



Valued.

Nearly half of Iowa households (46%) tuned to Iowa PBS during an average month last year according to Nielsen, an increase of more than 5% from 2023!

lowapbs.org received more than **10.5 million visits** last year, up significantly from the previous year.

Iowa PBS received **7.2 million video views** on our YouTube channel in the past year.

Trusted.

Americans rate **PBS #1 in public trust**, and have for 21 years! *

85% of parents agree that PBS KIDS is a safe and trusted source for their kids to watch TV and play educational games and apps. *

Iowa PBS remains committed to being your trusted source for timely information, civic and civil dialogue on matters that impact our state, our communities and our neighborhoods, all.

Essential.

Ready for School has now been deployed in **229 Iowa communities**, offering STEM and literacy-based activities to children 2-5 years old.

Iowa PBS provided outreach and engagement at **470 public events** across the state during FY2024, 100+ more events than last year!

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

But, don't take our word for it...

Iowans tell us every day how we have impacted their lives. Hear them share why they consider Iowa PBS essential to Iowa's future.



* Marketing & Research Resources, Inc., January, 2024

Stay Tuned!

Road Trip Iowa

See where we head next as Season 2 premieres in April 2025! Join us as we continue the adventure across Iowa's scenic byways, enjoying the historic sites, unique attractions and natural beauty along the way.

Studio 3 LIVE

In Season 2, local, regional and national artists take the stage to perform original sets and share their musical journeys. Learn about these incredible performers and what drives them to make music. Hosted by Mickey Davis.

Dogs of Service

Thousands of people with disabilities rely on the assistance of service dogs. The time, care, and resources that go into training a true service dog is immense. Follow puppies as they complete the two-year process and hear the stories of their handlers.

College Wrestling

College wrestling returns to Iowa PBS with five exciting small school duals, including powerhouse programs from Division II, Division III and the NAIA. On the call will be "The Voice of College Wrestling," Tim Johnson and five-time National Coach of the Year, Jim Miller.

Tractor Wars

Deere, Ford and International battle to develop a reliable tractor that would become part of everyday agriculture. From boardrooms to farm fields, everyone was searching for that balance between power and affordability. Tractor Wars will be nationally distributed in 2025.

Market to Market

Celebrating 50 seasons of covering the \$1 trillion business of agriculture, Market to Market is now seen across 16 states and in select parts of Canada. Each week, seasoned analysts help to explain issues faced by the 60 million people who live and work in rural America.

FIND Iowa/99 County Tour

FIND (Fun Investigating New Discoveries) Iowa is an online educational resource that encourages students grades 2-5 to virtually investigate our state. Explore the different ways that history or science has played an important role in each of Iowa's 99 counties.

