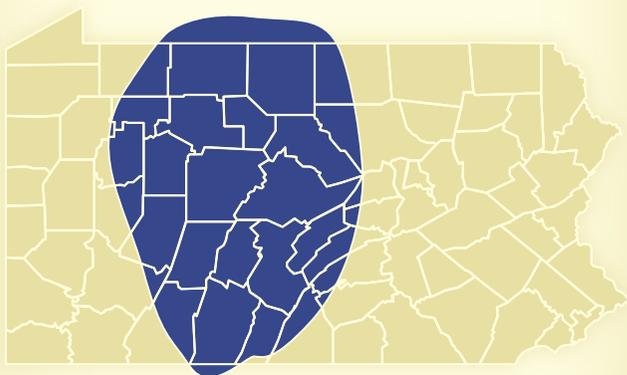


YOU
UNDERSTAND
THE VALUE OF
NONCOMMERCIAL
PROGRAMMING.

Because of individual donations from people like you—loyal friends of Penn State Public Broadcasting—residents of central Pennsylvania have access to in-depth reporting on critical issues, the best of the arts, nonviolent children's programming, and coverage of local issues, history, and sports.



WPSU TV/fm **COVERAGE AREA**

Through the years, Public Broadcasting has been an enriching part of our family. When our girls were preschoolers, my husband and I felt no qualms about encouraging their interest in television, for it was their friends on *Sesame Street* and *Mr. Rogers* whom they wanted to see and from whom they learned helpful life lessons.

As a teacher at Huntingdon Area High School, I often taped WPSX programs for classroom use, expanding my students' understanding of the world beyond our school.

And now, my husband and I continue to circle our favorite programs in the Guide and can rely on Public Broadcasting to consistently inform and inspire us.

Martha H. Swigart
Huntingdon, Pennsylvania

Penn State Public Broadcasting is a unique resource for central Pennsylvania. Public Television offers the best in programming for children as well as viewing options that involve audiences rather than merely placating them. And WPSU-FM is this area's source for classical music, the best in jazz and folk, thoughtful news commentaries, and programs of local importance. PSPB is a worthwhile endeavor and worthy of your support.

David A. Capperella
Bellefonte, Pennsylvania

This publication is available in alternative media on request.

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PENN STATE *Making Life Better*®

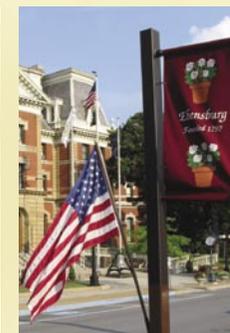
ENDOW -A- DAY

TO SUPPORT

WPSU TV/fm



Rene on the court



Our Town series



Classical music

Strengthen the future of Public Broadcasting

Create a special remembrance

Celebrate an occasion or anniversary

Build a county endowment

PENNSTATE



Endow a Day of Public Broadcasting

Scholastic Scrimmage



WPSU-FM



Antiques Roadshow



The Endow-a-Day program helps Penn State Public Broadcasting create a permanent endowment to build a legacy of quality programming for central Pennsylvania.

Donors who endow a day of outstanding programming on Penn State Public Broadcasting are recognized through four, fifteen-second, on-air announcements during their specific broadcast day each year for a decade.

**Now you can
“underwrite” a day
of programming on
WPSU-TV, WPSU-FM,
or both:**

Remember a loved one

•
Celebrate family

•
Mark an occasion

•
Observe a holiday*

How Endow-a-Day Works

For each \$25,000 endowment, donors will be recognized on either TV or radio on the day of their choice.* A gift of \$35,000 will gain recognition on both television and radio for one day.

In addition to on-air recognition, all Endow-a-Day gifts will be listed on the specific day in the WPSU Guide.

Gifts may be made in cash or securities pledged over a period of up to five years. You might choose to:

- celebrate the birth of a grandchild by ensuring that quality children’s programming will be available for his or her growing years
- renew your vows on an important anniversary with a yearly remembrance
- honor the life of a parent or other loved one with a living memorial

While the greatest need is for unrestricted funds that would be used for enhancing local production and the acquisition of programming, donors may also specify an area of programming. Possible areas include:

- children, youth, and family
- classical and live performance music
- local and regional histories
- the environment and sustainability

- the arts and humanities
- children’s, instructional, and documentary programming
- sports production, including Nittany Lion and Lady Lion basketball, gymnastics, and wrestling

Community Endowment

One of the most important contributions of Penn State Public Broadcasting is the sense of community that it fosters within the central Pennsylvania area through local programming. You can join with your neighbors to develop a county endowment that will support quality programming for the future. Individual gifts in any amount can be brought together in a county-wide fund for the support of WPSU-TV and WPSU-FM.

Contact

**Spencer Lewis, Director
Outreach Development
The Pennsylvania State
University
405G Keller Building
University Park PA 16802
Phone: 814-863-8790**



*The cast of
Pennsylvania Inside Out*



Clifford and a friend



*The Lawrence
Welk Show*

*The ability to select a particular date is dependent on that date being available. Certain dates (i.e., Thanksgiving, Valentine’s Day, etc.) require a higher level of giving.