

Music from Penn State

Have your business take center stage with *Music from Penn State*.



Bright lights, big smiles, and grand performances await the audience of *Music from Penn State*. Created by WPSU-TV in collaboration with Penn State's Schools of Music and Theatre, the series highlights various musical groups and performers. Both students and faculty, including the world-renowned Castalia Trio, showcase the high-quality performances happening at Penn State.



The series provides a unique opportunity for more than 530,000 homes in the WPSU-TV viewing area to enjoy magical nights of local music. In one installment, the viewers watch as talented Penn State musical theatre students perform in front of a live audience in WPSU-TV's studio. Another program in the series features the Castalia Trio, composed of Penn State music faculty members James Lyon, Kim Cook, and Marylene Dosse, who have performed nationally and internationally. Each installment in the four-part series is interspersed with interviews from the performers and musicians, offering personal insight into the performances.

Lights, camera, action for underwriters:

- 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.



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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 Mediamark 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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