

WQLN



PUBLIC BROADCASTING OF NORTHWEST PENNSYLVANIA, INC.

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Member Station



THANK YOU TO THESE UNDERWRITERS:

Allegheny College
Anderson Coach and Travel
Brevillier Village Housing and Healthcare
Brode Law Firm
Burton Quinn-Scott Cremation & Funeral Services
Choice Vets
Duquesne University
Duran Down Home Days
Edinboro Chocolaterie
Eerie Horror Fest
Erie Cemetery Association
Erie Community Foundation
Erie County Public Library
Erie Federal Credit Union
Erie Food Co-op
Erie Insurance Group
Erie Philharmonic
Erie Reader
Fenton History Center
Friends of the Erie County Library
Glass Growers Gallery
Jefferson Educational Society
Kada Gallery
Knox McLaughlin Gornall Sennett PC
Lake Erie Ale Trail
Lake Erie Fanfare
Lillis, McKibben, Bongiovanni, & Co
Loesel-Schaaf Insurance Agency
Luther Memorial Academy
Marquette Savings Bank
Mercyhurst University
Milton Hershey School
Nash Chiropractic Health Care
National Comedy Center
National Fuel
Northwestern Mutual
Nuance Massage
PA Cyber Charter School

Panache Salon and Spa
Penn State Erie
Penn State Ext.
Penn State Master Gardeners Erie County
Pennsylvania
Perseus House
PNC Bank
Rathskeller Cafe
Rebich Investments
Rees Foundation
Remake Learning Council/Grantmakers of Western PA
Rent-A-Wreck
Retirement Services of Erie LLC
Robert S.Morrison Foundation
Roger Tory Peterson Institute
Samurai Sushi
Scotland Yards Greenhouse, Inc.
Scott Enterprises
Seaway Window
Shippensburg University
Spadafore, Prather, Janes
Springhill Senior Living Community
Steadman Law Office
SUNY Fredonia School of Music
The Catholic Foundation
The Hospital Healthsystem Association of PA
The Que Abides Pit Stop
Thiel College
TLC Senior Solutions
Transportation Equipment Supply Co
Waldameer Park & Water World
Werner Books
Wesbury
Western Pennsylvania Conservancy
Western Reserve Folk Arts Association
Westminster College
Wilson College
Young Artists Debut Orchestra

MESSAGING AND MARKETING WITH IMPACT



WQLN Television viewers and Radio listeners expect a commercial-free experience. Sponsorship messages are most effective when they create a connection to our community, through support of WQLN Television and Radio programming and services.

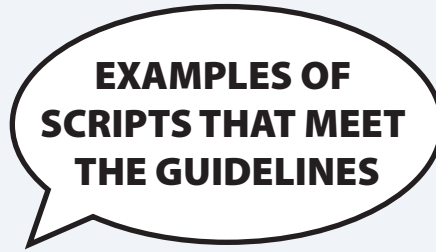
WQLN GUIDELINES REQUIRE that all local sponsorship underwriting spots reference support for WQLN, its programs or services, either in the audio voice-over, and/or graphically on screen for a minimum of three seconds (00:00:03). "Support comes from viewers / listeners and these underwriters..."



WHAT CAN YOU SAY?

The following types of identifying information are acceptable according to FCC regulations:

- **Company name and location**
- **Years in business**
- **Visual depictions of products or services**
- **Primary mission or core values**
- **Phone number, email address, website**
- **Non-promotional, value neutral description**
- **Established slogans**
- **Suitable background music or sound effects**



EXAMPLES OF SCRIPTS THAT MEET THE GUIDELINES

"The Erie County Public Library is your home for summer reading! The Summer Library Challenge offers rewards for reading and attending educational programs all summer long. Summer Reading Challenge sign up begins June 11th at any library location. Learn more at Erie Library dot org backslash summer library challenge"

"The Erie Gallery... featuring local, handcrafted paintings, sculptures, pottery and decor from over 70 artists. Learn more at Erie Gallery dot com."

"Erie Law Office, with over 50 years of combined experience in estate settlement, real estate law and business formation. At 123 Main Street in Erie or at Erie Law dot com."

WHAT CAN'T YOU SAY?



According to the FCC, the purpose of underwriting credits on public television is to identify the sponsorship support, not to promote the company or its products and services. FCC rules prevent us from using language, phrases, or visuals considered promotional.

Calls to action:

Stop by, visit us, ask about

Qualitative words:

Fine, excellent, tasty, leading

Comparative words:

Best, better, more, superior

Price references:

Rate information, savings, value

Inducements to buy, sell, rent or lease:

Free service, bonus available, special gift

Endorsements:

Recommended, consumer satisfaction

SPOT PRODUCTION GUIDELINES



WQLN staff can help you create a targeted message that reinforces your organization's marketing and branding goals.

- **Spot production is offered at no-charge to our sponsors**
- All on-air sponsor acknowledgments are exactly 15 seconds in length on Television and 12 seconds on Radio.
- WQLN will provide the on-air talent to voice spots.
- Scripts and creative materials must be submitted to WQLN for post production at least two weeks prior to air date.

PRODUCTION

Copy – 15 Seconds

Please refer to the permissible and non-permissible content when creating your message (noted on previous page).

Our professional staff can help write the copy for your sponsorship acknowledgment spot, using key points you want to emphasize.

WQLN Television GUIDELINES REQUIRE that all local sponsorship underwriting spots reference support for WQLN, its programs, or its services either in the audio voice-over or graphically.

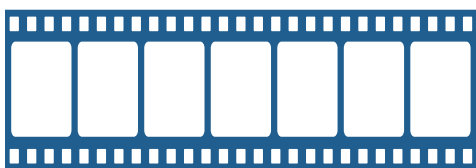
Examples:

Proud sponsor of WQLN.

Supporting our community and WQLN.

Supporting children's programming on WQLN.

Contact information can include your website, phone number, street address either in audio or graphically.



Video

Preferred File Format:

HD 1920x1080, H.264 CODEC (.mov or .mp4), Minimum of 10 MB/sec, 29.97fps, 2 channel fully mixed stereo audio, 48k, 16 bit, PCM or AAC.

Secondary Format

SD also accepted - 720x486, H.264 (.mov or .mp4), Minimum of 6 MB/sec, 29.97fps, 16x9.

Audio

Sound Bed (Optional)

We can add 15 seconds of music from our music library to your spot.

You can also send us an audio file MP3/WAV with the appropriate music of your choice. You must provide proof of broadcast rights if you provide music and specify which portion of the piece is to be used.

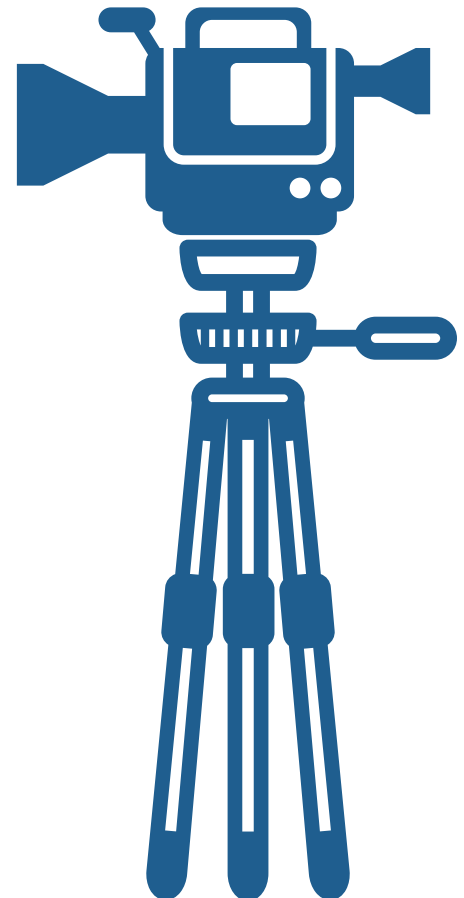
Graphics

All logos and pre-made graphics must be in PSD, EPS, AI, TIFF, or high resolution JPG or PNG format. 3 - 5 high resolution (300dpi) photos to appear within the spot - PSD, TIFF, JPG, or PNG

File Transfer

Files over 10MB can be sent via Dropbox, Google Drive, or WeTransfer to wmoon@wqln.org.

Files under 10 MB can be emailed to wmoon@wqln.org.





12 Second sponsorship messages

FM
(Number of Sponsorship Messages)

	Time Specific	Rotator
Prime - NPR News 5am-9am, 4pm-7pm Mon.-Fri.	\$16	\$14
Classics 9am-3pm Mon.-Fri.	\$12	\$10
Evening/Jazz & Blues 7pm-11pm	\$9	\$8
Weekend 7am-11pm Sat. or Sun.	\$14	\$12
Full Rotator 5am-11pm		\$10

Primetime and Program Specific contracts place in schedule first.

15 Second sponsorship messages

TV
(Number of Sponsorship Messages)

	Time Specific	Rotator
Daytime All day	\$14	\$12
Primetime 6pm-11pm	\$26	\$22
Full Rotator Daytime & Primetime		\$20

\$2,500 minimum with full video production.
\$1,500 minimum with stills.

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WQLN NPR 91.3 FM SCHEDULE

Monday to Thursday

12:00am	Beethoven Network (Monday)
1:00am	Beethoven Network
5:00am	Morning Edition
9:00am	Classics with Brian Hannah
1:00pm	Performance Today
3:00pm	Fresh Air
4:00pm	All Things Considered
6:00pm	Marketplace
6:30pm	The Daily
7:00pm	On Point
8:00pm	Think
9:00pm	JazzFlight
11:00pm	The Third Set

Friday

1:00am	Beethoven Network
5:00am	Morning Edition
9:00am	Classics with Brian Hannah
1:00pm	Performance Today
3:00pm	Fresh Air
4:00pm	All Things Considered

6:00pm	Marketplace
6:30pm	The Daily
7:00pm	On Point
8:00pm	Bop 'n The Blues
10:00pm	Sonic Sounds

Saturday

12:00am	Travel with Rick Steves
1:00am	Wait Wait... Don't Tell Me!
2:00am	It's Been a Minute
3:00am	Beethoven Network
7:00am	The People's Pharmacy
8:00am	Weekend Edition
10:00am	Wait Wait... Don't Tell Me
11:00am	Live Wire
12:00pm	It's Been a Minute
1:00pm	This American Life
2:00pm	Bullseye
3:00pm	World Café
5:00pm	Weekend All Things Considered
6:00pm	Next to You
8:00pm	Saturday Swing Session

10:00pm Lush Life

Sunday

12:00am	Next to You
2:00am	Beethoven Network
6:00am	With Heart and Voice
7:00am	Music of Faith
8:00am	Weekend Edition
10:00am	TED Radio Hour
11:00am	The Splendid Table
12:00pm	Travel with Rick Steves
1:00pm	The Thistle & Shamrock
2:00pm	Mountain Stage
4:00pm	We Question and Learn/ The American Tapestry Project/ The Allegheny Front/ NEXT with Marcus Atkinson/ The People's Pharmacy
5:00pm	Weekend All Things Considered
6:00pm	Jazz Happening Now
7:00pm	Jazz, Ballads, and Blues
9:00pm	Ghost Light
11:00pm	Dark Skies

WQLN PBS TV 54.1

Primetime

Monday	Antiques Roadshow
Tuesday	History/News Programming
Wednesday	Nature/NOVA
Thursday	Local Programming
Friday	Performance Programming
Saturday	DIY Programming
Sunday	Drama & Mystery Programming

Monday to Friday • Kids

6:00am	Ready Jet Go!
6:30am	Arthur
7:00am	Molly of Denali
7:30am	Wild Kratts
8:00am	Hero Elementary
8:30am	Alma's Way
9:00am	Curious George
9:30am	Daniel Tiger's Neighborhood
10:00am	Rosie's Rules
10:30am	Donkey Hodie
11:00am	Sesame Street
11:30am	Pinkalicious & Peterrific
12:00pm	Dinosaur Train
12:30pm	Elinor Wonders Why

Saturday

6:30am-9:00am	Children's Programming
9:00am-10:30am	Gardening Programs
10:30am-1:00pm	Sewing/Quilting/Embroidery Programming
1:00pm-4:00pm	Cooking Programming
4:00pm	Motorweek
4:30pm	American Woodshop
5:00pm	News
5:30pm-6:30pm	Home Improvement Programming
7:00pm	Lawrence Welk

Sunday

7:00am-8:30am	Children's Programming
Daytime	Best of PBS

CREATE TV 54.2

More often called “do-it-yourself”, the program genres seen on Create® TV include viewers’ favorite public television series and specials on food, travel, home and garden, arts and crafts, fitness and other lifestyle interests.

Featured Shows

Food	Simply Ming Cook's Country America's Test Kitchen Pati's Mexican Table Ciao Italia
Home & Garden	P. Allen Smith's Garden Home Garden Smart This Old House Ask This Old House Woodsmith Shop
Fitness	Happy Yoga with Sarah Starr
Travel	Samantha Brown's Places to Love Rick Steves' Europe Joseph Rosendo's Travelscope Cycle Around Japan Highlights Journeys in Japan The Highpointers with the Bargo Brothers
Arts & Crafts	It's Sew Easy Quilting Arts Make It Artsy Painting with Wilson Bickford Wyland's Art Studio Landscapes Through Time Paint This with Jerry Yarnell Best of Sewing with Nancy
Living	Legacy List With Matt Paxton J Schwanke's Life in Bloom Start Up Growing Bolder

Chronicles • Thursdays at 8:00 p.m.

Get to know the rich history, tradition, and culture of the Lake Erie region through WQLN's Emmy-nominated series Chronicles - an inspirational journey through the area's past, present, and future. Chronicles explores local history from rum running to trail blazing, and the only female mayor of the city of Erie. Watch the docuseries on Thursday nights at 8:00 p.m.