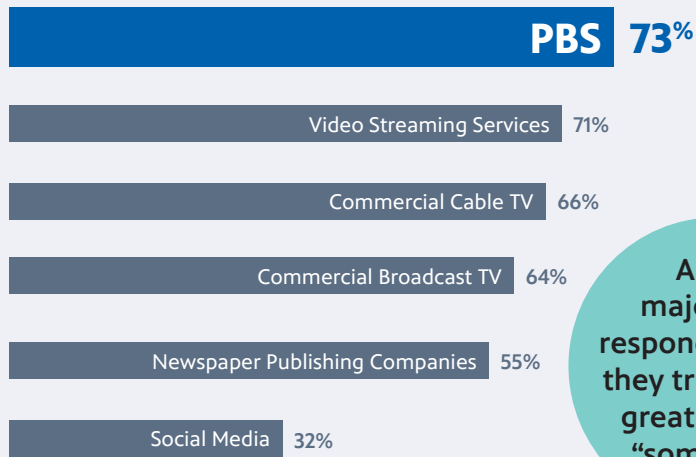




## TRUSTED BRAND... Measurable Impact, Essential Information

At a time when public trust in national institutions is eroding, confidence in PBS remains strong. For the 18th year in a row, Americans have ranked PBS the most-trusted nationally known institution (*M&RR* 1/2021).

For the 19th year in a row, Americans Rank  
**PBS as the most-trusted media institution.**



A vast majority of respondents said they trust PBS “a great deal” or “somehwat”

Graphic indicates “agree strongly” and “agree somewhat.”

### LARGEST STAGE

- Each year, PBS offers more than 500 hours of Arts and Cultural programming, ensuring the world of music, dance, and art remain available to all

### LARGEST CLASSROOM

- PBS educational media and resources helps prepare children for success in school and opens up the world to them in an age-appropriate way

### WINDOW TO THE WORLD

- Ranked #1 in public trust and most trusted news and public affairs PBS is a leader in addressing important issues

#### PBS Reno

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