



Valued.

Iowa PBS aired **1000 locally produced programs** in FY2023, representing more than 570 broadcast hours.

Americans (87%) find PBS stations provide an **excellent value** to communities.*

Americans rate PBS highly in terms of **value for tax dollars**, third overall behind the nation's military and government oversight of food and drug safety.

More than **56,000 households support Iowa PBS** through the Friends of Iowa PBS Foundation.

Trusted.

For 20 years, **PBS is #1 in public trust**.*

PBS KIDS was named the **"most educational media brand"** by 83% of parents surveyed.*

Parents agree (85%) that **PBS KIDS is a safe and trusted source** for kids to watch television and play digital games and apps.*

Iowa PBS is here for you, as we have been for **more than 50 years**. We remain committed to being your critical source for timely information, your place for civic and civil dialogue on matters that impact our state, our communities and our neighborhoods, all while protecting **a safe space for your children to grow and learn**.

Essential.

184 Iowa communities have received services through our Ready for School initiative.

Iowa PBS events and audience engagement **included 84,600 people** throughout FY2023.

We drove more than **28,000 miles** across Iowa supporting families, childcare centers, schools and libraries.

Iowa PBS received **5.7 million video views** on its YouTube channel in the past year.



* Marketing & Research Resources, Inc., January, 2023

Stay Tuned!

Road Trip Iowa

Premiering Spring 2024, this weekly series takes viewers on an adventure across Iowa's scenic byways. Explore the flattened prairie down the Jefferson Highway Heritage Byway; catch stunning Mississippi river views on the Great River Road; drive through the Bohemian alps on the Iowa Valley Scenic Byway, and discover the best places to stop on your journey.

FIND Iowa

The Fun Investigating New Discoveries (FIND) Iowa project encourages students in grades 2-5 to virtually investigate our state through the use of immersive and interactive learning content. Investigations are organized by theme, with each theme aligned to Iowa Core Social Studies or Science education standards.

99 County Tour

The FIND Iowa 99 County Tour takes teachers, parents and students on expeditions to discover science and social studies phenomena and points of interest right in their backyard. The tour crossed 34 counties over the past year, focusing on Iowa-centric connections to the Iowa Social Studies and Science standards.

Iowa Life

Uncover the diverse tapestry of Iowa's people, cultures and stories. Through compelling interviews, scenic visuals, and authentic storytelling, Iowa Life shines a spotlight on the cultural gems and inspiring stories that make Iowa ... Iowa. Join us as we dive into the culture of our state and discover the extraordinary within the ordinary.

Iowa Science Phenomena

The award-winning Iowa Science Phenomena mission is to create, curate and share an online collection of user-generated, media-based, standards-aligned science phenomena resources for use in Iowa classrooms. The site supports Iowa teachers as they continue to implement phenomena-based and place-based teaching practices.

Studio 3 LIVE

Artists from across the Midwest take the stage to perform original sets and share their musical journeys. Hosted by Mickey Davis, each episode features interview segments woven throughout the program to learn about each soloist, duet or band, their creative processes, and what drives them to make their music.

STEM and STEAM Learning

The STEAM trailer and bundles are full of interactive, hands on STEAM-based activities that spark curiosity in every student. The trailer travels to communities, often in conjunction with area libraries or community schools as part of our Ready for School program.

