



Maine Public Broadcasting Network

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The Maine Public Broadcasting Network Announces PBS KIDS Survey Results

National Research Again Confirms PBS KIDS as the Most Educational TV/Media Brand, the Safest On-Air and Online Destination for Children and the Top Provider of Content That Helps Children Learn Reading and Math

(Portland/Bangor/Lewiston) – The Maine Public Broadcasting Network announces the results of an independent annual national survey that evaluated sources of educational programming for children. PBS and its member stations were ranked first in trust among nationally known institutions with content geared for children.

Each year, PBS commissions research to measure its performance and value as judged by its most important stakeholder – the American public. PBS KIDS was named the most educational TV/media brand, the safest destination for children to watch television or visit online, and the top provider of content that helps children learn reading, math and essential skills. The research was conducted in January 2013 by the independent, non-partisan research firm ORC International. Full results are available at <http://to.pbs.org/most-trusted-2013>.

Key survey results included:

Eighty-eight percent (88%) agreed “strongly or somewhat” that PBS “is a trusted and safe place for children to watch television.” Fifty-one percent (51%) and 49% of respondents agreed with this statement regarding cable and commercial broadcast television, respectively.

Eighty-one percent (81%) agreed “strongly or somewhat” that PBS is “the innovator” in children’s educational media. Forty-seven percent (47%) percent and 40% of participants also applied this statement to cable and commercial broadcast television, respectively.

More than 3 in 4 respondents (78%) agreed “strongly or somewhat” that PBS “is a trusted and safe place for children to visit online,” while this statement was attributed to cable television and commercial broadcasters by only 41% and 37% of the sample, respectively.

Eighty-six percent (86%) agreed “strongly or somewhat” that PBS “helps children improve their reading and math skills.” Cable and commercial broadcast television received this rating from 51% and 43% of respondents, respectively.

“The results of this survey aren’t surprising,” stated Cory Morrissey, MPBN’s Marketing Director. “PBS KIDS programming provides Maine with enriching and valuable growth and learning opportunities that just can’t be found elsewhere. Maine parents know that the PBS KIDS programs are a great viewing option for their kids.”

The 2013 Public Opinion Poll was conducted by phone within the United States by ORC International’s DualFrame CARAVAN on behalf of PBS from January 10-14, 2013 among 1,014 adults ages 18 and older. The sample included 512 men and 502 women. The DualFrame CARAVAN is a nationally representative phone survey of adults conducted on both landlines and cell phones.

The Maine Public Broadcasting Network operates five television transmitters (WCBB-TV - Augusta - 10, WMEA-TV - Biddeford – 26, WMED-TV - Calais – 13, WMEB-TV - Orono – 12, WMEM-TV - Presque Isle – 10), and seven radio transmitters (WMEH-FM - Bangor - 90.9, WMED-FM - Calais - 89.7, WMEP-FM - Camden - 90.5, WMEF-FM - Fort Kent - 106.5, WMEA-FM - Portland - 90.1, WMEM-FM - Presque Isle - 106.1, WMEW-FM - Waterville - 91.3) reaching households in Maine, New Hampshire, Massachusetts, and Atlantic Canada. MPBN also delivers content to a worldwide audience via its website, www.mpbn.net.

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