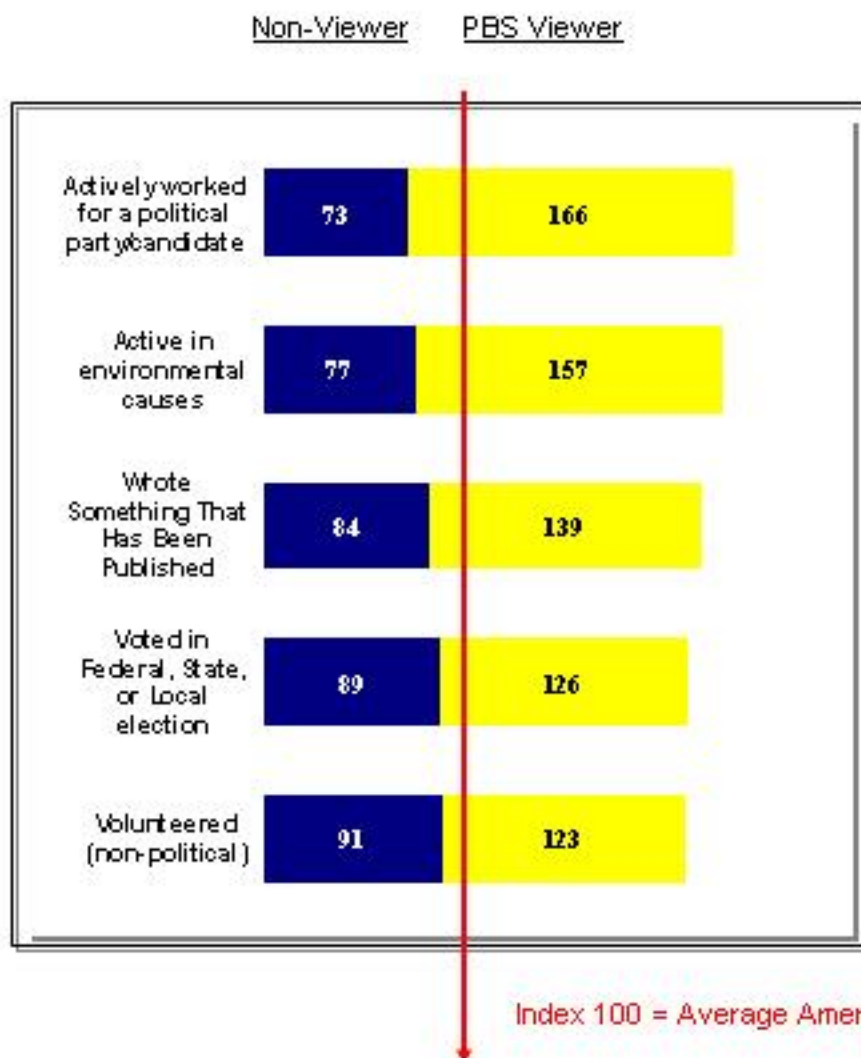




PBS

PBS Viewers are Community Leaders

PBS viewers are movers and shakers in their communities – taking part in community service, public affairs, and media. Through PBS you reach the people who matter most – opinion leaders.



Source: MRI Doublebase 2003. Index: An indicator of whether the public television audience is more or less likely to have the characteristic indicated compared with the national U.S. average

be
more