



**PBS NEWSHOUR**

**on**

**WVIA-TV**

**Weeknights at 6pm**

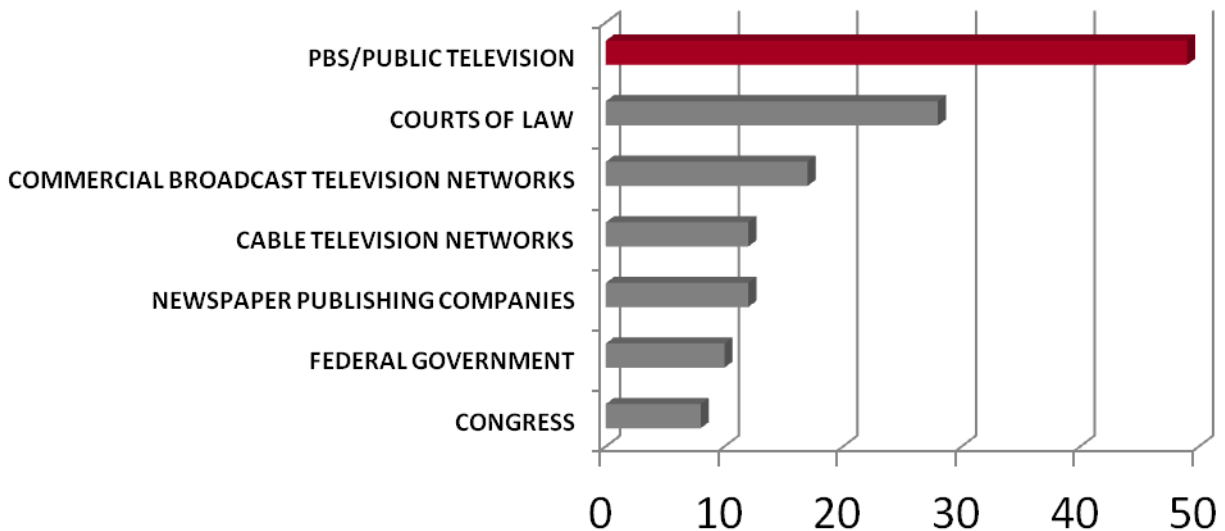


# Why PBS Newshour on WVIA...

## PBS & TRUST

### HOW MUCH DO YOU TRUST EACH ORGANIZATION?

Percent saying they trust the organization "A Great Deal" (on a four-point: A Great Deal, Somewhat, Not Too Much, Not At All).



## ENGAGED VIEWERS

### Common Characteristics of PBS's Male 35-64 Viewers:

PBS's Male 35-64 viewers are: (% more likely than the general American public)

#### WEALTH/SPENDING/INFLUENCE

- **167 %** more likely to own \$150,000 in Mutual Funds (stocks)
- **85%** more likely to use stock rating services
- **73%** more likely to be a member of a local body of government
- **64%** more likely to have spent \$500-\$1,000 in travelers checks
- **49%** more likely to be a member of business clubs
- **45%** more likely to have a post graduate degree
- **45%** more likely to have used financial planning/money management counsel
- **42%** more likely to have household income of \$150,000+
- **38%** more likely to have written something that has been published
- **29%** more likely to own a vacation/weekend home

# PBS Newshour Sponsorship

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**PBS Newshour** continues to provide in-depth analysis of current events with a news summary, live studio interviews, discussions, and both foreign and domestic on-site reports. PBS Newshour's even handed approach to the news has inspired participation by thousands of the world's pivotal newsmakers and has won it numerous awards.

## **This sponsorship includes:**

- Your :15 second TV spot will air EVERY night on *PBS Newshour*
- (5) spots EVERY WEEK!
- (260) total spots/year
- Your logo & hyperlink will be included in (1) issue of V-Notes (WVIA's weekly e-newsletter- 10,000+ subscribers)
- Your name & hyperlink on the WVIA Corporate Sponsorship webpage
- FREE admissions to WVIA's Family Day at Knoebels Amusement Resort
- FREE admissions to WVIA's Ski Day at Elk Mountain or Ski Sawmill
- FREE production of all spots!!!