



MEMORANDUM

TO Representative Alice Emmons
Members of the House Committee on Corrections and Institutions

FROM John King, President
Vermont Public Television
(802) 655-5274 / jking@vpt.org

DATE February 4, 2014

SUBJECT Vermont Public Television Capital Appropriations Request for FY 2015

Thank you for the opportunity to talk with you about Vermont Public Television and the critical role state funding plays in helping us serve Vermonters. Your support enables us to maintain and improve our infrastructure so we can continue to broadcast the smartest programs in America to every Vermonter in the state.

As we move forward on several infrastructure upgrades to better serve the public, we are asking that the \$200,000 approved by the State for FY2015 be made available in FY2014, supplemented by an additional \$217,000 in needed capital improvements. The Governor has recommended an additional \$60,000 for this fiscal year, for which we are enormously grateful. This is an important \$60,000, but not the level of funding required to meet urgent needs.

We are pleased to report successes on a number of capital fronts at VPT, made possible in large part by the State's generous capital support. We have acquired a new Digital Satellite Uplink vehicle, upgraded many of our master control features and will soon launch a second HD channel to replace the SD simulcast. We've also been able to complete nearly all of our digital conversion and are excited to soon undertake acquisition of back-up transmitters to bolster transmission security.

To ensure our success in both digital conversion and transmission security, we are asking that the \$200,000 provided by the State in the FY2014-2015 capital appropriation be made available in FY2014, supplemented by an additional \$72,000 to complete the project. VPT had originally requested \$272,000 for transmission security, but was approved only for the \$200,000. Without a total appropriation of

\$272,000, we will be unable to complete the project on time and take advantage of favorable pricing from the manufacturer.

Additionally, we are asking for \$145,000. \$70,000 will go towards replacing first generation digital equipment, specifically on-air digital encoders for master control operations, with the remaining \$75,000 adding back-up digital exciters at our Rutland and St. Johnsbury transmitters.

With the early disbursement of \$200,000 from the State, along with an additional \$217,000 in appropriations, VPT will continue to maintain its state-of-the-art infrastructure that brings our programs to classrooms and living rooms across the state. We are so proud to be in a state that understands the power of public media and are optimistic that the commitment you have shown since you founded Vermont Public Television in 1967, will lead you to continue investing in a resource for all Vermonters.

Thank you for your support.

Attachments Testimony
 Performance Overview
 Approved Budget FY2014
 Proposed Budget FY2015
 Coverage Map
 Our Programs
 PBS Trust Booklet

Vermont Public Television Testimony

House Committee on Corrections and Institutions

February 4, 2014, for FY 2015

Good afternoon. I'm John King, President of Vermont Public Television, Vermont's statewide public media network.

Joining me today is Elizabeth Metraux, Chief Communications Officer for VPT.

I want to start by thanking you for the opportunity to talk about VPT and the role the state's investment plays in everything we do for Vermonters. State funding helps keep our infrastructure and content strong, so that we can educate, inform, entertain and inspire.

As proud as we are to be Vermonters' source for national PBS programs like *Downton Abbey*, *The Cat in the Hat*, and the nation's most trusted news and public affairs, our roots are here in Vermont, and today I want to focus on some of what makes us Vermont's public media.

- We were proud to be honored with the prestigious Richard O. Hathoway Award from the Vermont Historical Society for our acclaimed documentary, *Little Jerusalem*.
- We began our 12th season of *Outdoor Journal*, celebrating the landscapes and recreation emblematic of our region.
- We partnered with PBS to create local productions around national programs like *League of Denial*, a provocative expose about traumatic brain injury in sports, and *March on Washington*, using the national program as a springboard for local conversations.
- We're wrapping up production on our second season of the popular *Out and About* series, highlighting the quirky characters and traditions that make Vermont so unique.
- We've expanded our engagement activities to reach nearly every county in the state.
- We've grown our digital assets, livestreaming panel discussions and screenings, making web-exclusive content and delivering all of our programs online and on demand to reach new audiences.
- And we've talked with viewers and supporters throughout the state in listening sessions designed to improve our services.

These are just a few *new* ways we've served Vermonters this year, all in addition to the invaluable ways we've reached Vermonters for the past nearly five decades.

These proud accomplishments are made possible because we have the infrastructure to accommodate the extraordinary breadth of programs and services offered by Vermont Public Television. And as we continue to serve a population that demands the trusted, commercial-free programs and services of VPT, there are several infrastructure upgrades needed to better serve the public. As such, we are asking that the \$200,000 approved by the State for FY2015 be made available in FY2014, supplemented by an additional \$217,000 in capital improvements. The Governor has recommended an additional \$60,000 for this fiscal year, for which we are enormously grateful. This is an important \$60,000, but not the level of funding required to meet urgent needs.

We are pleased to report achievements on a number of capital fronts, thanks to your generous support. We have acquired a new Digital Satellite Uplink vehicle, which we look forward to using after its completion this spring. We have upgraded many of our master control features, including adding new audio equipment. We will soon launch a second HD channel to replace the SD simulcast, which will showcase different programs, expanded local content and time-shifting to better accommodate new audiences. We've also been able to complete nearly all of our digital conversion and are excited to soon undertake acquisition of back-up transmitters to bolster transmission security.

To ensure our success in both digital conversion and transmission security, we are asking that the \$200,000 provided by the State in the FY2014-2015 capital appropriation be made available in FY2014, supplemented by an additional \$72,000 to complete the project. VPT had originally requested \$272,000 for transmission security, but was approved only for the \$200,000. Without a total appropriation of \$272,000, we will be unable to complete the project on time and take advantage of favorable pricing from the manufacturer. This appropriation will provide for the acquisition of back-up transmitters at each of our four transmitter sites, including Mansfield, Burke, Ascutney and Grandpa's Knob. Each site had a back-up transmitter prior to digital conversion in 2009; this will again ensure that a low-power back-up is available at each location. And by purchasing all four transmitters from the manufacturer, we can realize significant savings, acquiring each for just \$68,000, and bringing the total cost of the project to \$272,000.

Additionally, we are asking for \$145,000. \$70,000 will go towards replacing first generation digital equipment, specifically on-air digital encoders for master control operations. This allows us to take various inputs and formats, and then broadcast those in standard digital format. The remaining \$75,000 will aid in providing back-up digital exciters at our Rutland and St. Johnsbury transmitters. Digital exciters are the heart of digital transmitters, broadcasting a flawless digital signal, with complete technical and regulatory compliance. Without the redundancy provided by back-up exciters, any failures would result in VPT going off the air.

With the early disbursement of \$200,000 from the State, along with an additional \$217,000 in appropriations, VPT will continue to maintain its state-of-the-art infrastructure that brings our programs to classrooms and living rooms across the state. We are so proud to be in a state that understands the

power of public media and are optimistic that the commitment you have shown since you founded Vermont Public Television in 1967, will lead you to continue investing in a resource for all Vermonters.

We are so proud to be in a state that understands the power of public media. We're optimistic that the commitment you have shown since you founded Vermont Public Television in 1967, will lead you to continue your important investment. As leaders in our state's government, you serve Vermonters every day. When our children are learning essential math and reading skills through *Curious George* and communities are convening conversations around content from *Frontline* and *Vermont This Week*, you're changing lives.

As VPT has grown to offer services that were never dreamed of when the state launched educational television more than 47 years ago, our children's programming, performing arts, public affairs and local programming are as important today as they've ever been. I've said it so many times over the last year and will echo it again today – there has never been a better time to be in public media. Despite the vast number of on-screen and online choices, people still turn to their local public media for content that matters – that demands we *Be More* – more civil, more informed, more engaged, more inspired.

This committee has been an essential partner with us in making VPT an essential service to Vermonters. And we are so grateful for your continued support.

Performance Overview for State Funding Request

Vermont Public Television educates, informs, entertains and inspires Vermonters to be lifelong learners and engaged in their community by fostering:

- Understanding of one another and various points of view
- Children's readiness to learn
- Personal enrichment through arts, culture and entertainment
- Appreciation and respect for the environment and working landscape
- Involvement and participation in community and civic affairs

This work is made possible by the generous support of our investors, including the State of Vermont, who believe in the transformative power and educational impact of public media.

Vermont's Public Media

Since the State of Vermont created Vermont Public Television in 1967, we have evolved into the premier statewide public media organization and the 58th largest service organization in the state. VPT remains an independent, locally-owned organization, inviting people of all ages, income levels, interests and backgrounds to explore new ideas, discover new worlds and broaden their horizons.

As television expands beyond broadcasting, we, too, are expanding to deliver new and compelling content wherever our viewers access us – on air, online, on mobile devices, on tablets and in the community – ensuring that young and old alike are never far removed from opportunities to learn and grow from America's most trusted media source.

Because we know that public media is a necessary part of a robust democratic society, we are committed to offering unbiased, commercial-free information that is unavailable on commercial networks. We serve citizens, not consumers. And in this world of increasing corporate ownership of media, we are proud to be a community licensee, owned by the people of this state.

Importantly, on a national level, polls show that Americans rank PBS as the country's most trustworthy institution, at a higher level than American courts (46% vs. 27%), newspapers, the federal government and Congress. On questions about the dollar value of services funded by taxpayers, PBS ranks second (22%) only to military defense (27%).

John King, President
Vermont Public Television
February 4, 2014

Vermont's Classroom

With broadcasts and websites for kids, parents and educators, public television is the undisputed leader in children's programming. Rich educational content emphasizes reading, math, science and essential skills for preschool through early elementary school. Research shows that content for *Super Why!*, *Martha Speaks* and *Sesame Street* help to close the literacy gap for many of the most disadvantaged children.

Studies also show that broadcast television is the most-used medium for children up to age eight, especially among lower socioeconomic levels. Only half of these families subscribe to cable services, meaning that for thousands of children in Vermont, VPT is the only source for free, high-quality, commercial-free educational content.

Vermont Public Television is just one of the stations that make PBS America's largest classroom. With more than more 50 hours a week of children's programs, VPT makes early education a priority, supplemented by the most popular media site for children, PBSkids.org. Online services like PBS LearningMedia, PBS Parents and PBS Teachers offer educators, parents and caregivers a wealth of online and digital resources to help young learners.

Teachers can tap into a wide array of free VPT online video content, along with lesson plans and materials aligned with Vermont academic standards, to enrich their classrooms, as well as locally-produced programs like *Emerging Science* and *Outdoor Journal*.

One of VPT's newest services, PBS LearningMedia, offers a dynamic online library for educators of pre-K through high school students. It gives teachers the best in digital content, with extensive tools to foster classroom innovation. Unlike other digital learning services, all of the tens of thousands of digital assets are available for free.

VPT also takes learning beyond broadcast. As sponsors of the annual PBS KIDS GO! Writer's Contest, we honor creativity among children in kindergarten through grade three, and feature winning stories on air and online, inviting contestants to read their works at library, school and community events throughout the state. Last year, more than 200 youth entered!

For older audiences, we partner with newspapers statewide on Above the Fold, a journalism contest now in its second year, promoting critical thinking and writing among middle school students. And for high schoolers, VPT champions Senator Bernie Sanders' State of the Union Essay Contest, inviting high school juniors and seniors to write essays exploring solutions to many of the nation's most pressing challenges. The Senator is later joined by contestants in the studio for a roundtable discussion.

John King, President
Vermont Public Television
February 4, 2014

Vermont's Source for Lifelong Learning

Vermont Public Television understands that learning never stops. Our audiences tune to VPT for inspiration and information about history, public affairs, culture, arts and sciences through our award-winning programs like *Nova*, *Antiques Roadshow*, *American Experience*, *Frontline*, *Charlie Rose* and *POV*.

Our local productions focus on topics of interest to Vermont residents, like *Outdoor Journal*, *Vermont This Week*, *Emerging Science*, *Report From Washington*, *Ask the Governor* and documentaries like *Little Jerusalem*, which just received the prestigious Hathway Award from the Vermont Historical Society.

Through a rich variety of local and national content, VPT fosters understanding of diverse points of views and a meaningful exchange of ideas. We encourage participation in national and local civic affairs, addressing issues that matter to Vermonters, through program that include viewer calls, emails and studio audiences.

VPT also reaches into our community, engaging people at events like Family Days at area museums and the popular Britcom Teas. We regularly host events for all ages at the station, private receptions with fan favorites and public screenings of PBS documentaries. In response to public interest in the growing craft beer movement, we recently hosted beer enthusiasts at VPT's studios for an evening with several of Vermont's best-known craft brewers, an event that was later featured on air and online.

Part of our emphasis on lifelong learning has been our renewed commitment to community engagement, a hallmark of VPT. To increase our reach and relevance, VPT has developed a wide array of community partners. By pooling resources, partnerships allow our organization do more, tap into expertise and spread information more effectively. VPT uses the power of its statewide platform to work with more than a hundred organizations, including several state agencies. Community Cinema is a growing partnership with venues from St. Johnsbury to Newport, Brattleboro, Rutland, Montpelier and Burlington, providing free screenings of PBS's *Independent Lens* documentaries like *Life of Muhammad* and *Half the Sky*, followed by panel discussions with area experts.

To further bolster community involvement in public media, we have a strong and active Community Council, with representation from nearly all of Vermont's counties. This enables us to keep our finger on the pulse of public interest and regularly liaise with our viewers and constituents.

We also invest in the community through media sponsorships and support of the incredible work of other local non-profits, like the Vermont Foodbank, Vermont Public Radio, the Flynn Center for the Arts and dozens of worthy causes.

Vermont's Digital Resource

VPT streams live local programs online, from candidate debates to interviews with Vermont decision-makers. In fact, we recently hosted and aired online an important community discussion about the impact of concussions on youth in sports, an event that was held on the heels of our broadcast of *Frontline's* provocative *League of Denial* program. These and so many more on-demand services provide access to a library of national and local programs to ensure that content of consequence is free and open to all.

Our web services go beyond just video-on-demand, but contain valuable information that supplements programs, including educational resources, calendars of our extensive outreach activities and opportunities to dialogue with other viewers. VPT also reaches viewers through several social media channels that serve to update the VPT community on the programs and services that matter to our audiences.

Approved Budget FY 2014

Revenue

Operating Grants from State of VT	\$547,683
CPB Grants	\$996,470
Grants (all content)	\$125,000
Contributions (and in-kind)	\$2,849,200
Planned Gifts – Operating	\$35,000
Underwriting	\$468,000
Media Services and Tape Sales	\$47,000
License Agreements	\$1,035,000
Other (includes Board fund transfers)	\$125,000
<i>Total Revenue</i>	<i>\$6,228,353</i>

Expenses

Salaries and Wages	\$2,165,971
Fringe Benefits	\$855,013
Consultants and Professional Services	\$642,620
Supplies	\$45,635
Travel Expense	\$107,915
Utilities	\$328,112
Communications	\$391,528
Maintenance	\$252,735
Promotion, Dues and Subscriptions	\$324,370
Acquisitions	\$829,465
Insurance	\$106,485
Bank Charges	\$53,500
Miscellaneous	\$17,402
Depreciation	\$104,640
Income Tax/UBIT	\$0
<i>Total Expenses</i>	<i>\$6,225,391</i>

Net Operating Income *\$2,962*

Proposed Budget FY 2015

Revenue

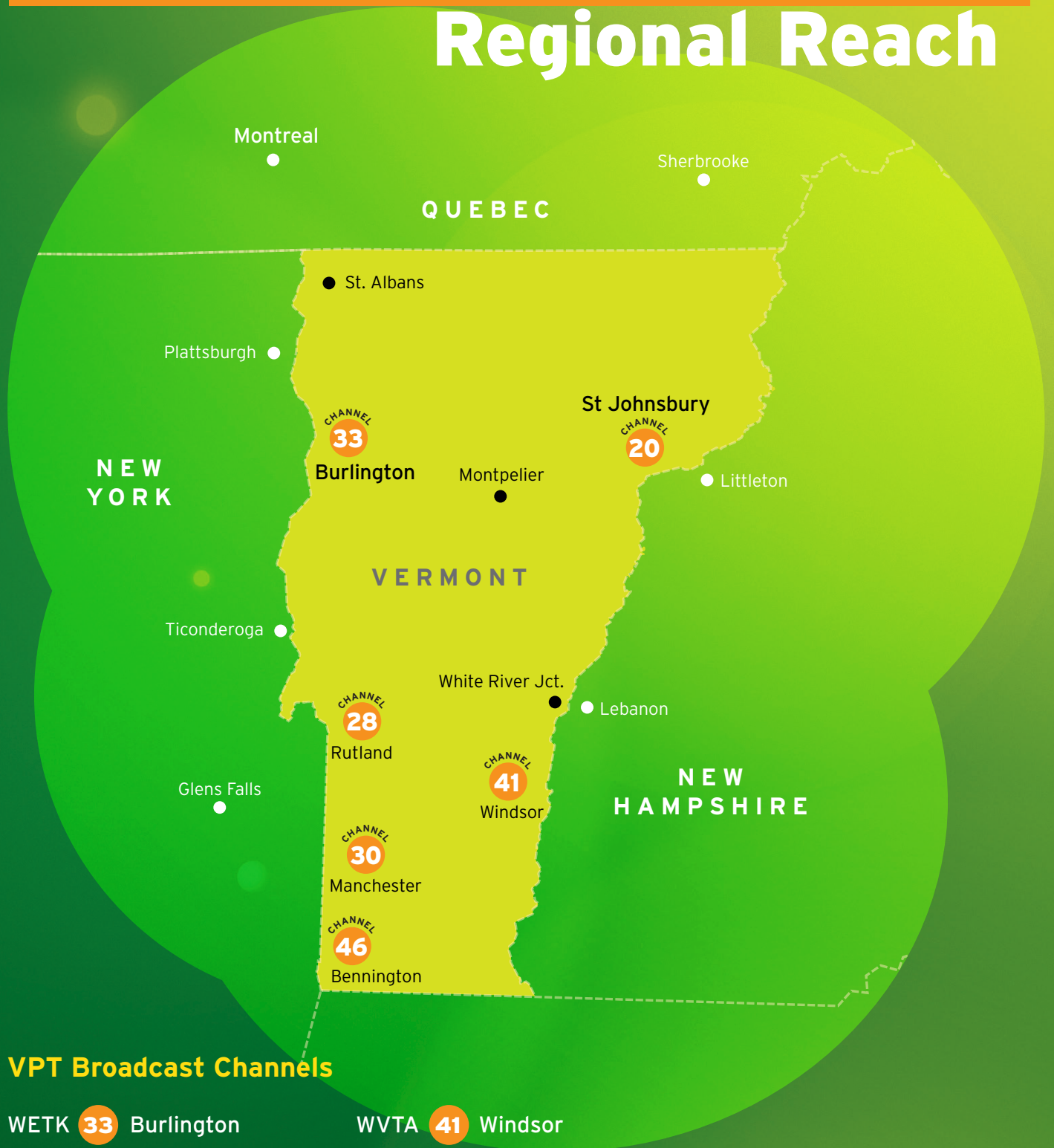
Operating Grants from State of VT	\$558,600
CPB Grants	\$947,600
Grants (all content)	\$125,000
Contributions (and in-kind)	\$2,915,000
Planned Gifts – Operating	\$30,000
Underwriting	\$480,000
Media Services and Tape Sales	\$55,000
License Agreements	\$1,010,000
Other (includes Board fund transfers)	\$140,000
<i>Total Revenue</i>	<i>\$6,261,200</i>

Expenses

Salaries and Wages	\$2,140,000
Fringe Benefits	\$715,000
Consultants and Professional Services	\$655,000
Supplies	\$45,000
Travel Expense	\$110,000
Utilities	\$345,000
Communications	\$440,000
Maintenance	\$280,000
Promotion, Dues and Subscriptions	\$380,000
Acquisitions	\$860,000
Insurance	\$105,000
Bank Charges	\$50,000
Miscellaneous	\$20,000
Depreciation	\$110,000
Income Tax/UBIT	\$5,000
<i>Total Expenses</i>	<i>\$6,260,000</i>

Net Operating Income *\$1,200*

Vermont Public Television Regional Reach



VPT Broadcast Channels

- | | |
|------------------------------|----------------------------|
| WETK 33 Burlington | WVTA 41 Windsor |
| WVTB 20 St. Johnsbury | W30DM 30 Manchester |
| WVER 28 Rutland | W46EW 46 Bennington |



Also on cable throughout our coverage area, on DISH Network and DirecTV satellite, and on demand at www.vpt.org.

info@vpt.org | vpt.org

Our Programs

Public Affairs

Since 1982, *Vermont This Week* has been Vermont Public Television's signature public affairs series. Each week, moderator Stewart Ledbetter is joined by three of Vermont's most insightful journalists to discuss not only what happened and when, but why.

Arts and Culture

Out & About takes us on-location to explore unique destinations and introduce us to memorable, authentic people from all walks of life for a half-hour of fun, captivating stories. Correspondents include Anya Huneke and Chris McClure.

Environment and Sustainability

Outdoor Journal is VPT's half-hour magazine-style program that celebrates outdoor recreation and encourages conservation in Vermont. The program is intended to foster appreciation and respect for the environment and working landscape.

Science and Innovation

Emerging Science brings you an engaging series about Vermonters involved in cutting-edge scientific inquiry at the frontiers of science. The program delves into topics such as energy, transportation and social sciences - all from a uniquely Vermont perspective.



VPT is also proud to produce a range of award winning Documentaries and Specials, including *The Governors*, *Little Jerusalem*, *Headline Vermont* and more.

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Vermont Public Television is your source for the stories that define Vermont - from provocative public affairs programs to explorations of the people and landscapes of northern New England. At VPT, we understand that public media's power lies in its peerless ability to bring communities together around content of consequence. **Be More** isn't just our tagline; it's our promise. Get to know the most trusted media brand in America by visiting vpt.org.

Be more.



PBS

Trusted Valued Essential

Today's PBS



© Carnival Film & Television Limited 2011 for MASTERPIECE



Be more.



PBS



Together with more than 350 independently owned and operated local member stations, PBS invites everyone to explore new ideas and broaden personal horizons with content that expands the minds of children, programs that ensure the worlds of music, theater, dance, and art remain available to all Americans, documentaries that open up new worlds, and non-commercialized news and public affairs programs that keep citizens informed on world events and cultures.

The enduring commitment of PBS and local stations to our public service mission has earned our enterprise the respect of the American public. Across an entire decade, annual national surveys have confirmed that PBS is the country's most trusted public institution and is ranked only behind military defense as an "excellent" use of tax dollars.

The yearly study also called PBS and local stations the most fair network for news and public affairs ten consecutive times. In the most current round of research, PBS KIDS was named the most educational TV/media brand, the safest destination for children to watch television or visit online and the top provider of content that helps children learn reading, math and essential skills.

Public broadcasting is a singular public-private partnership, with federal funding serving as invaluable seed money local stations leverage with support from corporations, foundations and, of course, viewers. Donations from individuals to their local stations are the single largest source of funding for our system.

For more information about how PBS and local stations deliver an exceptional return on investment to the nation, visit valuepbs.org.

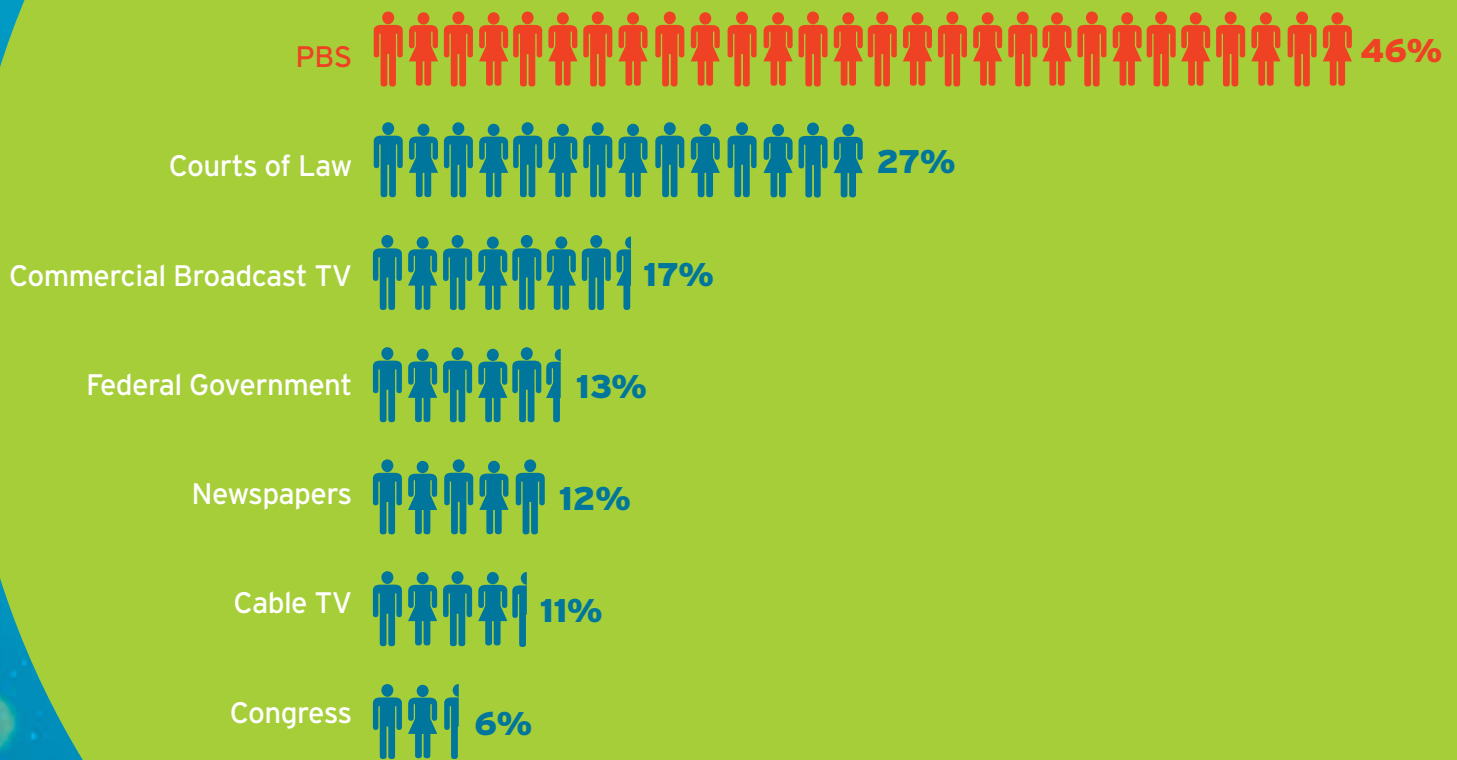


A Trusted & Valued
Public Institution

PBS is #1 in public trust

How much do you trust each organization?

Percent saying they trust the organization "a great deal" (on a 4-point scale: a great deal, somewhat, not very much, not at all).



Source: CARAVAN ORC International, January 2013



Source: Nielsen NPower, 9/19/2011-9/23/2012



Source: Google Analytics, 1/2012-12/2012

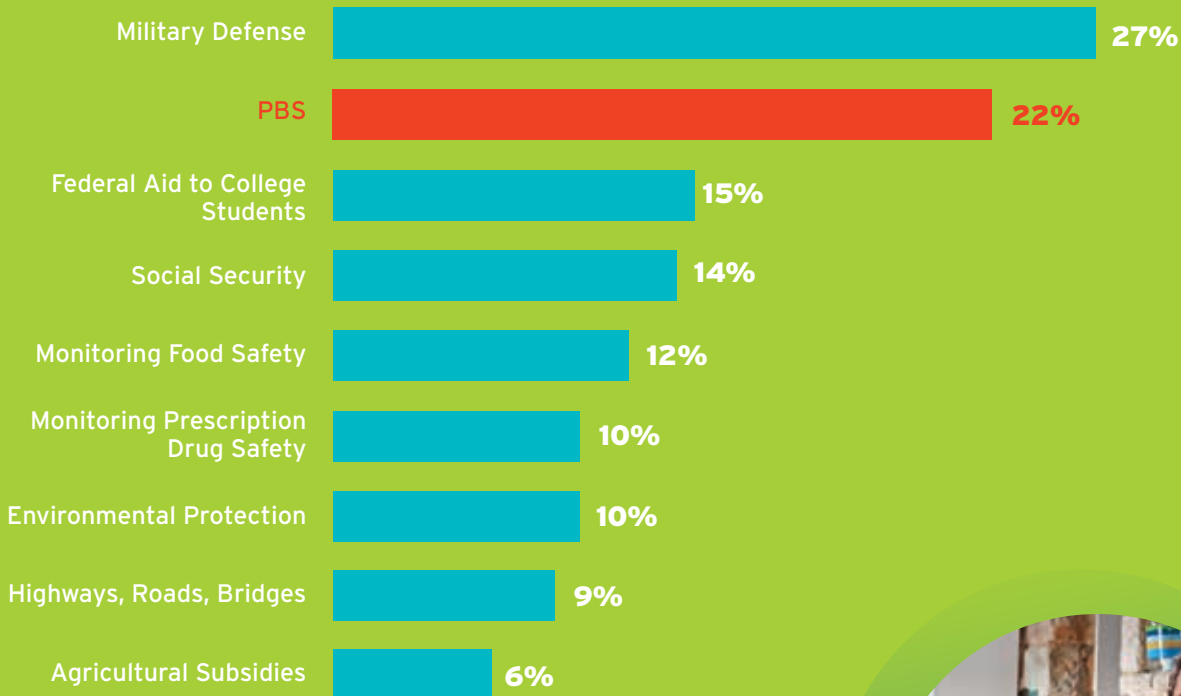


A Trusted & Valued
Public Institution

PBS provides excellent value for tax dollars

For each of the following services that are funded using tax dollars, please rate the value that you receive.

Percent saying each institution is an "excellent" value for the dollar (on a 4-point scale: excellent, good, not too good, poor).



Source: CARAVAN ORC International, January 2013

EACH MONTH
120 MILLION
PEOPLE WATCH THEIR
LOCAL PBS STATION

Source: Nielsen NPower, 10/1/2012-11/1/2012



PBS is money well spent

Is the money given to PBS stations from government, corporations and individuals money well spent?



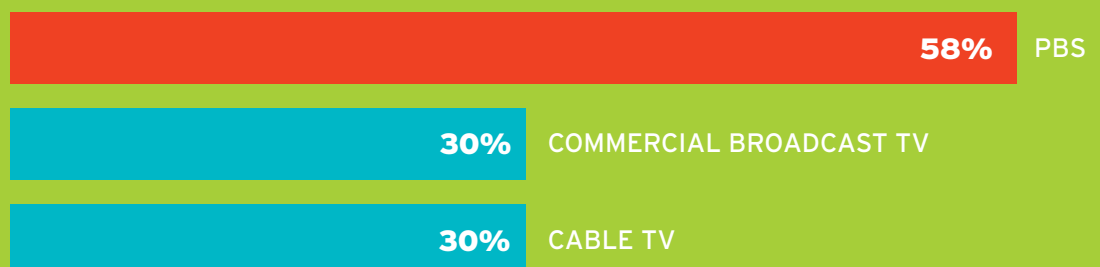
Source: CARAVAN ORC International, January 2013



PBS is #1 in importance

How important is it that each of the following types of television are available?

Percent saying each type of television is "very important" (on a 4-point scale: very important, somewhat important, not too important, not at all important).



Source: CARAVAN ORC International, January 2013

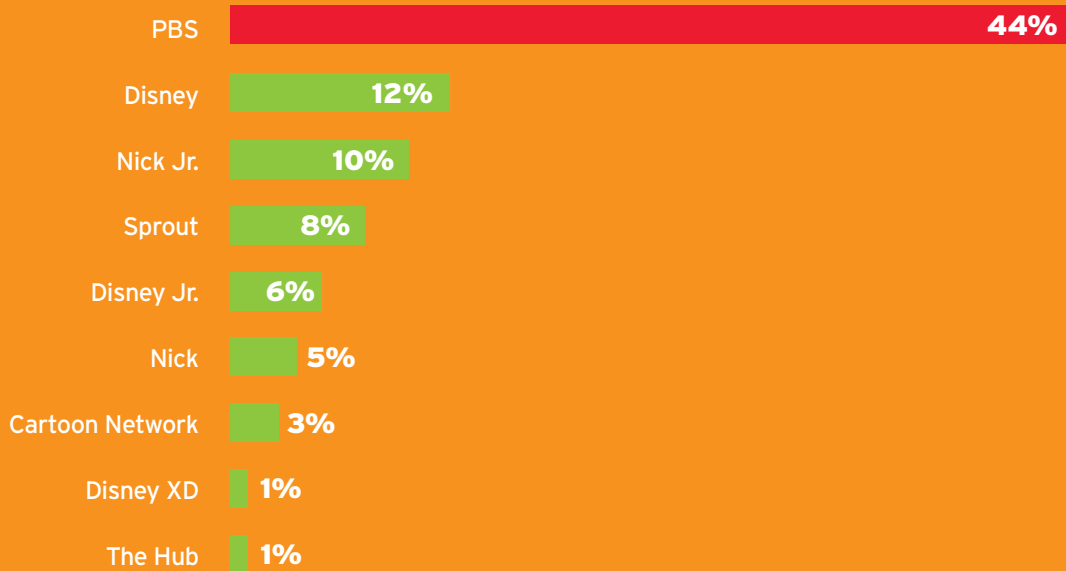


America's Largest Classroom

PBS KIDS is the #1 educational media brand

Which of the following TV/media brands do you believe is the most educational for children?

Percent saying each brand/company is "most educational" for children.



Source: CARAVAN ORC International, January 2013

PBS KIDS IS THE #1 SOURCE OF MEDIA FOR OUR NATION'S PRESCHOOL TEACHERS

Source: Grunwald Study, 2009 Media and Technology Use and Trends Among K-12 and Pre-K Teachers



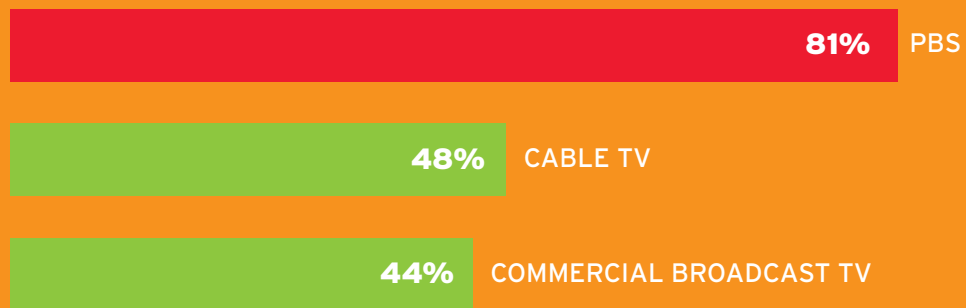
82% OF ALL KIDS AGE 2-8 WATCH PBS

Source: Nielsen NPower, 9/19/2011-9/23/2012

PBS helps prepare children for success in school & life

How much do you agree with the statement that ____ helps prepare children for success in school and in life?

Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).



Source: CARAVAN ORC International, January 2013



DIGITAL LEARNING GAMES BASED ON **CURIOUS GEORGE & THE CAT IN THE HAT** CAN BOOST PRESCHOOLERS' MATH KNOWLEDGE & SKILLS, MAKING THEM BETTER PREPARED FOR KINDERGARTEN

CHILDREN EXPOSED TO **PBS KIDS** CONTENT AT HOME **OUTSCORED** A COMPARISON GROUP ON A WIDELY-USED STANDARDIZED TEST THAT MEASURES KNOWLEDGE OF SUCH MATH CONCEPTS AS NUMBERS & COUNTING

Source: WestEd study: PBS KIDS Mathematics Transmedia Suites in Preschool Homes, 2012

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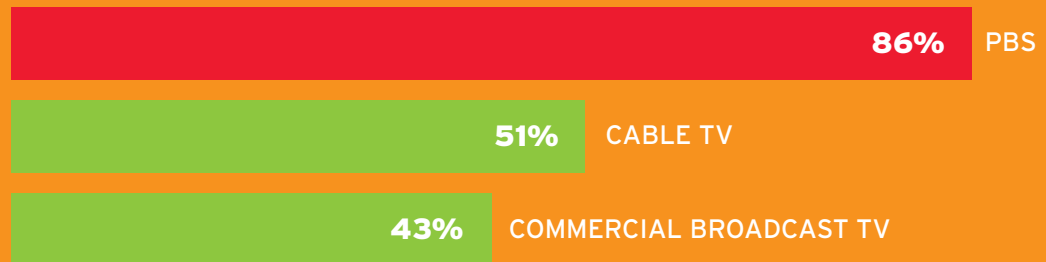
America's Largest Classroom



PBS helps children learn reading, math & essential skills

How much do you agree with the statement that _____ helps children improve their reading and math skills?

Percent saying "agree strongly/somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).



Source: CARAVAN ORC International, January 2013



PBS KIDS curriculum provides content that addresses essential skills

STEM (Science, Technology, Engineering & Math)

LITERACY

SOCIAL & EMOTIONAL DEVELOPMENT

- CAT IN THE HAT
- DINOSAUR TRAIN
- CURIOUS GEORGE
- SESAME STREET
- SID THE SCIENCE KID
- WILD KRATTS
- PEG + CAT

- SUPER WHY!
- SESAME STREET
- WORDWORLD
- MARTHA SPEAKS
- WORDGIRL
- THE ELECTRIC COMPANY

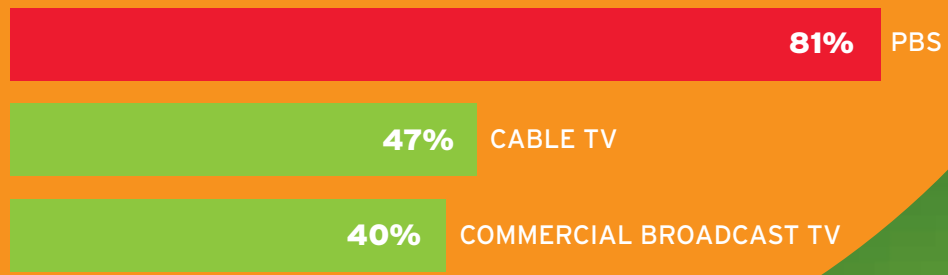
- DANIEL TIGER'S NEIGHBORHOOD
- SESAME STREET
- ARTHUR
- CLIFFORD THE BIG RED DOG
- BARNEY & FRIENDS™
- CAILLOU



PBS KIDS is #1 in innovation

How much do you agree with the statement that _____ is the innovator in children's educational media?

Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).



Source: CARAVAN ORC International, January 2013

PBS LEARNING MEDIA
OFFERS **FREE** DIGITAL TOOLS ALIGNED TO COMMON CORE STATE STANDARDS & IS USED BY MORE THAN **850,000** PREK-12 TEACHERS NATIONWIDE

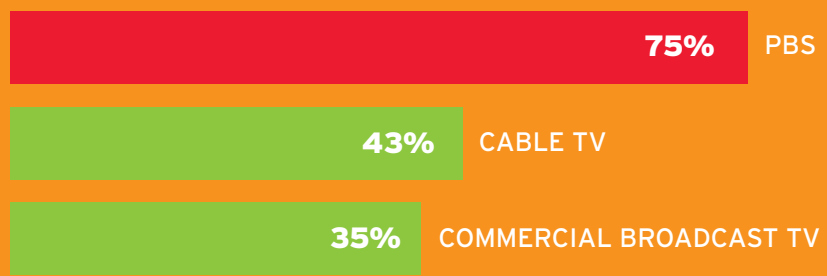
PBS WON **12 DAYTIME EMMYS®**
IN 2012, MORE THAN ANY OTHER BROADCAST OR CABLE OUTLET FOR THE **15TH YEAR** IN A ROW



PBS is the undisputed leader in children's programming

How much do you agree with the statement that _____ is the undisputed leader in children's programming?

Percent saying "agree strongly/agree somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).



Source: CARAVAN ORC International, January 2013

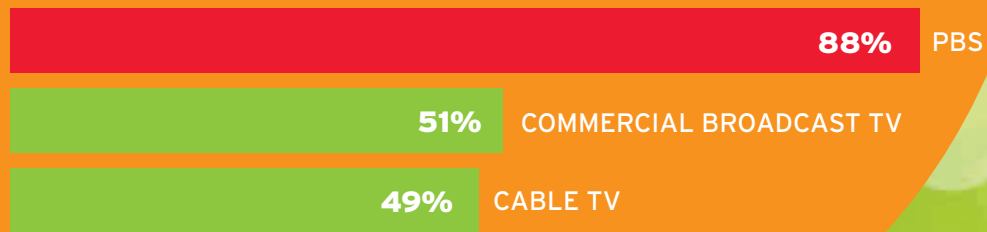


America's Largest Classroom

PBS is a **trusted & safe** place to watch television

How much do you agree with the statement that _____ is a trusted and safe place for children to watch television?

Percent saying "agree strongly/somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).

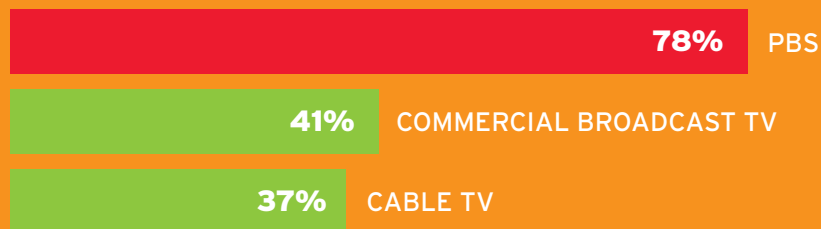


Source: CARAVAN ORC International, January 2013

PBS is a **trusted & safe** place to visit online

How much do you agree with the statement that _____ is a trusted and safe place for children to visit online?

Percent saying "agree strongly/somewhat" (on a 4-point scale: agree strongly, agree somewhat, disagree somewhat, disagree strongly).



Source: CARAVAN ORC International, January 2013

#1
pbskids.org
 IS THE TOP KIDS' ENTERTAINMENT SITE FOR FREE VIDEO STREAMS

Source: comScore VideoMetrix, December 2012

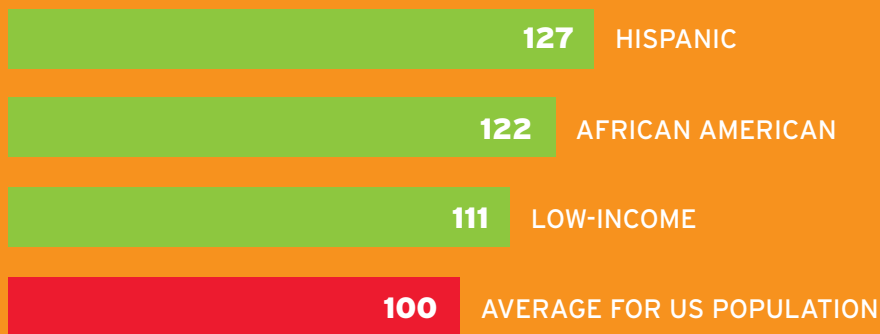


PBS KIDS serves **all** children

On TV

PBS KIDS attracts a higher proportion of viewers from Hispanic, African American and low-income homes compared to their representation in the U.S. population.

PBS KIDS audience (green) versus total U.S. population (red).

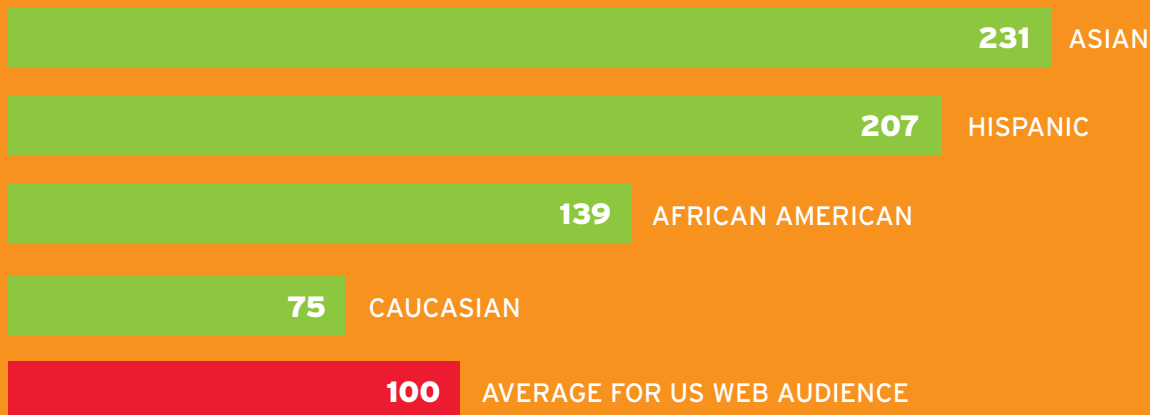


Source: NTI, PBS fourth quarter cume 2012

Online

PBSKIDS.org attracts a higher proportion of web users of Asian, Hispanic, and African American descent compared to their representation in the average U.S. web audience.

PBSKIDS.org ethnicity demographics (green) versus total U.S. web audience (red).



Source: Quantcast, October 2012

PBS KIDS REACHES NEARLY **99%** OF TV HOMES IN THE U.S., GIVING KIDS ACCESS TO WHAT MAY BE THEIR ONLY SOURCE OF EDUCATIONAL TV

Source: Nielsen NPower, 9/19/2011-9/23/2012

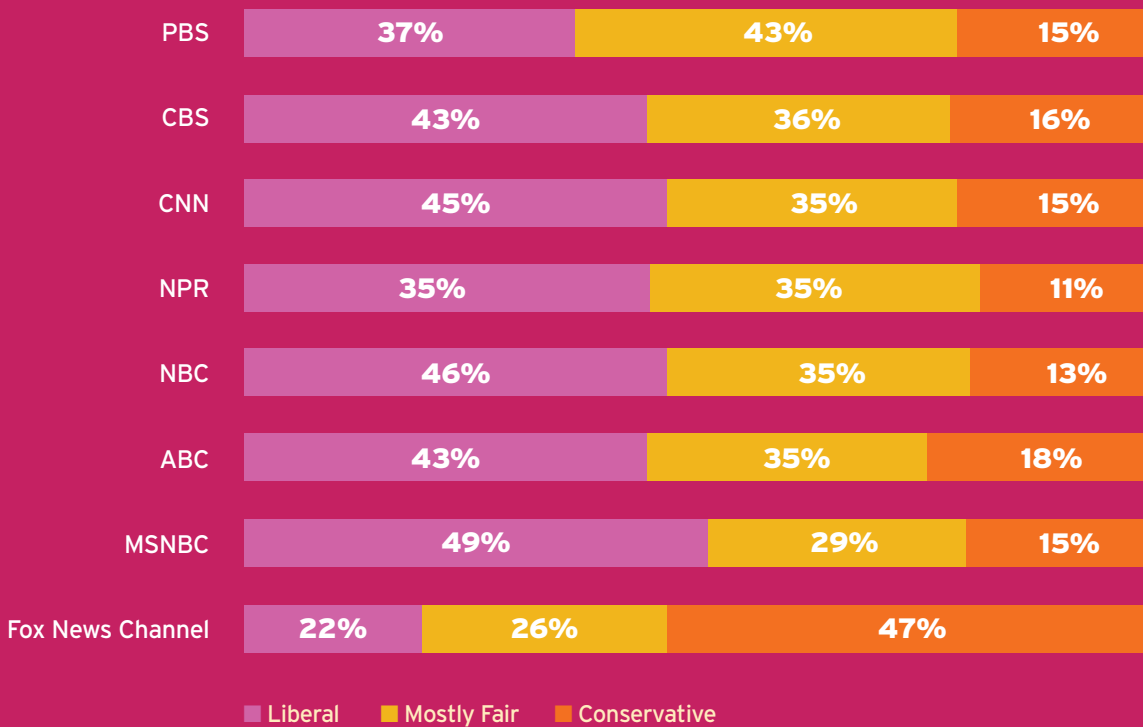
PBS & MEMBER STATIONS ARE A PARTNER IN THE **AMERICAN GRADUATE: LET'S MAKE IT HAPPEN** INITIATIVE, MADE POSSIBLE BY THE CORPORATION FOR PUBLIC BROADCASTING, WHICH IS STRENGTHENING LOCAL COMMUNITY CAPACITY TO KEEP STUDENTS ON TRACK & PREPARED FOR COLLEGE & CAREERS



A Trusted Window
To The World

PBS is the **most fair**

When it comes to news coverage, investigations and discussions of major issues, would you say these networks' programs are strongly liberal, moderately liberal, moderately conservative, strongly conservative or mostly fair?



Source: CARAVAN ORC International, January 2013. May not total 100% due to rounding.



#1

MORE VOTERS
**TRUST
PBS**
THAN ANY OTHER
TELEVISION
NEWS SOURCE

Source: Public Policy Polling, 2/6/2013

PBS is a **leader** in addressing important issues

How well do PBS programs – for both children and adults – address these items?

Percent saying “addresses very well” (on a 4-point scale: very well, moderately well, not very well, not well at all).



Source: CARAVAN ORC International, January 2013



PBS WON
33 EMMY® AWARDS
IN 2012, MORE
THAN ANY OTHER
BROADCAST OR
CABLE OUTLET



PBS WON
7 PEABODY AWARDS
IN 2012, MORE
THAN ANY OTHER
ORGANIZATION

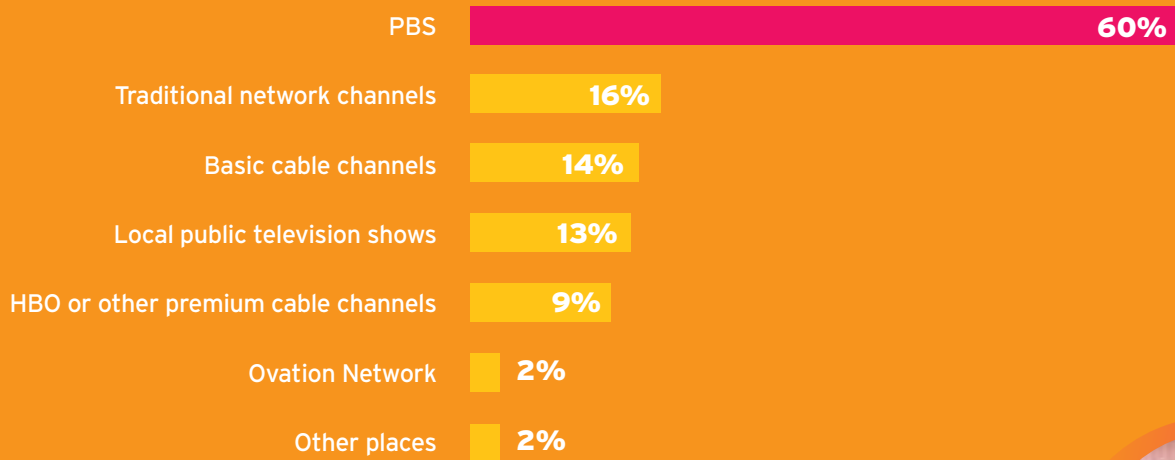




The Nation's
Largest Stage

PBS: most frequently turned to for arts programming

Where do you look for television programming on the arts, such as music performances, dance, drama, opera or the visual arts?



Source: CARAVAN ORC International, February 2013



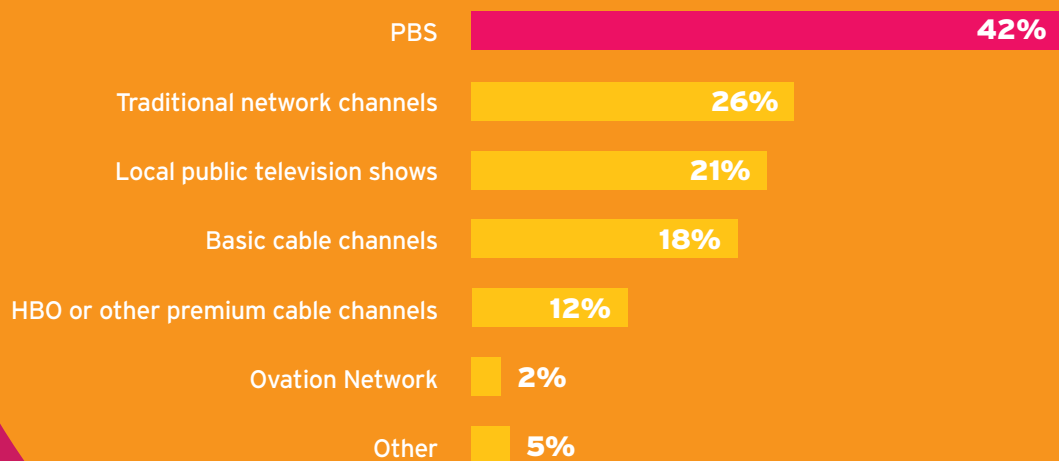
PBS and its local member stations are helping to keep the arts alive today and for generations to come. We ensure that the worlds of music, theater, dance and art remain available and free to all Americans, many of whom might never have the opportunity to experience them otherwise.



PBS arts

PBS: most varied arts & cultural programming

Which of the following media outlets provide the most varied arts and cultural programming?



Source: CARAVAN ORC International, February 2013



IN 2011-12
PBS OFFERED
MORE THAN
500
HOURS
OF ARTS &
CULTURAL
PROGRAMMING



IN 2011-12 NEARLY
117 MILLION
PEOPLE WATCHED ARTS &
CULTURAL PROGRAMMING
ON PBS

Source: Nielsen NPower, 07/01/2011-06/30/2012

ORC International is a leading global market research firm with offices across the U.S., Europe and Asia Pacific. The Company offers a platform of Integrated Intelligence that combines forward thinking methodologies, cutting-edge technology, skilled researchers and in-depth industry experience to provide clients with valuable insight and analysis in the areas of Customer Strategies, Employee Engagement, and Innovation and Growth. ORC International was founded in 1938 and is a founding member of the CASRO, the proud partner of CNN on the CNN/ORC International poll since 2006; and the research firm of choice on the annual NYSE Euronext CEO Report. For more information, please visit www.OCInternational.com.

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PBS, with its over 350 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and online content.

Each month, PBS reaches 120 million people through television and nearly 28 million people online, inviting them to experience the worlds of science, history, nature and public affairs; to hear diverse viewpoints; and to take front row seats to world-class drama and performances. PBS' broad array of programs has been consistently honored by the industry's most coveted award competitions.

Teachers of children from pre-K through 12th grade turn to PBS for digital content and services that help bring classroom lessons to life. PBS' premier children's TV programming and its website, pbskids.org, are parents' and teachers' most trusted partners in inspiring and nurturing curiosity and love of learning in children.

Explore more at pbs.org, one of the leading dot-org websites on the Internet, or by following PBS on Twitter (@PBS), Facebook (facebook.com/pbs) or through PBS apps for mobile devices. Specific program information and updates for press are available at pbs.org/pressroom or by following PBSPressroom on Twitter.



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