tr>
<td>Courts of Law</td>
<td>72%</td>
</tr>
<tr>
<td>Video Stream Services</td>
<td>71%</td>
</tr>
<tr>
<td>COMMERCIAL CABLE</td>
<td>68%</td>
</tr>
<tr>
<td>COMMERCIAL BROADCAST</td>
<td>65%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>59%</td>
</tr>
<tr>
<td>Federal Government</td>
<td>42%</td>
</tr>
<tr>
<td>Congress</td>
<td>33%</td>
</tr>
<tr>
<td>Social Media</td>
<td>33%</td>
</tr>
</tbody>
</table>

Source: Marketing & Research Resources, Inc. (M&RR) January 2020
Graph indicates percentage of respondents who answered “a great deal” and “somewhat” on a four-point scale.

**Only PBS Delivers Break-Free Uninterrupted Content**

PBS’s uninterrupted content has far fewer commercials, and is a better experience for sponsors and viewers

- **TWO :60 Premium Sponsor Pods**
  - :30s or :15s

- Limited to a maximum of 4 sponsors
- Airing at open and close of national primetime programming
- Embedded into program content
- Exclusive and uncluttered

**PBS Has No Commercial Clutter**

PBS has fewer spots than any other network

<table>
<thead>
<tr>
<th>Network</th>
<th>PBS Units</th>
<th>03:00</th>
<th>Cable Network 1</th>
<th>03:00</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBS</td>
<td>8 Units</td>
<td>03:00</td>
<td>HLN</td>
<td>24:57</td>
</tr>
<tr>
<td>HLN</td>
<td>59 units</td>
<td>24:57</td>
<td>CNN</td>
<td>24:00</td>
</tr>
<tr>
<td>CNN</td>
<td>58 units</td>
<td>24:00</td>
<td>TNT</td>
<td>20:44</td>
</tr>
<tr>
<td>TNT</td>
<td>53 units</td>
<td>20:44</td>
<td>DISC</td>
<td>19:57</td>
</tr>
<tr>
<td>DISC</td>
<td>52 units</td>
<td>19:57</td>
<td>A&amp;E</td>
<td>18:55</td>
</tr>
<tr>
<td>A&amp;E</td>
<td>55 units</td>
<td>18:55</td>
<td>BBCA</td>
<td>18:06</td>
</tr>
<tr>
<td>BBCA</td>
<td>48 units</td>
<td>18:06</td>
<td>NBC</td>
<td>16:37</td>
</tr>
<tr>
<td>NBC</td>
<td>43 units</td>
<td>16:37</td>
<td>ABC</td>
<td>16:34</td>
</tr>
<tr>
<td>ABC</td>
<td>43 units</td>
<td>16:34</td>
<td>CNBC</td>
<td>16:13</td>
</tr>
<tr>
<td>CNBC</td>
<td>40 units</td>
<td>16:13</td>
<td>CBS</td>
<td>15:35</td>
</tr>
<tr>
<td>CBS</td>
<td>39 units</td>
<td>15:35</td>
<td>MSNBC</td>
<td>15:09</td>
</tr>
<tr>
<td>MSNBC</td>
<td>36 units</td>
<td>15:09</td>
<td>FNEW</td>
<td>13:46</td>
</tr>
<tr>
<td>FNEW</td>
<td>29 units</td>
<td>13:46</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Kantar Media, Mon-Sun 8p-11p Sept 2019 Figures reflect average national commercial minutes & spots per primetime hour. Includes programs that are at least one hour. Includes network promos.

**Ad Engagement is Higher on PBS**

Viewers are more likely to pay attention to sponsor messages on PBS

- **PBS**
  - 46%
- **CABLE**
  - 26%
- **BROADCAST**
  - 20%

Source: Lightspeed Research/SGPTV Viewer Attitudes & Behaviors Study, March 2018 n=5,105

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For sponsorship opportunities contact: Shellee Bailey | shellee@iowapbs.org | c: 515.971.5630 | o: 515.725.9808
Nile Hartline | nile.hartline@iowapbs.org | c: 515.988.3444 | o: 515.725.9809
Blair Ryan | blair.ryan@iowapbs.org | c: 515.314.1060 | o: 515.725.9814
PBS Sponsorships Improve Brand Perception
The PBS "Halo Effect": Viewers believe PBS sponsors have a greater commitment to quality and excellence

PBS viewers are nearly 2X as likely to prefer to buy a product/service from a company because they sponsor PBS, versus viewer support of advertisers on cable (24%) and broadcast (18%)

Source: Lightspeed Research/SGPTV Viewer Attitudes & Behaviors Study, March 2018 n=5,105

PBS Viewers Prefer to Buy from PBS Sponsors
PBS sponsorships turn more viewers into buyers

<table>
<thead>
<tr>
<th>PBS</th>
<th>44%</th>
</tr>
</thead>
<tbody>
<tr>
<td>CABLE</td>
<td>24%</td>
</tr>
<tr>
<td>BROADCAST</td>
<td>18%</td>
</tr>
</tbody>
</table>

How to read: 44% of PBS viewers would prefer to buy a product/service from a company because they sponsor PBS, versus viewer support of advertisers on cable (24%) and broadcast (18%)

Source: Lightspeed Research/SGPTV Viewer Attitudes & Behaviors Study, March 2018 n=5,105

PBS Delivers a Premium Audience
Reach a valuable audience of affluent, educated, influential consumers

- affluent
  Have a portfolio 250k+
  Index 278

- influential
  1 in 4 opinion leaders who influence science/technology issues watch

- educated
  Have a post-graduate degree
  Index 138

- active
  Spent $8,000+ on last foreign vacation
  Index 135

PBS Sponsorships are a Multiplatform Partnership
PBS sponsorships extend reach with linear, digital, events, education outreach and more

**LINEAR TV**
- :15 or :30 video messages
- Uncluttered and category exclusive

**DIGITAL**
- Pre-roll video messages
- Display ads
- Podcasts
- Social Media

**PARTNERSHIP EXTENSIONS**
- Patent and content for events
- Screenings
- Educational outreach

Source: MRI GfK Doublebase 2019 | 2018 Erdos & Morgan Opinion Leaders Study