Educated. Affluent. Active. These are just a few of the many unique attributes of the PBS TV audience. PBS viewers are engaged in the world around them. They vote, they are concerned about issues, and they are members of organizations and clubs. PBS viewers are very involved in their communities.

The Media Player presents all of WHRO's locally-produced content, as well as quality programming from PBS: *Masterpiece, NOVA, Frontline, A Chef's Life*, and *Great Performances* to name a few.

WHRO.org offers video content dispersed throughout its pages.

Prerolls play whenever a video player is activated.

“*Our corporate sponsorship efforts at WHRO have been the best media investment we have made. Not only do we feel we are supporting the efforts of a worthwhile organization, but frequently we will hear from customers and business associates that they heard our support messages on radio, or saw them on TV, and they thank us for our support of WHRO.*

- Bay Diesel & Generator