

MEDIA KIT 2026



WITH YOU, WE'RE UNSTOPPABLE

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

Through the power of the UNC System and with the support of members, major donors, foundations and corporate partners, we deliver award-winning programming, trusted information, empowering educational resources and critical public safety communications to the entire state. Together, we'll continue to uplift all North Carolinians for generations to come.



DID YOU KNOW THAT PBS NC ...



Reaches 
14 million+
people in North Carolina
& surrounding states

Is the 
3rd largest
public media
network in the U.S.

Has **1.1 million+**
weekly unique viewers
across its **4** broadcast
channels 

Delivers 
9.2 million
total impressions
weekly

Has 
133 million+
PBS KIDS streams annually
by NC households

Produces & distributes
3,000+ hours of local
programs
about NC 

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

STATEWIDE REACH & TRUSTED IMPACT

Wherever audiences watch, learn and connect, PBS North Carolina delivers your message with unmatched trust, credibility and statewide visibility.



Connect with Audiences Across Every Screen

PBS North Carolina delivers the most comprehensive media ecosystem in the state. Our viewers watch at home, stream on their devices and engage with one another on all digital platforms, offering your brand a highly attentive, trust-driven audience at scale.

Broadcast Television | pbsnc.org/watch

We offer statewide distribution across four channels: PBS NC, Rootle PBS KIDS, the North Carolina Channel and the Explorer Channel. Our network reaches all 100 counties and beyond, ensuring your message is seen by diverse, multigenerational audiences who value educational, cultural and public affairs programming.

Website | pbsnc.org

PBS North Carolina's website is a high-traffic destination for viewers and learners. They explore our content, watch live streams and engage deeply with our educational resources, timely articles and original productions, creating meaningful exposure for your brand.

Streaming | video.pbsnc.org

Viewers stream PBS NC originals and national PBS shows on demand 24/7. Your message can also reach younger, digital-first viewers and cord-cutters across major platforms, including the PBS app, YouTube TV, DirecTV Stream, Hulu + Live TV and Amazon.

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

Viewers can stream PBS programs anytime, anywhere. Members have access to PBS NC Passport, an expanded library of programs, offering sustained, premium visibility for underwriting messages.

YouTube | youtube.com/MyPBSNC

Our YouTube channels feature engaging short- and long-form content that attracts loyal digital audiences. Underwriting benefits from high engagement and year-round visibility.

eNewsletters | pbsnc.org/email-newsletters

Our newsletters deliver curated program highlights and exclusive content to highly engaged subscribers, providing consistent, targeted brand impressions.

Social Media | @mypbsnc

PBS North Carolina reaches audiences on Facebook, Instagram and LinkedIn, offering organic alignment for mission-driven brands.

Community Events | pbsnc.org/events

Exclusive screenings, conversations with filmmakers and interactive experiences connect your brand directly with influential, community-minded audiences.

PBS TRUST & VALUE

77% Say it's important for the country to have a strong public television system

89% Say PBS has an important role in providing emergency alerts to the public

76% Agree PBS stations provide excellent value to communities

1st in public trust



23 straight years*

* YouGov national survey January 5–12, 2026

YouGov interviewed 2,219 U.S. adults, matched down to 2,000 to produce the final dataset. Respondents were matched to a politically representative modeled frame of U.S. adults based on ACS microdata, and weighted using propensity scores and post-stratification (including 2024 presidential vote choice and a four-way stratification of gender/age/race/education). MOE ±2.5%.



ACCOLADES

★ **9 Regional Emmy® Awards in 2025**

Best documentary–historical program for *Shadow of a Wheel*

Best lifestyle program for *Ten to Try: Trails*

Best interview/discussion program for *The NC Listening Project*

Best health/medical program for *PBS NC Health: Partial Heart Transplant*

Best arts/entertainment program for *My Home, NC*

Best director (long-form content)

Best editor (short- & long-form content)

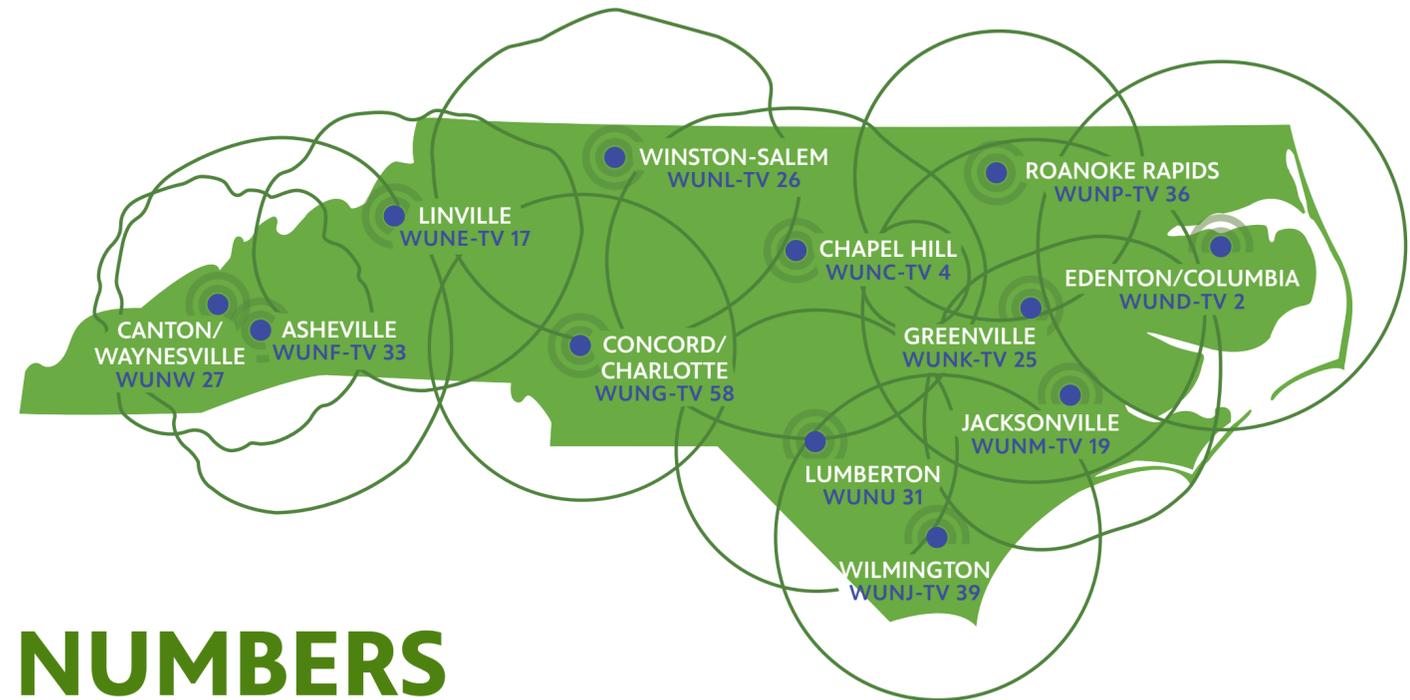
Best photographer (short-form content)

★ **PBS is the most trusted news & public affairs network**

★ **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

92,000+
members

Broadcast Reach

Average weekly unique impressions across program services:

1.1 million+

Average weekly gross impressions across program services:

9.2 million

Streaming Reach

60,174 average monthly live streams of PBS NC

Ranked 4th across all PBS stations for number of OTT (streaming) users

712,417 monthly on-demand general audience program streams

513,871 average monthly livestreams of Rootle PBS KIDS

Website Reach

191,413 average page views per month

86,073 average unique visitors per month

eNewsletter Subscribers

Event newsletter: **205,000**

eGuide: **160,000**

Passport: **57,000**

Experience NC: **33,000**

Rootle: **8,000**

Sci NC: **5,000**

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

A Highly Desirable AUDIENCE with Exceptional Buying Power

PBS North Carolina reaches some of the most influential, affluent and community-minded consumers in the state. These viewers are lifelong learners, early adopters and active decision-makers—exactly the people brands want to reach.

Underwriting with PBS North Carolina connects your message with an audience that values credibility, quality and trusted content—attributes they extend to the brands they support.

Why PBS NC Audiences Matter for Your Brand

Affluent Consumers Who Influence Markets

PBS NC viewers are significantly more affluent than the average North Carolina adult—translating to stronger purchasing power and higher lifetime customer value.

- **51%** more likely to be affluent
- **70%** more likely to have a net worth of \$2 million+
- **65%** more likely to own a home worth \$750,000+

Values-Driven Consumers Who Prioritize Quality & Community

PBS NC viewers support brands that align with their lifestyle, ethics and community values.

- **52%** more likely to buy locally grown food
- **20%** more likely to be continuing their education
- **29%** more likely to be philanthropists
- **22%** more likely to volunteer

Engaged, Culturally Active Audiences

This audience invests in experiences, arts and culture—behaviors that indicate curiosity, high engagement and increased openness to sponsor messages.

- **66%** more likely to attend live theater
- More than **twice** as likely to attend opera or classical concerts
- **21%** more likely to attend ballet or dance performances
- **40%** more likely to be “cultured adults”

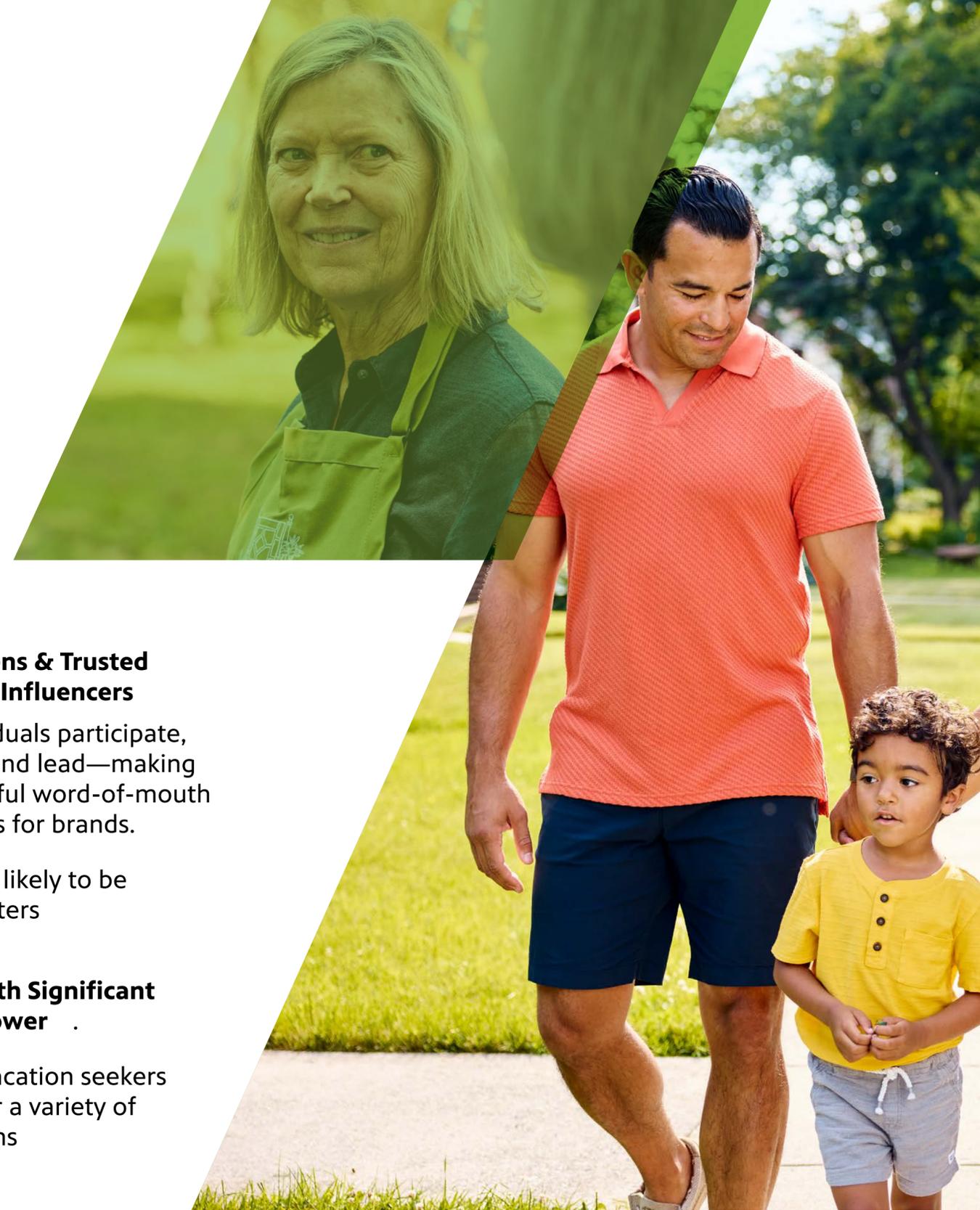
Active Citizens & Trusted Community Influencers

These individuals participate, vote, share and lead—making them powerful word-of-mouth ambassadors for brands.

- **49%** more likely to be reliable voters

Travelers with Significant Spending Power

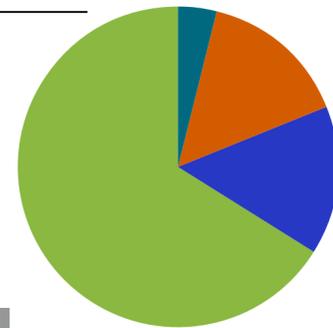
- **93%** are vacation seekers looking for a variety of destinations



PBS NC BROADCAST AUDIENCE

Weekly Whole Day Viewership by Age

4% Under 18
15% 18–54
15% 55–64
66% 65+

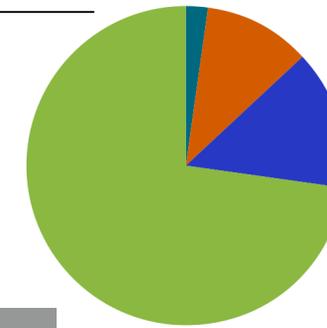


52% Women

45% Men

Weekly Prime-Time Viewership by Age

2% Under 18
11% 18–54
14% 55–64
73% 65+

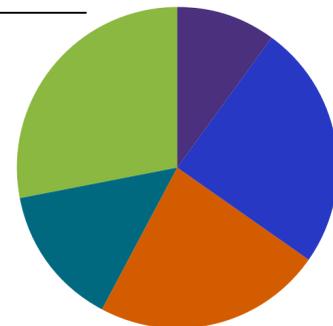


57% Women

43% Men

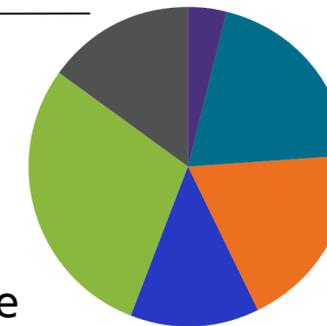
Household Income

10% < than \$25K
25% \$26K–\$50K
23% \$51K–\$75K
14% \$76K–\$100K
28% \$100K+



Education

4% < than high school
20% High school grad or GED
19% Some college
13% Associate's degree
29% Bachelor's degree
15% Master's degree or higher



When you invest in PBS North Carolina, you align your brand with:

- Affluent, highly educated consumers
- Values-driven buyers who reward trusted brands
- Community leaders and influencers
- Engaged cultural consumers and active travelers
- A statewide audience that is attentive, loyal and receptive to sponsor messages

PBS NC delivers a uniquely impactful marketing opportunity—combining trust, reach and audience quality across a statewide, multiplatform network.

*Source: Nielsen NLTV 2025

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 a 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.

We are researching remote-learning opportunities over NEXT GEN TV to extend Internet-like access to students in nonconnected homes.

CHILDREN'S MEDIA & EDUCATION



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 Readiness Shorts
- Lantern (formerly Bright by Text): Parenting tips & activities sent to your phone
- Playful Learning Workshops
- Cyberchase Mobile Adventures in STEM
- 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.



With Ambassadors in all 100 counties, the Rootle Ambassador Program has connected over 106,000 parents, caregivers and educators of early learners to curriculum-informed, high-quality content and resources, ensuring equitable access for all.

CHILDREN'S MEDIA & EDUCATION

Empowering educators & inspiring learners

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 series *Rogue History*.

At-Home Learning

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

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 *Mini Fab Science Lab*, Ava and friends team up to ask big questions, investigate STEAM concepts in the lab and hear from local experts on the science behind

everyday things. The show is designed to encourage a love for learning among young children, critical thinking and resilience. All episodes are available to stream below in English, Spanish and with an American Sign Language Interpreter.

Educators and parents agree that the series:

- Positively represents women in STEM
- Encourages children's curiosity
- Highlights positive role models
- Engages and represents children
- Encourages co-watching with children



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*

“

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*

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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

PBS North Carolina offers a diverse array of high-impact investment and marketing opportunities designed to help companies enhance brand visibility, engage target audiences and achieve social impact goals. Businesses can align with one of the state's most trusted media organizations through the following opportunities:

Broadcast Underwriting

Companies can build brand awareness and loyalty by supporting programs on PBS NC's statewide broadcast channels through broadcast underwriting with 15-second and 30-second video messages:

- **PBS NC:** Features award-winning PBS programming and locally produced content.
- **Rootle PBS KIDS:** Offers year-round exposure to families through 24/7 children's programming, community events and a family-focused newsletter with 8,000+ subscribers.
- **North Carolina Channel:** Showcases civic affairs, educational and lifestyle programs produced in North Carolina, aligning brands with statewide relevance and impact.
- **The Explorer Channel:** Appeals to audiences interested in travel, nature, culture and history.

Digital Sponsorship

Engage a growing digital audience through:

- Streaming video pre-rolls on PBS NC's online platforms.
- Web sponsorship placements.
- eNewsletter integration, reaching a highly engaged subscriber base.

Event Sponsorship

Companies can make meaningful connections through sponsorship of:

- Live and virtual events, including film premieres and panel discussions—offering face-to-face and digital exposure to influential and community-focused attendees.

Project Funding & Partnerships

Align your corporate philanthropy with projects that inform, educate and uplift North Carolinians:

- Support special content initiatives and community engagement programs that reflect your organization's values.
- Strengthen brand trust by investing in public service media that makes a measurable impact across the state.

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. Email corpsupport@pbsnc.org or visit pbsnc.org/mediakit.

10 UNC-TV Drive, Research Triangle Park, NC 27709 | pbsnc.org

