



## THE MANY REASONS WE **LOVE** IOWA PBS

IOWA'S ONLY STATEWIDE TELEVISION NETWORK SERVING IOWANS SINCE 1969

### SPARK CURIOSITY

- ✓ **1 IN 3 KIDS** WATCH OUR PRIMARY CHANNEL EACH MONTH.\*

\*TRAC MEDIA SERVICES

- ✓ **149,000 IOWA KIDS** WATCH PBS KIDS EACH MONTH.\*

\*PBS KIDS MONTHLY AVERAGE

- ✓ **1 IN 5 KIDS** WATCH IOWA PBS KIDS .2 EVERY MONTH.

### ANYTIME, ANYWHERE

- ✓ IOWA PBS'S FACEBOOK AND TWITTER HAVE A COMBINED REACH OF **22 MILLION.**

- ✓ IOWA PBS HAD **10.5 MILLION** VIDEO VIEWS ON YOUTUBE IN THE PAST YEAR.

- ✓ NEARLY **800,000 VIDEOS** WERE STREAMED ON DEMAND VIA OTT OR OUR MOBILE APP.

### RIGOROUS STORYTELLING

- ✓ THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES - UPPER MIDWEST CHAPTER AWARDED IOWA PBS WITH **22 REGIONAL EMMY AWARDS** FOR ITS LOCALLY PRODUCED PROGRAMMING OVER THE PAST DECADE.\*

\*UPPER MIDWEST CHAPTER, NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES.

- ✓ IOWA PBS HAS SET THE STANDARD FOR PUBLIC AFFAIRS BROADCASTING IN IOWA WITH **IOWA PRESS** SINCE 1971 AND **MARKET TO MARKET** SINCE 1975.

- ✓ **1,015 BROADCAST HOURS** WERE DEVOTED TO LOCALLY PRODUCED PROGRAMS LAST YEAR.

**NEW NAME. SAME ESSENTIAL MISSION.**



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### VIEWERS LIKE YOU

- IOWA PUBLIC TELEVISION IS NOW **IOWA PBS**.
- EACH DAY, IOWA PBS BROADCASTS **96 HOURS** OF QUALITY CONTENT STATEWIDE ACROSS **4 CHANNELS**.
- MORE THAN **55,000 HOUSEHOLDS** SUPPORT IOWA PBS THROUGH FRIENDS OF IOWA PBS.
- NEARLY **HALF OF THE HOUSEHOLDS** IN OUR VIEWING AREA WATCH IOWA PBS PROGRAMMING EACH MONTH.\*

\*NIELSEN DATA FOR KDIN

### READY TO LEARN

- IOWA PBS EDUCATION REACHED MORE THAN **15,600 IOWANS** AT STEAM EVENTS IN THE PAST YEAR.
- MORE THAN **22,500 IOWA TEACHERS** ARE REGISTERED FOR PBS LEARNINGMEDIA.
- 11,000 IOWANS** WERE TRAINED IN THE PAST YEAR THROUGH IOWA PBS EDUCATION SERVICES AND EVENTS.
- MORE THAN **67,000 LIFELONG** LEARNERS ATTENDED IOWA PBS EVENTS LAST YEAR.

**NEW NAME. SAME ESSENTIAL MISSION.**