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Speakers:

**Matt Notley, Edelman
Sacramento**
Vice President



Christi Black-Davis, Edelman
Executive Vice President



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“The 2020 Edelman Trust Barometer Results: A Growing Sense of Inequity is Undermining Trust in Institutions”

Featuring a discussion on earning trust during a global pandemic and a re-examination of our country’s commitment to civil rights

Wednesday, July 8

From your Desktop

Noon – 1:00 p.m.

When Edelman released the 2020 Edelman Trust Barometer in late January it revealed that despite a strong global economy and near full employment, none of the four societal institutions we study—government, business, NGOs and media—is trusted. Then just over a month later, the Covid-19 pandemic turned our lives upside down. Edelman immediately updated the 2020 study and found that trust in all four institutions increased to record levels, especially in government, as citizens looked desperately for answers. Then in a few short months our country was overcome with the George Floyd protests and the call to end to racial inequality and injustice. Edelman went back into the field in early June and the results are unequivocal: Americans want brands to step up and play a central role in addressing systemic racism.

Please join CAPIO and SiOC for a presentation of the 20th anniversary of the Edelman Trust Barometer and a discussion on earning trust during a global pandemic and a re-examination of our country’s commitment to civil rights.

This session qualifies for:

CAPIO Certificate in Communications Credit – Community Relations and Engagement
APR Continuing Education Unit

Thank to our webinar co-host:



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All registrants are provided with a link to the recording.**