



### Harper's Essay: Talking Points

- The lengthy essay published in the October issue of Harper's magazine is filled with many basic errors and omissions.
- According to an annual study, the American people named PBS and local PBS stations the most trusted public national organization 11 consecutive times.<sup>1</sup>
- Ms. Williamson does not mention that in 2014 alone PBS programs won 12 Peabody Awards, more than any other broadcast network. PBS programming was also nominated for 43 News and Documentary Emmys this year, more than any other organization.
- Also missing is that PBS has the 6th largest primetime audience among all broadcast and cable networks through July for the current 2013-'14 season, up from #12 two seasons ago.
- Nielsen data also shows that the demographic breakdown of PBS' full-day audience reflects the overall U.S. population with respect to race/ethnicity, education and income and that in the course of a year, nearly 90% of all U.S. television households tune in to their local PBS station.
- These facts paint a much different picture of a vibrant and valued PBS enjoyed by all Americans.

<sup>1</sup> The 2014 Public Opinion Poll was conducted by ORC International's CARAVAN on behalf of PBS from January 9-12, 2014 among 1,004 adults ages 18 and older.

###