SOUTHERN CALIFORNIA’S WINDOW TO THE WORLD
RANKED #1 IN FAIRNESS AND TRUST, PBS IS A LEADER IN ADDRESSING IMPORTANT ISSUES

For more than 40 years, millions of Americans and citizens of the world have turned to the PBS NewsHour for reliable reporting that has made it one of the most trusted news programs in television.

The longest running primetime news and public affairs program on television, Washington Week has delivered the most interesting conversation of the week for more than 50 years. Journalists from various news organizations participate in roundtable discussion of major news events in politics, policy and government.

FRONTLINE is investigative journalism that questions, explains and changes the world. Since 1983, its investigations have helped breathe new life into terrorism cold cases, freed innocent people from jail, prompted U.N. resolutions, and spurred policy and social change.

Independent Lens and POV documentaries examine topics that don’t often make mainstream news.

SOURCE: Marketing & Research Resources, Inc. (M&RR), January 2017
PHOTO CREDIT: Anchored by managing editor Judy Woodruff, PBS NEWSHOUR provides in-depth analysis of current events with a team of seasoned and highly regarded journalists | PBS
VIEWERS OF PBS NEWS AND PUBLIC AFFAIRS ARE

EDUCATED

25% more likely to hold a post-graduate degree

INFLUENTIAL

85% more likely to be a member of any group that tries to influence public policy or government

CULTURAL

109% more likely to attend classical music / opera performances

94% more likely to attend art galleries / shows

58% more likely to visit museums

43% more likely to attend live theater

COMMUNITY MINDED

98% more likely to participate in environmental groups / causes

89% more likely to be a member of a civic club

PBS NewsHour ranks fourth among the news and public affairs television programs that Opinion Leaders watch most often, and resonates with Opinion Leaders across influential sectors:

34% in government

36% in communications and media

34% in law

25% in business

25% in science

Opinion Leaders rate PBS NewsHour as the most credible and objective television news program.


SOURCE: 2016 Erdos & Morgan Opinion Leaders Study

SOURCE: 2016 Doublebase GfK MRI
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