

# WQLN

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# PublicMedia

TELEVISION • RADIO • EDUCATION • INTERACTIVE

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PUBLIC BROADCASTING OF NORTHWEST PENNSYLVANIA, INC.

**8425 Peach Street  
Erie, PA 16509-4788  
Phone: 814-864-3001  
1-800-727-8854  
Fax: 814-864-4077  
Web: [www.wqln.org](http://www.wqln.org)**

**WQLN TV**

**WQLN Radio**  
FM 91.3, Erie

Member Station





## Why Sponsor Programming on WQLN?

### Your Message is Noticed and Uncluttered

There is no clutter on public broadcasting. We have a limited number of messages per break.

### Be in Good Company

A business is known by the company it keeps—and WQLN offers some of the best. Your name is associated with the quality and reputations of the likes of Gwen Ifil, Bob Edwards, Steve Inskeep, Renee Montagne, Garrison Keilor, and Jim Lehrer.

### Get the Recognition You Deserve

When you underwrite a public broadcasting program, the first and last impression the audience has identifies your company. Your corporate logo can be shown to provide clear visual identification of your company to the viewing public. The impact is positive, graphic, and lasting.

### Discriminating Viewers

The WQLN audience is highly educated, affluent, and Influential.\*

### Your Audience is a Co-Underwriter

Your target audience includes many who are also helping to support public television and radio through their membership dollars. Because of this investment, they feel a special relationship with their public broadcasting station that is unique in the industry.

### Get the Applause You Deserve

In addition to on-air credits, many underwriters acquire even greater public response by backing their program investment with promotional campaigns. Ensure maximum recognition by promoting your support with ads, billing inserts, point-of-purchase displays, employee newsletters, etc.

### Provide a Meaningful Form of Service to Your Community

As an underwriter, you support your community and its people in many ways. You make some of the world's finest performances available to all, you help provide a forum for airing different views on important issues and your support helps to expend the educational opportunities of children and adults alike through on-air and in-classroom programs.

### Philanthropy

The great philanthropist Andrew Carnegie once said, "It is more difficult to give money away intelligently than to earn it in the first place." When businesses, corporations and foundations support WQLN, they can see how their money is being spent: hour after hour of remarkable musical performances, insightful news and public affairs programs, exciting nature shows, humorous and enlightening and stimulating radio programs plus very special educational and learning programs for children. WQLN inspires dreamers and stretches the limits of public media. You can see and hear it happening.

**Overall, NPR listeners are 88% more likely to buy products and services from companies that support public radio than from companies that advertise on commercial radio.\***

\*Information from ICR, EXCEL Omnibus, Interviews with 1000 U.S. Adults, "Listeners Opinions of Corporate", May 2001.



## Local WQLN Underwriters

A. Caplan Company  
AEG Live  
Allburn Florists  
Armanini & Kolodychak, LLP  
Amone & Sons  
Arthur Phillips Charitable Trust  
Arts Erie  
Bensur Creative Marketing Group  
Bilicki Law Firm, P.C.  
Black School of Business  
Brevillier Village Housing and Healthcare  
Burger King  
Burton Funeral Homes and Crematory, Inc.  
Career Concepts  
Cattaraugus County Arts Council  
Center for E-Business and Advanced IT  
Chautauqua County Visitor's Bureau  
Community Blood Bank  
D'Angelo Performing Arts Center  
Edinboro University of PA  
Ehrlich  
Emil M Spadafore Jr Esq  
EMTA  
Erie Audiology, Inc.  
Erie Business Center  
Erie Cemetery Association  
Erie Community Foundation  
Erie Free Taxes  
Erie General Electric Federal Credit Union  
Erie Homes for Children and Adults  
Erie Insurance Group  
Erie Philharmonic  
Erie Playhouse  
Erie School District  
Friends of the Erie County Library  
Gannon University

Gannon University/College of H, B, and Ed  
Geiger and Sons Monuments  
Great Lakes Construction  
Hand and Upper Body Rehabilitation Center  
Horstman and Sons Country Store  
Infinity Resources Inc  
J L Nick & Associates Inc  
Jefferson Educational Society  
Knox McLaughlin Gornall Sennett PC  
LECOM  
Lillis, McKibben, Bongiovanni, & Co  
Loesel-Schaaf Insurance Agency  
Logistics Plus Inc  
Lord Corporation  
Loyal Christian Benefit Association  
MacDonald, Illig, Jones, & Britton  
Marquette Savings Bank  
McCormick Coffee Company  
Mercyhurst College  
Millcreek Sewing & Fabric  
NAC Enterprises  
Nash Chiropractic Health Care  
National Fuel Gas  
OSU- Fisher College of Business  
Papa Advertising, Inc  
Parkside Senior Living Communities  
Penn State Erie  
Perseus House  
Plyler Overhead Door Company  
PNC Bank

Private Client Group at National City Bank  
Quinn, Buseck, Leemhuis, Toohey, & Kroto  
Ralph Miller Jewelers  
Reading Now  
Rees Foundation  
Retirement Services of Erie LLC  
Rick Weaver Buick, Pontiac, GMC  
Romolo Chocolates  
Saint Vincent Health System  
Schaffner Knight Minnaugh  
Schultz Furniture Superstore  
Scotts Miracle-Gro  
Sean Sullivan CPA  
Smith Provision Company, Inc.  
Springhill Senior Living Community  
Strategy Solutions Inc  
Team Hardinger Transportation  
The Achievement Center  
The Catholic Foundation  
The McDonald Group  
The Pufferbelly  
The Regional Cancer Center  
Thiel College  
Today's Interiors  
Transportation Equipment Supply Co  
Troyer Farms/Bickels Snacks  
United Way of Erie County  
Urban Engineers of Erie  
Vantage Holding Company LLC  
Velocity Network  
Waldameer Park & Water World  
Welders Supply Company  
Western PA School for the Deaf  
Western Pennsylvania Conservancy  
Whole Foods Cooperative  
Yaple's Sewing Center

As of January 2010



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Member Station





## WQLN Viewers • TV 54

WQLN serves Northwestern Pennsylvania, Western New York, Eastern Ohio, and Southwestern Ontario.

342,600 Total U.S. TV Households\*  
331,000 Women 18+ years of age (includes 140,000 working women)  
301,000 Men 18+ years of age  
113,000 Children age 2-11  
Total of 822,000 potential viewers  
\*Nielsen Station Index February 2003

675,000 Total Canadian TV Households\*\*  
\*\*Based on Estimated Population of viewing areas.

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5,672 Average Viewers Each Day\*\*\*  
2,284 Women 18+ years of age (includes 966 working women)  
2,083 Men 18+ years of age  
532 Teens age 12-17  
780 Children age 2-11  
\*\*\*Based on an overall average quarter hour rating of .69% Trac Sweep Report 2/03

10,768 Average Viewers during Prime Time\*\*\*\*  
4,336 Women 18+ years of age  
3,943 Men 18+ years of age  
1,009 Teens age 12-17  
\*\*\*\*Based on an average prime time quarter hour rating of 1.31% Trac Sweep Report 2/03

Over 10,000 Members in U.S. and Canada

***Despite the number of  
directly competing  
cable channels, the  
viewers of public  
television remain  
loyal.***



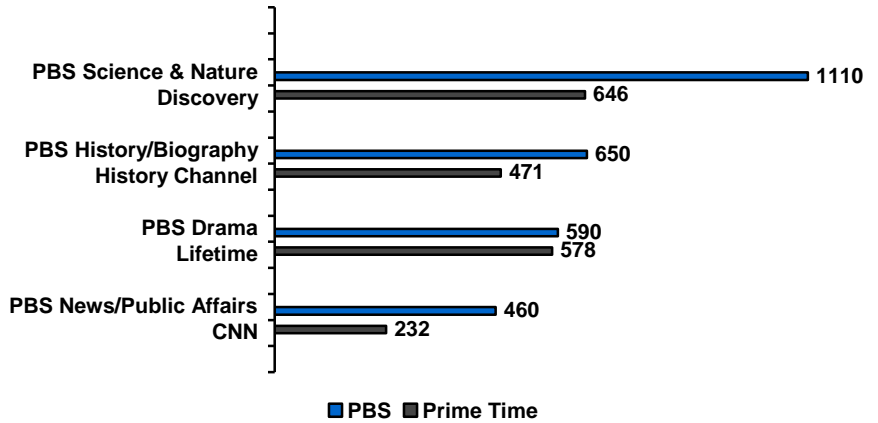
## PBS • TV 54

PBS Sponsors are Remembered

PBS delivers greater impact and viewer recognition. With more programming minutes per hour than any other TV network, PBS delivers your sponsor message in the program-rich, clutter free environment that our viewers have come to expect and appreciate.

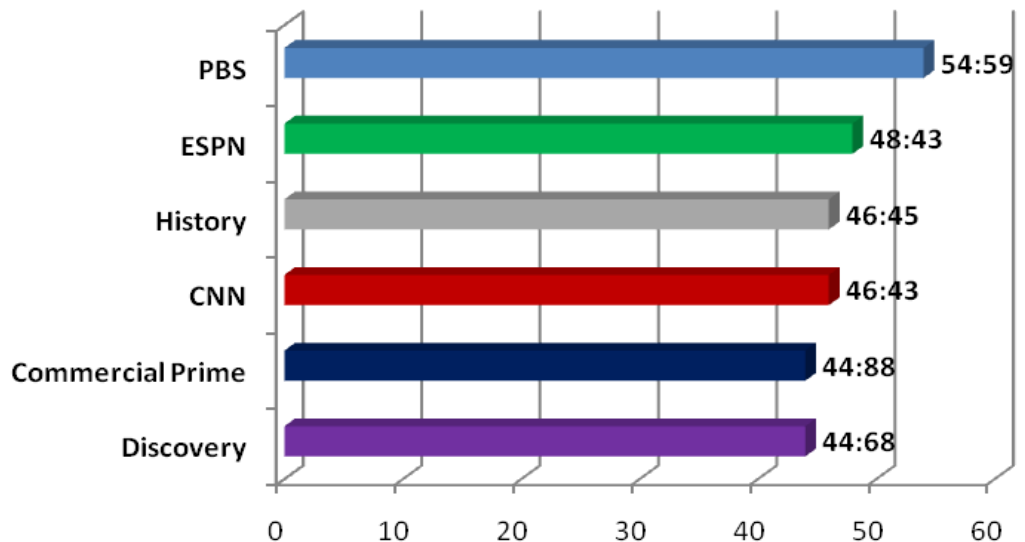
- PBS sponsors are part of our extended family, and our loyal viewers appreciate them.
- Sponsor messages are category-exclusive and immediately precede and follow uninterrupted programs.

PBS Beats Other Networks in All Genres\*



When ratings for PBS programming genres are compared to those of providers of similar content, PBS comes out ahead time and time again.

Programming Minutes Per Hour \*



**PBS reaches 99% of households with reception.\***

\*Information from PBS Nielsen Television Audience 2007.



## PBS TV 54

### Financially Sound, Affluent, and Influential

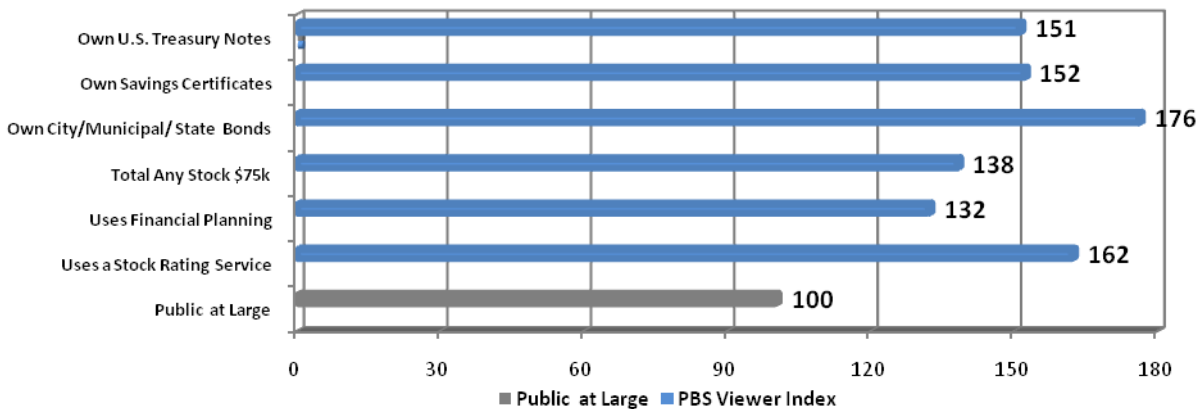
PBS viewers are savvy investors who manage their hard-earned money carefully. From home-ownership to stock market activity to their insurance policies, PBS viewers select a diverse investment portfolio to ensure financial growth and stability as well as to protect their property.

When there is a specific audience to reach, WQLN can be your fastest route. WQLN delivers highly educated, affluent, and influential targeted segments.

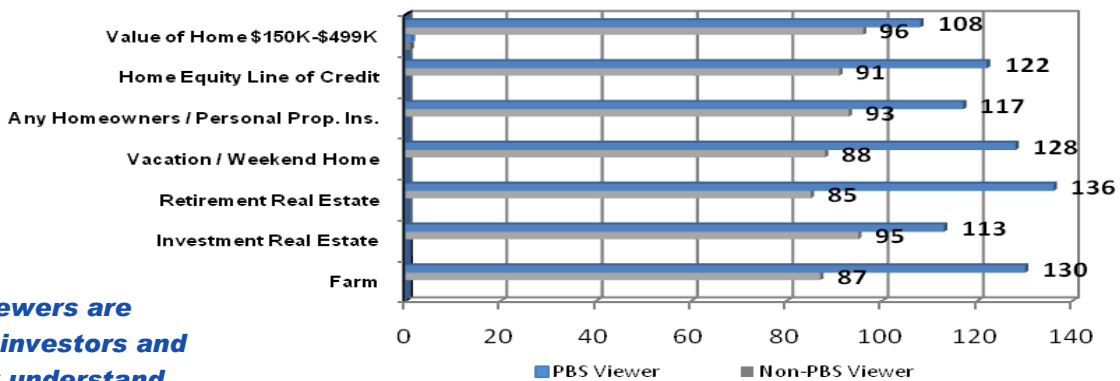
The Television Audience 2007 report published by The Nielsen Company found that PBS is viewed more than any other cable network by the heads of affluent and millionaire households, with viewership at least 10% higher than any other competitor. In this same audience

- 74% own their own home
- 54% are more likely to own \$150K+ in stocks
- 35% are members of a charitable organization
- 26% hold a doctorate degree

#### Investment & Financial Services



#### Insurance & Real Estate



***PBS viewers are active investors and clearly understand the variety of ways in which their money can work for them.***

\*Information compiled from PBS 2006 Doublebase Mediamark Research Inc.



## PBS • TV 54

### The Power of PBS Children's Programming

PBS is especially proud of its children's programming. 74% of mothers would purchase products & services from a company that sponsors PBS Kids programming.\*

Run of KIDS schedule and program specific sponsorships are available.

### The Very Best in Children's Programming Including:



#### Arthur

Arthur teaches youngsters how to cope with everyday issues.

#### Between the Lions

Explores all types of books, themes such as: music, poetry, adventure, jokes and more.

#### The Cat in the Hat...

Sparks a love of learning and an interest in science in preschool-aged children.

#### Clifford

Learn to play fair and get along with each other, in school, and at home.

#### Curious George

Introduces preschoolers to key concepts in science, engineering, and math.

#### Dinosaur Train

Dinosaur Train encourages basic scientific thinking and skills as the audience learns about life science, natural history, and paleontology.

#### The Electric Company

Entertains children between the ages of 6 and 9 while simultaneously teaching four crucial areas of literacy that are challenging for struggling readers.

#### Fetch w/ Ruff Ruffman

Teaches teens problem solving skills, teamwork, and science with a hot new reality show feel.

#### Martha Speaks

This delightful dog teaches children how to vocalize, verbalize, articulate, and proclaim the English language properly.

#### Sesame Street

Fun characters show children that learning can be fun.

#### Sid the Science Kid

This kid has questions and explores the world of everyday science to find the answers.

#### Super Why!

A series designed to help kids ages 3 to 6 with alphabet skills, word families, spelling, comprehension, and vocabulary skills they need to learn and love to read.

#### WordWorld

Introduces literacy concepts that preschoolers will encounter as they become readers, such as sounding out letters and rhyming.



**Moms spend \$1.6 trillion dollars each year.\***

\*Nielsen Television Audience 2007



## PBS • TV 54

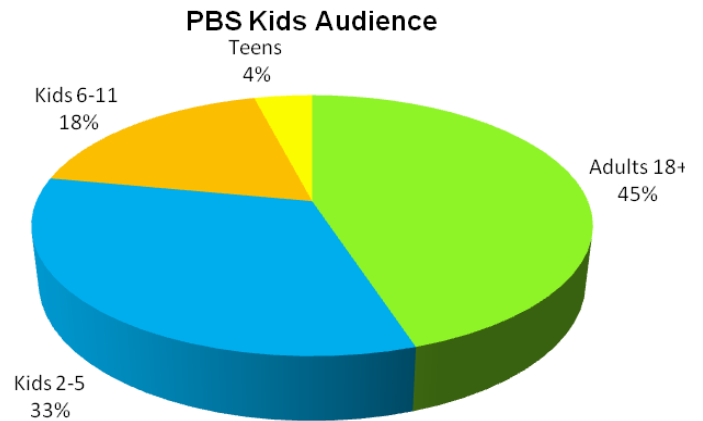
### The Power of PBS Children's Programming

#### Parents are Watching PBS Kids

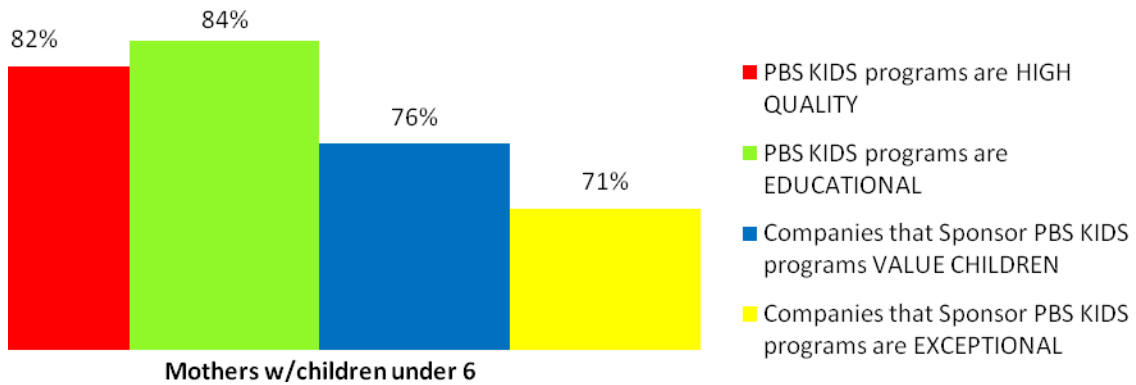
Over 40% of the PBS Kids audience is adults 18+

In the Nielsen Television Audience 2007 poll:

- 47% of mothers watch PBS KIDS programming with their children at least half of the time.
- Moms control 80% of household spending. This not only includes everyday items, but also purchases in areas of finance, automobiles, home improvements, and more.
- Moms spread product information through word-of-mouth at schools, hobbies, clubs, and community groups.



#### Mothers Highly Value Sponsors of PBS KIDS and PBS KIDS Programming



**Moms are looking for products that connect to their families, enrich their children's lives, and understand their needs.**

\*Nielsen Television Audience 2007



## PBS TV 54

### Travel, Entertainment, and Automotive

PBS viewers are interested in the world around them. From airline tickets to theater, and from cruises to trains, PBS viewers like to travel in style. PBS members and viewers are more likely to spend money on vacations, entertainment, traveling to foreign countries, and cruises than the average U.S. adult

<i><b>The Public Television Audience: Travel, Entertainment and Automotive</b></i>	<i><b>PBS Viewers</b></i>
<b>TRAVEL</b>	
3+ foreign trips by plane	118
Spent \$5,000+ on domestic vacation past year	118
3+ domestic trips by plane	108
Foreign trips on cruise ship in the last year	118
<b>ENTERTAINMENT</b>	
Visit a museum in past year	143
Enjoy bird watching	177
Visit a live theater in past year	130
<b>AUTOMOTIVE</b>	
Spent \$30K+ on car when purchased	105
Bought new domestic car in the last 12 months	108
Belong to an auto club	120

***Exploring both  
foreign and domestic  
locations, PBS  
viewers are ready to  
travel in style.***

\*Information compiled from PBS 2006 Doublebase Mediamark Research Inc.



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## WQLN Radio

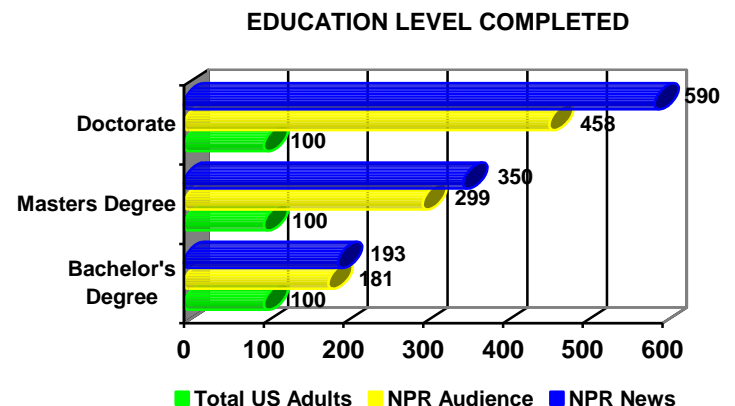
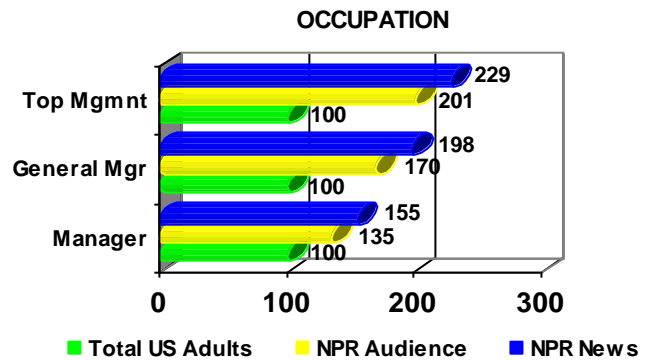
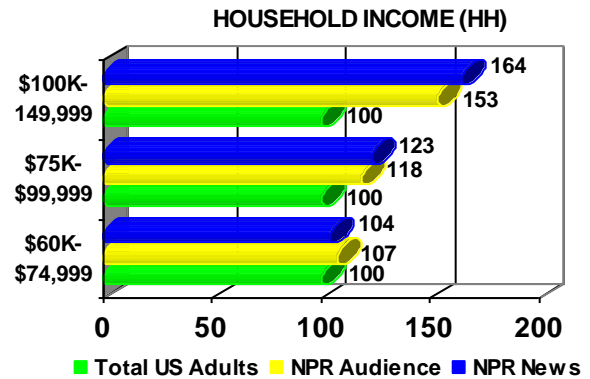
### A Distinguished Audience

The public radio audience is set apart by their high degree of educational and professional achievement. As affluent, educated professionals who participate in their communities, NPR listeners present an attractive audience for underwriters. Additionally, most NPR listeners (63%) are in the 25-54 age group -- the same group that includes desirable baby boomers.

- NPR households are more affluent, with median annual incomes of \$69,026 compared with the national average of \$51,466.
- NPR listeners are more than twice as likely to have attained a bachelor's degree and three times more likely to have attended graduate or professional school.
- NPR listeners are more likely to have supervisory authority and to have made company purchases.

In 2005, 71% of NPR listeners voted in local, state, or federal elections. In fact, total listeners exceeded the national benchmark for every public activity surveyed.

***The second largest listener group (32%) is the "Cultural Nesters", who enjoy reading, gardening, cooking, and entertaining at home.***



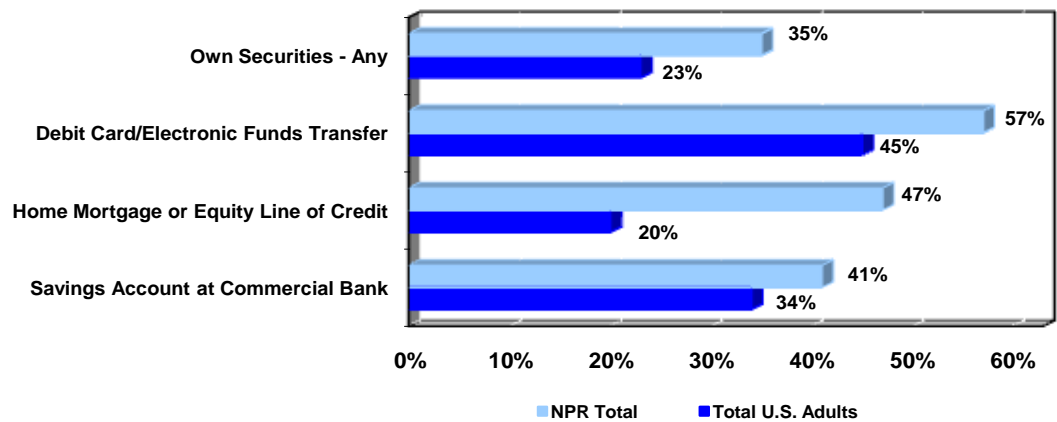
## WQLN Radio

### Financial Services

Retirement looms large in the minds of NPR listeners, many of them aging baby boomers. The concern for their future financial well being, when combined with their affluence, makes them attractive prospects for many types of finance and investment services. Financial asset management companies will find NPR listeners are a very receptive audience.

- 70% of NPR listeners use some type of banking service, compared to 60% of average Americans.
- 79% of the NPR audience owns any type of credit card compared to 69% of average Americans.
- 87% more likely to have an IRA account.\*\*

**BANKING SERVICES AND CURRENT INVESTMENTS\***



***NPR listeners invest their money and take advantage of the services offered by banks and investment houses.***

\*Information from the National Public Radio Profile July, 2006.  
\*\*Information from NPR Car Talk / MRI Doublebase 2007

## Jazz and Blues Programming Schedule

Listen 7 days a week!

Special combination packages available

<b>Monday -Thursday</b>	<b>JazzFlight</b> Rob Hoffman has created a contemporary jazz program with international flavor. <i>JazzFlight</i> features music by jazz artists who trace their roots to the greats of the 1960's as well as cutting-edge Jazz infused with African, Latin, and other world rhythms – the music of contemporary jazz artists. (Local Program)	<b>9:00 pm – 11:00 pm</b>
<b>Friday</b>	<b>Bop 'N The Blues</b> Every Friday evening, Al Lubiejewski invites you to board the blues train and travel with him on the back roads to the places where the blues have a home. (Local Program)	<b>8:00 pm – 10:00 pm</b>
	<b>Shadows and Moonbeams</b> Pauline Garvin provides a gentle journey into “space” music, a style of music that has become very popular and which many listeners find relaxing. (Local Program)	<b>Midnight – 1:00 am</b>
<b>Saturday</b>	<b>Saturday Swing Session</b> Traditional Jazz fans love this show as Bill Garts offers his listeners music by big bands and small combos including Tommy Dorsey, Glenn Miller, Scott Hamilton, and Wynton Marsalis. (Local Program)	<b>8:00 pm – 10:00 pm</b>
	<b>Lush Life</b> A Jazz enthusiast since childhood, Aubrey Dillon hosts a Jazz program with an emphasis on a mellow mood, as well as music rooted in gospel and blues. (Local Program)	<b>10:00 pm – Midnight</b>
<b>Sunday</b>	<b>Jazz, Ballads, and Blues</b> This program features real American jazz from the 40's to the 70's hosted by Al Lubiejewski. (Local Program)	<b>7:00 pm – 9:00 pm</b>
	<b>Jazz Block</b> Sunday Night Jazz with Phil Atteberry, The Third Set with Gary Finney, and The Jazz Cruise with Kathy Carducci are the three newest, locally produced jazz programs. Each host has their own style; all hosts choose the music that our listeners love! (Local Programs)	<b>9:00 pm – Midnight</b>

### Additional WQLN Radio Local Volunteer Programming:

**Deep Blue with Jason Gibbs – Friday 10 pm – 12 am**

**Music of Faith with Peter van den Honert – Sunday at 7 am**



## What is a Credit?

A credit is an on air audio/visual message that informs listeners/viewers about your company, products, and services.

- 10-second credits are available on radio and 15-second credits are available on television
- Non-profit organizations with 501c3 exemption may air 30-second public service announcements

Credits appear at the opening and/or close of a program  
Credits may air on a specific program and time or during a run-of-schedule.

All Credits are subject to WQLN, FCC, PBS, and NPR Guidelines.

Credits may include:

- Graphical presentation of your company's name, location and/or logo
- Graphical presentation of your phone number and/or web address
- Video and photos of your place of business
- Description of products/services offered
- Employees in action (talent release needed)

Credits may not include:

- Comparative descriptions comparing products and services to competitors products and services
- Qualitative descriptions (largest selection or lowest prices)
- Pricing information
- Calls to action (Call now; Come to see us, visit, etc. . .)
- Inducements to buy, sell, rent, or lease
- Personal testimonies by spokesperson



## WQLN Mission Statement

People are transformed and lives are enriched when compelling ideas challenge them.

As a partner with the community, WQLN is committed to building and maintaining bridges that foster the transformation of lives through a diverse array of educational, informative, engaging, inspiring, and creative broadcast programs and services which stimulate the empowerment of the community through an insightful and enriching exchange of views.

Adopted September 2005

## WQLN Vision Statement

WQLN Public Media envisions a community engaged in meaningful dialog that enriches our understanding of the world around us. This dialog will find its inspiration in content gathered by WQLN and its community members and delivered through traditional and new media platforms. While focusing on our home community, WQLN seeks to include anyone in a respectful exchange of ideas.

WQLN will be recognized as a critical resource to our community based on excellence in content aggregation, loyalty to the community, and commitment to providing programs and services that are educational, respectful, engaging, and inspiring.

Adopted April 2008