PUBLIC BROADCASTING OF NORTHWEST PENNSYLVANIA, INC.

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### Radio

**Suggested Annual Support Levels**

12 second “Thank You” messages

<table>
<thead>
<tr>
<th>FM ( # of Thank You messages)</th>
<th>TIME SPECIFIC</th>
<th>ROTATOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime - NPR News 5 – 9a, 4 – 7p M-F (260)</td>
<td>$4,160</td>
<td>$3,640</td>
</tr>
<tr>
<td>Prime - Car Talk 10 – 11a Sat (52)</td>
<td>$1,500</td>
<td>$1,350</td>
</tr>
<tr>
<td>Classics with Brian 9a – 3p M-F (260)</td>
<td>$3,120</td>
<td>$2,600</td>
</tr>
<tr>
<td>Evening/Jazz &amp; Blues 7 – 11p (260)</td>
<td>$2,340</td>
<td>$2,080</td>
</tr>
<tr>
<td>Overnight - Beethoven 11p to 5a; to 7a on Sat &amp; Sun (260)</td>
<td>$1,560</td>
<td>$1,300</td>
</tr>
<tr>
<td>Weekend (Except Car Talk) 7a – 11p Sat or Sun (52)</td>
<td>$624</td>
<td>$520</td>
</tr>
<tr>
<td>Full Rotator 5a – 11p (260) Prime and Program Specific contracts place in schedule first</td>
<td>$2,600</td>
<td></td>
</tr>
</tbody>
</table>

**PRIME**
- Morning Edition
- All Things Considered
- Car Talk

**EVENING**
- On Point

**JAZZ & BLUES**
- JazzFlight
- Bop N’ The Blues
- Saturday Swing Session
- Lush Life
- Jazz, Ballads & Blues

**WEEKEND**
- We Question and Learn
- Whad’ya Know?
- This American Life
- Weekend Edition
- Plus many more...

### Television

**Suggested Annual Support Levels**

15 second “Thank You” messages

<table>
<thead>
<tr>
<th>TV ( # of Thank You messages)</th>
<th>KIDS (all day)</th>
<th>PRIME (6 – 11p)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time specific (260)</td>
<td>$3,640</td>
<td>$6,760</td>
</tr>
<tr>
<td>Rotator (Kids or Prime) (260)</td>
<td>$3,120</td>
<td>$5,720</td>
</tr>
<tr>
<td>Full rotator (Kids &amp; Prime) (260)</td>
<td>$5,200</td>
<td></td>
</tr>
</tbody>
</table>

**PRIME**
- NewsHour
- Nightly Business Report
- Antiques Roadshow
- NOVA
- This Old House
- Lawrence Welk
- Masterpiece
- Plus many more...

**KIDS**
- The Cat in the Hat
- Clifford the Big Red Dog
- Curious George
- Sesame Street
- Super Why!
- Plus many more...

$2,500 minimum with full video production

$1,500 minimum with stills

### Non Profit PSA

30 second messages

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio: 6p – 11p</td>
<td>$39 ea</td>
</tr>
<tr>
<td>Rotator 5a – 11p</td>
<td>$35 ea</td>
</tr>
<tr>
<td>Television: $2,500 min</td>
<td></td>
</tr>
<tr>
<td>Rotator 6a – 11p</td>
<td>$45 ea</td>
</tr>
</tbody>
</table>
THANK YOU TO THESE UNDERWRITERS:

A. Caplan Company
Allegheny College
American Association of University Women
Anderson Coach and Travel
Andriaccio's Restaurant
APSCUF
Aqualuxe Bath Showroom
Aqua PA
Arlene H. Smith Charitable Foundation
Art in the Wilds
Arthur Phillips Charitable Trust
Ash-Medical Center
Austin & Taylor Home Furnishings, Inc.
Bear Creek Farm Bed and Breakfast
Bonnell's Auto Group
Brazil's on Main
BreVilier Village Housing and Healthcare
Burk King
Burton Funeral Homes and Crematory, Inc.
Chautauqua County Visitor's Bureau
Cleveland Museum of Art
Conneaut Area Chamber of Commerce
Conneaut Dairy Queen
Conneaut Port Authority
Conneaut Savings Bank
Corry Community Foundation
Corry Lumber
Corry Manor Nursing Home, LICF, Inc.
Corry Memorial Hospital
Corry Redevelopment Authority
Crotty Chevrolet Buick
Cunningham Chrysler Dodge Jeep of Edinboro
Cunningham's of North East
Custom Audio
Dahlkemper Landscape Architects & Contractors
Distributed Network Software, LLC
Doctor Eric Mizuba
E E Austin & Son, Inc.
Edinboro Lake Watershed Association
Edinboro University of PA
Ehrlich
Emil M Spadafore Jr Esq
Erie Arts & Culture
Erie Audiology, Inc.
Erie Bank
Erie Business Law
Erie Cemetery Association
Erie County Gaming Revenue Authority
Erie Day School
Erie Federal Credit Union
Erie Homes for Children and Adults
Erie Insurance Group
Erie Philharmonic
Erie Reader
Erie Times-News
Friends of the Erie County Library
Gerlach's Garden & Power Equipment Center
Goodell Gardens
Great Lakes Construction
Hamot Health Foundation
Healthcare Ventures Alliance
Highmark Health Plan
Infinity Resources Inc
J.J. Wurst Landscaping and Garden Center
James A. Harris Funeral Home
Jefferson Educational Society
Knox McLaughlin Gornall Sennett PC
Lake Shore Country Club
Larose Floral Design
LECOM
Library Bar & Grill
Lillis, McBbben, Bongiovanni, & Co
Loesel-Schaf Insurance Agency
London Civic Centre Corporation
Lord Corporation
M J Surgala Trust/Mary Lincoln
MacDonald, Illig, Jones, & Britton
Marquette Savings Bank
Martin Farrell
Mazza Five & 20
 McDowell Intermediate H.S. Drama Club
Mercyhurst University
Mill Creek Coffee Company
NAC Entertainment
Nash Chiropractic Health Care
National Fuel Gas
North Shore Arts Alliance
Northwest Savings Bank - Corporate
PA Cyber Charter School
Penn State Erie - The Behrend College
Pennsylvania Human Relations Commission
Perseus House
Phyler Overhead Door Company
PNC Bank
Presbyterian SeniorCare Network-Erie
Presque Isle Printing Services, LLC
PSEA
Retirement Services of Erie, LLC
Ronald McDonald House Charities of Erie
Rossbacher Insurance Service
Saint Vincent Health System
Scott Enterprises
Sean Sullivan CPA
Springhill Senior Living Community
Steadman Law Office
Strategy Solutions Inc
Summer House Cafe
SUNY Fredonia School of Music
Ta Da Quilting Studio
The Achievement Center
The Catholic Foundation
The Grape Discovery Center
The John Henne and Sarah Henne Rees Foundation Trust
The Milton Hershey School
The North East Community Foundation
The Parkview
The Regional Cancer Center
Town Ballroom
Traditions Unlimited
Transportation Supply Co
University Hospitals Conneaut/Geneva
UPMC Health Plan
Vantage Healthcare Network, Inc
Villa at the Lake
Waldamear Park & Water World
Welders Supply Company
Wesbury
Western Pennsylvania Conservancy
White Turkey Inn
Whole Foods Cooperative
Widget Financial
William T Spaeder Company Inc.
Wingate by Wyndham Hotel
Zebro's Harbor House

As of January 2017
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:

Odd Squad Mon-Fri
Designed to help kids 5-8 learn math.

Daniel Tiger’s Neighborhood Mon-Sun
Animated series teaches school-readiness and social-emotional learning, and offers a musical strategy for parents and children to use together.

Thomas & Friends Mon-Fri
The series follows the adventures of Thomas, a cheeky little Tank Engine.

Splash and Bubbles Mon-Fri
This animated series is designed to teach children aged 4-7 about marine life and the ocean and help them build social-emotional skills.

The Cat in the Hat… Mon-Fri, Sat & Sun
Sparks a love of learning and an interest in science in preschool-aged children.

Curious George Mon-Fri, Sat & Sun
Introduces preschoolers to key concepts in science, engineering, and math.

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

Peg + Cat Mon-Fri, Sat & Sun
In every episode Peg and Cat find themselves in the middle of a word problem. They are funny, messy crises that Peg and Cat have to solve themselves.

Sesame Street Mon-Fri
Fun characters show children that learning can be fun.

Super Why! Mon-Fri, Sat & Sun
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.

Wild Kratts Mon-Fri
Each adventure explores an age-appropriate science concept central to an animal’s life and showcases a never-before-seen wildlife moment.

Moms spend $2.4 trillion each year.*

*BSM Media, June 2011
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

Stand out from the crowd with WQLN and NPR’s *Morning Edition*.

Scan your radio dial during morning drive time and listen for programming that stands out from the rest. You’ll find it on public radio.

Mixing humor and hard news, analysis and arts for more than three decades, *Morning Edition* draws more public radio listeners than any other program. Hosts Renee Montagne, Steve Inskeep and David Greene deftly deliver the world of perspectives that radio listeners crave to jump-start their day.

NPR "news junkies" patronize the businesses that help to provide the programming they value. In fact, 68% surveyed say that their opinion of a company is more positive when they learn that it sponsors public radio. Three in five prefer to buy products from companies that support public radio.*

In public radio's uncluttered atmosphere, listeners LISTEN.

And they hear your message of support.

**Demographics for Morning Edition**

College Educated: 73%
Household Income of $75K or more: 54%
Gender: Women - 46%, Men - 54%

*N Source: NPR Listener Omnibus Survey, Lightspeed Research, March 2013

**Source: ACT 1 based on Nielsen Audio Nationwide, Fall 2013, Persons 18+*
The workday’s end means the beginning of great sales for you, when you support *All Things Considered* on WQLN 91.3 FM.

Radio listeners across the nation regard *All Things Considered* as their afternoon drive time companion. As they leave work and head for home, they tune to 91.3 FM for the latest news and information. Hosts Audie Cornish, Kelly McEvers, Ari Shapiro, and Robert Siegel are joined by an array of NPR commentators who offer some of the nation’s best news analysis.

WQLN listeners feel our sponsors are special. In fact, 68% surveyed say that their opinion of a company is more positive when they learn that it sponsors public radio. Three in five prefer to buy products from companies that support public radio.*

By supporting *All Things Considered* on WQLN, you show that you’re committed to quality radio programming - you operate a business in search of excellence.

WQLN doesn’t drive traffic – we drive long-term relationships. When you market your product on WQLN, your customers come back again and again.

**Demographics for All Things Considered**
College Educated: 73%
Household Income of $75K or more: 55%
Gender: Women - 45%, Men - 55%

*Source: NPR Listener Omnibus Survey, Light speed Research, March 2013*
## Jazz and Blues Programming Schedule

Listen 7 days a week!
Special combination packages available

<table>
<thead>
<tr>
<th>Day</th>
<th>Program</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday</strong></td>
<td><strong>JazzFlight</strong></td>
<td>9:00 pm – 11:00 pm</td>
</tr>
<tr>
<td><strong>-Thursday</strong></td>
<td>Rob Hoffman has created a contemporary jazz program with international flavor. <em>JazzFlight</em> features music by jazz artists who trace their roots to the greats of the 1960s as well as cutting-edge Jazz infused with African, Latin, and other world rhythms – the music of contemporary jazz artists.</td>
<td></td>
</tr>
<tr>
<td><strong>Friday</strong></td>
<td><strong>Bop ‘N The Blues</strong></td>
<td>8:00 pm – 10:00 pm</td>
</tr>
<tr>
<td></td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Saturday</strong></td>
<td><strong>Saturday Swing Session</strong></td>
<td>8:00 pm – 10:00 pm</td>
</tr>
<tr>
<td></td>
<td>Traditional Jazz fans love this show as Phil Atteberry offers his listeners music by big bands and small combos including Tommy Dorsey, Glenn Miller, Scott Hamilton, and Wynton Marsalis.</td>
<td></td>
</tr>
<tr>
<td><strong>Sunday</strong></td>
<td><strong>Jazz &amp; More Block</strong></td>
<td>7:00 pm – Midnight</td>
</tr>
<tr>
<td></td>
<td>Jazz, Ballads, and Blues features real American jazz from the 1940s to the 1970s—hosted by Al Lubiejewski. <em>Fresh Anointing</em>, and <em>The Jazz Cruise</em> with Kathy Carducci are three locally produced jazz programs. Each host has their own style–both choose the music that our listeners love!</td>
<td></td>
</tr>
</tbody>
</table>

### Additional WQLN Radio Local Volunteer Programming:

**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.

- 12-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:
- Description of products/services offered (TV/FM)
- Graphical presentation of your company’s name, location and/or logo (TV)
- Graphical presentation of your phone number and/or web address (TV)
- Video and photos of your place of business (TV)
- Employees in action (talent release needed) (TV)

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