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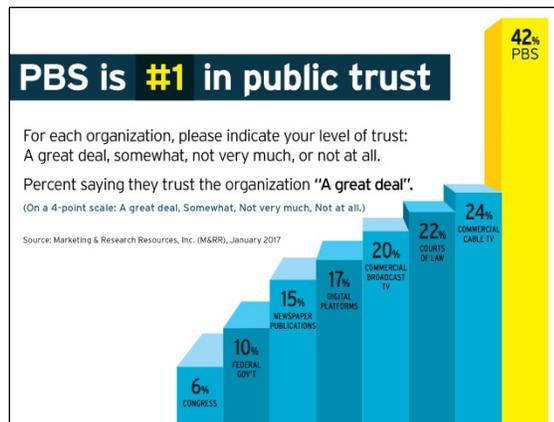
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## Nationwide Survey Confirms That PBS and Member Stations Are America's Most Trusted Institution for the 14<sup>th</sup> Consecutive Year

Annual Survey Also Ranks PBS KIDS as the #1 Educational Media Brand for Children



TAMPA, FLORIDA, March 3, 2017 – WEDU, West Central Florida's primary PBS station, announced today that for the 14<sup>th</sup> consecutive year, a nationwide study recently confirmed that PBS and its member stations are rated #1 in public trust among nationally known institutions.

In addition, the same survey found that parents rank PBS KIDS as the #1 educational media brand for children, significantly outscoring cable and commercial broadcast television networks.

The national poll was created by the research team at PBS and was conducted by telephone in January 2017 by Marketing & Research Resources Inc. (M&RR). Each year, PBS commissions research to measure its performance and value as judged by its most important stakeholder – the American people.

"The public's high trust in PBS and local stations is of paramount importance to our ability to carry out our mission," said PBS President and CEO **Paula Kerger**. "We were founded on the premise that every person, regardless of who they are or where they live, should have access to educational programming and resources that help them lead full and enriched lives. Our service begins with our nation's youngest citizens, ensuring that children have the skills needed to succeed in life and in school, and we are especially proud that the American people continue to place a high value on our children's programming. The recently launched PBS KIDS 24/7 channel and live stream, available through local member stations, will make a meaningful difference in the lives of all children, anytime and anywhere."

### TRUST & VALUE

#### PBS Ranks #1 in Public Trust – Significantly Outscoring Commercial Cable Television and Courts of Law

Nearly 8 in 10 people trust PBS (76% "trust a great deal" or "trust somewhat"). The 2017 study marks the 14<sup>th</sup> time in a row that PBS was called the nation's most-trusted institution among a consideration set

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that includes courts of law, commercial cable and broadcast television, newspapers, digital platforms and others. The study found that respondents had a significantly higher level of trust in PBS (42% “trust a great deal”) over the nearest institutions, including commercial cable television (24% “trust a great deal”) and courts of law (22% “trust a great deal”).

## **PBS KIDS**

**PBS KIDS was ranked #1 as the most educational media brand compared to a range of other broadcast and cable networks.**

**Sixty-two percent (62%) of respondents with kids age 18 and under named PBS KIDS the most educational media brand, significantly outscoring the second most highly rated kids’ brand, Sprout, which was considered most educational by 11%. Disney and Disney Jr. were called most educational by 8% and 2% of respondents, respectively. Nickelodeon and Nick Jr. were called most educational by 2% and 1% of participants, respectively. Cartoon Network was named most educational by 0% of those surveyed; 15% of survey respondents indicated, “I don’t know.”**

PBS is America’s largest classroom, biggest stage for the arts and a trusted window to the world.

To learn more about how PBS and local member stations are trusted, valued and essential to communities across the country, visit [ValuePBS.org](http://ValuePBS.org).

## **Survey Methodology**

This survey was developed by PBS and conducted by phone, including landlines and cell phone-only homes within the United States, by Marketing & Research Resources Inc. (M&RR) on behalf of PBS from January 3-10, 2017, among 1,002 adults ages 18 and older. The sample included 484 men and 518 women. Survey results are weighted to be nationally representative of the U.S. adult population.

For complete survey methodology, please contact Jennifer Rankin Byrne, PBS Corporate Communications, [jrbyrne@pbs.org](mailto:jrbyrne@pbs.org) or 703-739-5487.

## **ABOUT PBS**

[PBS](http://PBS), with nearly 350 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and digital content. Each month, PBS reaches nearly 100 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. Decades of research confirms that PBS’ premier children’s media service, PBS KIDS, helps children build critical literacy, math and social-emotional skills, enabling them to find success in school and life. Delivered through member stations, PBS KIDS offers high-quality educational content on TV – including a new 24/7 channel, online at [pbskids.org](http://pbskids.org), via an array of mobile apps and in communities across America. More information about PBS is available at [www.pbs.org](http://www.pbs.org), one of the leading dot-org websites on the internet, or by following [PBS on Twitter](#), [Facebook](#) or through our [apps for mobile and connected devices](#). Specific program information and updates for press are available at [pbs.org/pressroom](http://pbs.org/pressroom) or by following [PBS Pressroom on Twitter](#).

## **ABOUT WEDU PBS**

WEDU is West Central Florida’s leading PBS station reaching 16 counties through media platforms including on-air programming and online experiences that broaden horizons, transport and transform and open gateways to new ideas and new worlds. Financially supported by the community, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-media platforms including: television programming, station website, [www.wedu.org](http://www.wedu.org) and various social media platforms, monthly member magazine *Premiere*, educational outreach activities and a myriad of special events. WEDU’s focus on the local community has resulted in the station being regarded as a beacon of trust for men, women and children of every walk of life no matter their age, ethnicity or socio-economic status. WEDU is a treasured community resource; a window to the world for the homebound and a vital educational source for the youngest members of society. WEDU prides itself on its position in the Tampa Bay community as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America (Marketing & Research Resources, Inc. M&RR, January 2017). For more information, program schedules or to support WEDU visit [www.wedu.org](http://www.wedu.org); WEDU Public Media on Facebook and Twitter (@wedupbs) or call (813) 254-9338.

## **ABOUT MARKETING & RESEARCH RESOURCES, INC. (M&RR)**

Since 1989, M&RR has served businesses nationwide with comprehensive market research — vital to decision-making. Renowned within their industry, M&RR serves America’s major consumer product manufacturers, service companies and advertising agencies with research strategy and design, data collection, analysis and reporting. Each year, M&RR fields hundreds of telephone, mail and internet-based studies involving more than 1,000,000 respondents.

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