

Huddle Up



Score a touchdown for your business with *Huddle Up*.

WPSU-TV's production *Huddle Up* tackles the world of Penn State football. A football program for the fans, not the experts, *Huddle Up* provides viewers with highlights from previous games as well as a look ahead at what the Nittany Lions need to do to bring home a win each week. The program offers a fan's perspective on how the Nittany Lion team is doing and discusses what to look for in the games ahead.

Huddle Up airs at 5:30 and 10:00 p.m. on Fridays, and 10:30 a.m. on Saturdays, during the weekend of every game.

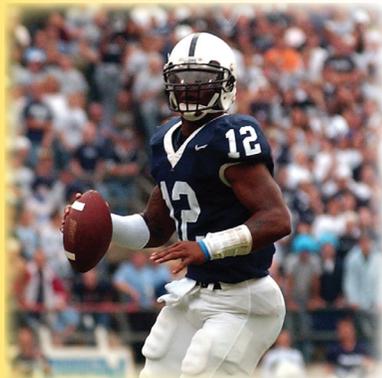


Producer-host David Price and—guests Mark Brennan of *FightOnState.com*, former Penn State fullback John Greene, and other interesting fans from the region—lead the discussion. *Huddle Up* features highlights and sound bites from head coach Joe Paterno's weekly news conference, which are used as launching points for discussion.

WPSU-TV's award-winning production team has a long track record in producing Penn State sports programming.

Be remembered by football fans:

- Recognition for underwriting includes sponsorship announcements both before and after the televised program, in addition to links from wpsu.org and inclusion in our print materials.
- High visibility, with the greatest broadcast reach in the state—twenty-nine counties, reaching more than 530,000 households.
- Markets your brand in an environment free of commercial clutter.
- Underwriting on WPSU-TV is a local investment that benefits everyone in your community.



Huddle Up

DELIVERING

Audiences That Matter

- 79%** of PBS viewers have Internet access
- 76%** of PBS viewers own their homes
- 75%** of PBS viewers will buy a product from a company they trust, even if it is slightly more expensive
- 75%** of PBS viewers have major credit cards
- MORE THAN 70%** of PBS viewers make purchases based on quality, not price
- 57%** of PBS viewers voted in the past 12 months
- MORE THAN 50%** of PBS viewers have household incomes of \$50,000 or more
- 40%** of PBS viewers intend to purchase a car in the next year

Source: Doublebase Mediemark Research Inc. (2005)

Contact

Available spots are limited. Contact **Ashear Barr** to learn how you can enhance your company's image by underwriting with WPSU.

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PENNSTATE



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