Texas PBS reaches more than 90% of Texans and potentially 25 million viewers, including multicultural communities, families, kids, teachers and engaged Texans.

Ethnicity of Texas PBS viewers:
- 60.6% White
- 33.6% Hispanic
- 2.4% African-American
- 0.3% Asian
- 3.1% Other

19% of the nation’s Hispanic Households watch Texas PBS.

Texas PBS is simply the best way to reach:
- Opinion Leaders
- Affluent Households
- Educated Citizens
- Decision Makers

Texas PBS viewers are:
- 58% more likely to visit museums
- 28% more likely to attend live theater
- 27% more likely to have a household income of $100,000+
- 86% more likely to buy “Green”

1. Source: Nielsen NPower, 2014
2. Source: Media Audit, May-June 2012
3. Source: MRI Doublebase, 2009
4. Source: Media Audit, April-June 2010
TEXAS PBS PARTNERSHIPS = RESULTS

STATEWIDE REACH

PBS Stretches Across all Texas Communities reaching more than 25 million Texans. PBS is local, national and international.

PBS IS NUMBER ONE IN PUBLIC TRUST

How much do you trust each organization?

<table>
<thead>
<tr>
<th>Organization</th>
<th>Trust Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBS/Public Television</td>
<td>42%</td>
</tr>
<tr>
<td>Courts of Law</td>
<td>25%</td>
</tr>
<tr>
<td>Commercial Broadcast TV</td>
<td>16%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>12%</td>
</tr>
<tr>
<td>Cable TV</td>
<td>11%</td>
</tr>
<tr>
<td>Congress</td>
<td>6%</td>
</tr>
</tbody>
</table>

EXCELLENCE

<table>
<thead>
<tr>
<th>Award</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emmy Awards (2014)</td>
<td>21</td>
</tr>
<tr>
<td>Lonestar Emmy Awards (2013)</td>
<td>13</td>
</tr>
<tr>
<td>Peabody Awards (2014)</td>
<td>12</td>
</tr>
<tr>
<td>Parents Choice Awards (2013)</td>
<td>9</td>
</tr>
<tr>
<td>Webby Awards (2014)</td>
<td>7</td>
</tr>
</tbody>
</table>

LOYALTY

Texas PBS Viewers are active, engaged and affluent.

55% say PBS is #1 over cable and commercial TV.

PBS is #1 Educational Media Brand.

RESULTS

75% of PBS viewers feel “companies that fund PBS have a commitment to quality and excellence.”

49% of PBS viewers would choose to buy a product from a company that supports PBS, all other things being equal.

52% of PBS viewers agree that underwriters are usually industry leaders.

4. Source: Harris Interactive Trust Query, February 2012
STAND OUT ON PBS!

UNCLUTTERED MARKET
We restrict the amount of advertising in our programs, thereby ensuring your message stands out and will not get lost in the clutter.

Texas PBS has a reach of more than 8 million Texas households daily.

Be sure your message gets delivered to the second largest retail market in the country.

OUR COMMITMENT
We’ll get your message in front of an audience that is the envy of the industry. Our viewers are the influencers and leaders in Texas communities. They are brand loyal, affluent, educated and eclectic.

Amy Claire Redmond, Director of Development | aredmond@texaspbs.org | 512-808-5518

facebook.com/TexasPBS Follow us on Twitter @TexasPBS

1. Source: TNS Media Intelligence, February 2012
2. Source: Nielsen NPower, 2014