# About PBS NEWSHOUR

**Weekdays, 7/6c**

For more than 40 years, millions of Americans and citizens of the world have turned to the PBS NEWSHOUR for the solid, reliable reporting that has made it one of the most trusted news programs on TV. Anchored by managing editor, Judy Woodruff, and with a team of seasoned and highly regarded journalists, PBS NEWSHOUR continues to provide in-depth, straightforward analysis of current events.

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### PBS viewers are hard to reach on other networks:

Among Primetime viewers that watch PBS...

<table>
<thead>
<tr>
<th>Network</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNBC</td>
<td>85% do not watch</td>
</tr>
<tr>
<td>CNN</td>
<td>66% do not watch</td>
</tr>
<tr>
<td>Fox News</td>
<td>68% do not watch</td>
</tr>
</tbody>
</table>

Source: 2018 GfK MRI Doublebase; Weighted by: Population Projections relatively unstable, use with caution.

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**PBS NEWSHOUR WAS RATED MOST “CREDIBLE” AND “OBJECTIVE” AMONG WEEKDAY (AND ALL) SERIES FOR OPINION LEADERS.**


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**Pbs Programs are viewed as Unbiased by Opinion Leaders**

Four of the top 10 most “objective” television sources that reach opinion leaders were PBS programs.


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Judy Woodruff, anchor of PBS NEWSHOUR
Why Sponsor?

A PBS NEWSHOUR sponsorship enables you to visibly support WHRO, a community asset with viewers, who are affluent, influential, and actively invested. Four out of the top ten most “credible” television sources that reach opinion leaders are PBS programs and PBS NEWSHOUR ranked #1. In a world that is increasingly polarized, viewers value PBS NEWSHOUR for its straightforward reporting. While peer programs’ ratings have been in decline, PBS NEWSHOUR’s audience engagement across all platforms increased dramatically due to its credibility and commitment to facts. Aligning your brand with this trusted, credible, objective news sources allows you to create an association with excellence, goodwill, and the community which will help you build loyalty and trust among an audience that you desire and is difficult to reach on any other program.
DON'T LET YOUR MESSAGE GET BURIED! WITH OVER 15 TIMES FEWER SPOTS THAN COMMERCIAL AND BROADCAST TV, YOUR MESSAGE STANDS OUT ON PBS!

COMPARE PBS NEWSHOUR ON PBS TO HARDBALL WITH CHRIS MATTHEWS ON MSNBC

9/21/2016 @ 7 PM PBS NEWSHOUR
9/22/2016 @ 7 PM MSNBC'S HARDBALL WITH CHRIS MATTHEWS