

IMPACT ON wvva

YOUR MESSAGE WILL BE NOTICED

more in an environment which has
a fraction of the commercial time
of the other stations.

Be more



PBS



TOTAL PRIMETIME NON-PROGRAMMING MINUTES PER HOUR



Source: TND Media Intelligence, Measurement for the week in November, 2008. Prime, 6-11 PM

COVERING 22
COUNTIES



IMPACT

**PBS HAS BY FAR THE FEWEST NON-PROGRAMMING MINUTES
ON TELEVISION: AN AVERAGE OF 3:22 PER HOUR.**

Compare that to the CBS broadcast prime average of 14:49, Discovery's 16:04, and CNN's 15:10. In this jungle of clutter, PBS is a virtual oasis where your corporate message stands out.