

# TRUST ON WVIA

Be more



PBS



## 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.<sup>1</sup>

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

<sup>1</sup> 2009 GfK Roper Public Affairs & Media survey

### PBS & TRUST

HOW MUCH DO 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).

