

Pennsylvania Inside Out



One of the region's only local public affairs programs, produced by your local public broadcasting station

Monday through Thursday at 5:30 p.m. on WPSU-TV

IN-DEPTH, INFORMATIVE, ENGAGING

Pennsylvania Inside Out, Penn State Public Broadcasting's exciting weeknight production hosted by Patty Satalia, David Price, and others, airs weekdays on WPSU-TV and is streamed live online at *live.psu.edu*. The program provides in-depth coverage of issues important to central Pennsylvania, with informative interviews, features, and stories that engage the heart and mind.



Pennsylvania Inside Out is one of the only local public affairs shows in central Pennsylvania. With a variety of topics and segments, such as *Where's Charlie?*, *Three-Minute Gardener*, and *Medical Minute*, the program appeals to a wide audience and keeps viewers engaged. Wrapping up the week is a roundtable discussion on Thursdays with area journalists, experts, and community leaders.

A five-minute *Weather World* segment hosted by Paul Knight, Fred Gadomski, and other meteorologists of the Weather Communications Group wraps up each program.

On Tuesdays, *Pennsylvania Inside Out* is an hour-long, live call-in program with rotating formats and hosts and is simulcast on WPSU-TV and WPSU-FM. Viewers and listeners can phone in or e-mail their questions.

Be part of central Pennsylvania's community connection, *Pennsylvania Inside Out*:

- Market your business on this exciting community-driven program.
- Ongoing series offers more viewer impressions.
- Precedes the popular *NewsHour with Jim Lehrer* in a highly viewed time slot.



Penn State Public Broadcasting

Pennsylvania Inside Out

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



WPSU-TV WPSU-FM Educational Services Creative Services Media Sales

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