

Our Town

A program made by locals, for locals.

There is a special magic in telling the many stories of the historic towns of central Pennsylvania. Penn State Public Broadcasting's on-going production of *Our Town*, on WPSU-TV, features the heritage and spirit of our local communities as told by the citizens themselves. The series has highlighted more than three dozen communities in the region since its debut in 1996.

Based on the concept of a "day in the life" profiling the people, places, and happenings of a specific community, the series has showcased towns throughout WPSU-TV's twenty-nine-county viewing area. Each program interprets the respective town through the eyes of the people who live there. Residents take cameras provided by WPSU-TV to show the personalities and places that define their town. WPSU-TV edits the footage and puts the program together.

Several new programs are produced each year, adding to an archive that captures the spirit and beauty of central Pennsylvania. The station also works with local towns to produce *Our Town: The Kids' Cut*, with young people telling the story through their eyes.

Thanks to the contributors to the *Our Town* series, WPSU-TV reaches into the community to give viewers a sense of what it truly means to live in the towns they call home.

Communities featured include:

Altoona	Bedford	Bellefonte
Best of Our Town	Bradford	Brockway
Brookville	Clarion	Clearfield
Coudersport	Cresson	DuBois
Ebensburg	Emporium	Everett
Hollidaysburg	Huntingdon	Indiana
Jersey Shore	Johnstown	Kane
Lewistown	Lock Haven	Martinsburg
Olean, New York	Philipsburg	Port Allegany
Punxsutawney	Ridgway	Roaring Spring
Smethport	Somerset	St. Marys
State College	Tyrone	Warren
Wellsville	Williamsport	Windber



Our Town

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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