

# Weather World

**Be a part of this audience favorite  
Monday through Friday at 5:55 p.m.**



Paul Knight and Fred Gadomski host *Weather World* as the closing segment of *Pennsylvania Inside Out*, Monday through Friday from 5:55 to 6:00 p.m. on WPSU-TV. They bring viewers local forecasts and educational features from meteorologists of the Weather Communications Group, and students in the College of Earth and Mineral Sciences at Penn State.

Available statewide as well as online at [wpsu.org](http://wpsu.org) and [live.psu.edu](http://live.psu.edu), *Weather World* provides broad exposure.

**Capitalize on the high viewer interest and a built-in fan base for weather by positioning your business as an underwriter of *Weather World* at 5:55 p.m.:**

- Precedes the popular *NewsHour with Jim Lehrer* in highly viewed time slot.
- The Monday-through-Friday time slot builds audience loyalty.
- Limited underwriting opportunities are available.
- High visibility, with the greatest broadcast reach in the state—twenty-nine counties, reaching more than 530,000 households.
- Markets your brand in an environment free of commercial clutter.
- No other commercial or cable broadcasters in the region offer WPSU-TV's distinctive lineup of programming: news, business, and public affairs; children's; arts and culture; science and technology; how-to and cooking; and arts and culture.
- Underwriting on WPSU-TV is a local investment that benefits everyone in your community.



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## 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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