TRUSTON

Be more





ENHANCE YOUR CORPORATE IMAGE

THROUGH AN ASSOCIATION WITH PBS, THE NATION'S MOST TRUSTED INSTITUTION.

Americans consider PBS news and public affairs series the most trustworthy compared to other networks.¹

In 2008, for the sixth consecutive year, the American public has rated PBS the most trust worthy institution in America.¹

PBS & TRUST HOW MUCH TO YOU TRUST EACH ORGANIZATION? Percent saying they trust the organization "A GREAT DEAL" (on a four-point: A GREAT DEAL, SOMEWHAT, NOT TOO MUCH, NOT AT ALL). PBS/PUBLIC TELEVISION COURTS OF LAW COMMERCIAL BROADCAST TELEVISION NETWORKS CABLE TELEVISION NETWORKS NEWSPAPER PUBLISHING COMPANIES FEDERAL GOVERNMENT CONGRESS



¹ 2009 GfKRoper Public Affairs & Media survey