

NEWS RELEASE -- FOR IMMEDIATE RELEASECONTACT: Jeanie Croope / (517) 353-5982 / Jeanie@wkar.org

February 25, 2013

There's Lots to Like at WKAR!

(East Lansing, MI) – There's lots to like at WKAR this month, when WKAR-TV kicks off its annual March membership campaign with plenty of entertaining specials. The campaign runs March 1-11 on WKAR, WKAR Create and WKAR World.

Nostalgia is in the air when music fans step back into a '60s flashback with **Hullabaloo**, a lively special featuring favorite moments from the popular music series where go-go dancers and neon colors were part of the game. Singer Aaron Neville tells his story through music in **Aaron Neville: Doo Wop – My Life Story**, featuring Paul Simon, Joan Osborne, Eugene Pitt of the Jive Five and Dickie Harmon from the Del-Vikings.

Other music specials include a new offering with tenor Andrea Bocelli, Barbra Streisand's intimate performance at the Village Vanguard and **Love for Levon**, a tribute concert honoring the late Levon Helm.

Comedy and nostalgia combine with **An Evening with Jerry Lewis**, while other new programs feature a Rick Steves travel skills special and several talks that focus on Alzheimer's disease, retirement solutions and improving the immune system. The viewer favorite **Blenko Glass: Behind the Scenes** also returns, taking a look at the popular collectible.

Why are WKAR's membership campaigns so critical to the station's success? More than half of WKAR's budget comes directly from local viewers who support public television programming through their contributions. Without a successful membership campaign, WKAR can't continue to bring the wide variety of quality television shows its viewers expect.

For many children, the non-commercial, award-winning educational programs are their personal head start to prepare for school. People of all ages can learn something new from the documentaries, science and nature programs. For others who appreciate the arts, but may be unable to attend a performance in person, WKAR offers a front row center seat to performances by some of the most renowned artists in the world.

But WKAR offers more than just on-air viewing. The station regularly welcomes the community to free Evening at WKAR and Community Cinema events, which allow guests the opportunity to have an advance screening of a program supplemented by a related talk or discussion. Ready To Learn workshops offer local families strategies and ideas to help children increase early literacy skills.

How can viewers help? Individuals or businesses may give to WKAR by calling during breaks between shows or visiting online at WKAR.org.

WKAR is part of Michigan State University's College of Communication Arts & Sciences and includes WKAR-TV, WKAR Radio, WKAR.org, WKAR Radio Reading Service and WKAR Ready To Learn Service. WKAR is supported in large part by contributions from viewers and listeners with additional support from Michigan State University and the Corporation for Public Broadcasting.

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