America’s Most Trusted Shows

2019
Parents rate the most educational media brand

71% PBS KIDS

8% Disney Channel
6% Nickelodeon
5% Universal Kids
4% Disney Jr.
3% Nick Jr.
2% Cartoon Network

Source: Marketing & Research Resources, Inc. (M&RR,) January 2019
averages 260 million monthly streams across digital platforms *

Research demonstrates that PBS KIDS content has comparable educational impact to comprehensive preschool programs **

Seven in ten children ages 2-8 watch PBS in the U.S. – that’s 19 million children*

* Source: Nielsen NPower, 1/1/2018–12/30/2018, L+7 M-Su 6A-6A TP reach, 50% unif., 1-min, LOH18-49w/c<6, LOH18-49w/C<6 Hispanic Origin. All PBS Stations, children’s cable TV networks


† Source: Marketing & Research Resources, Inc. (M&RR), January 2019
Animated Adventure Comedy!

Alaska Native Molly Mabray, a feisty and resourceful 10-year-old girl, takes viewers along with her on adventures, fostering literacy skills along the way.

Themes:
- Family
- Intergenerational relationships
- Contemporary rural life
- Strong female role models
- How technology aids communication

Learning Opportunities
- Literacy, respecting others, sharing, honoring your elders

Ages
- 4 to 8

Watch Trailer  Watch Full Episode

76 x 13’ stories + 1 x 60’ special
Imaginations run wild as Arthur and his friends solve childhood crises like homework, teacher relationships, losing baby teeth, and bullies with kindness and a lot of humor.

A Family Favorite!

Themes:
- Relationships with family and friends
- Problem-solving
- Self-confidence
- Working together
- Diversity

Learning Opportunities
- Problem-solving strategies, positive social skills, honesty, empathy, determination

Ages
- 4 to 8

Watch Trailer  Watch Full Episode
426 x 12’ stories + 5 x 60’ specials
Pinkalicious imagines creative possibilities everywhere she looks. She knows what she likes and is not afraid to express herself, though sometimes she needs help from her brother, Peter, and her neighborhood friends.

A Creative Dynamo!

Themes:
- Music
- Dance
- Theater
- Visual arts

Learning Opportunities
Creative expression through art, inspiring others, problem-solving, self-expression

Ages
4 to 8

Watch Trailer  Watch Full Episode

76 x 11’ stories + 1 x 44’ special
Joe, Sam, and Fred teleport back in time for incredible adventures with historical legends like Blackbeard the pirate, Amelia Earhart, and Leonardo da Vinci.

**Themes:**
- Historical context
- Exploration and discovery
- Problem-solving
- Humor

**Learning Opportunities:** History, critical thinking, collaboration

**Ages:** 6 to 11

26 x 23’ stories
Mister Rogers helps children feel good about who they are, with all their strengths and challenges.

A Beloved Classic!

Themes:
- Feelings and emotions
- Having difficult conversations
- Self-confidence
- Relationships
- Living in a community

Learning Opportunities
Social and emotional development, love, support, empowerment

Ages
2 to 5

Watch Trailer  Watch Full Episode
100 x 29’ stories
Peep just hatched! Now he’s out to explore the world with his friends Chirp and Quack—to discover shadows, investigate mysterious tracks, and learn about gravity the hard way!

A Curious and Charming Trio!

Themes:
• Curiosity
• Investigation
• Exploration

Learning Opportunities
Science, honesty, empathy, determination

Ages
3 to 5

Watch Trailer  Watch Full Episode

68 x 10’ stories
Where Words Come Alive!

Words come alive, save the day, and become a child’s best friend! Come along for an adventurous romp into a colorful, vibrant world of words with Duck and his lovable friends.

Themes:
- Letters and sounds
- Social skills
- Overcoming challenges

Learning Opportunities:
- Reading skills, building future readers

Ages:
- 3 to 5

Watch Trailer  Watch Full Episode

90 x 12’ stories
An Animated/Live-Action Reality Game Show!

Part game show, part reality series, part spoof, FETCH! provides a venue for kids while exposing them to different cultures and experiences.

Themes:
- Problem-solving
- Teamwork
- Healthy competition

Learning Opportunities
- Science, critical thinking, fun while learning

Ages
- 6 to 10

Watch Trailer  Watch Full Episode

75 x 27’ stories
Cultural Adventures Around the World!

Buster travels with his father, a pilot for a group of musicians, and visits with children in each exciting new location to learn about their family’s lives and culture.

Themes:
- Culture
- Diversity
- Travel

Learning Opportunities
- English language development, cultural awareness and understanding, curiosity, exploration

Ages
- 4 to 8

Watch Trailer  Watch Full Episode
8 x 30’ stories
Elinor is the most observant and curious bunny rabbit in Animal Town, introducing kids to science, nature, and community through adventures with her friends.

**Problem-Solving Fun!**

Themes:
- Discovery and understanding
- Making connections
- What it takes to live in a community
- Caring for the environment
- Working together to solve problems

Learning Opportunities
- Scientific inquiry, respecting others, the importance of diversity

Ages
- 3 to 5

80 x 12’ stories
“Children's play is not just kids' stuff. Children's play is rather the stuff of most future inventions.”

― Fred Rogers
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