



VIRGIN ISLANDS PUBLIC BROADCASTING SYSTEM
VI HISTORY MONTH
Underwriting Opportunities

March is Virgin Islands History Month! Throughout the month of March, tune in to WTJX-TV Channel 12 for programs highlighting amazing Virgin Islander leaders, veterans, musicians and living treasures, as well as the history of the territory. For over 46 years, the Virgin Islands Public Broadcasting System, WTJX-TV Channel 12 has served Virgin Islanders by delivering quality programs that enhance our education systems and sustain our culture. WTJX-TV is the territory's only PBS member station serving the Virgin Islands. It continues to be a cornerstone of our community and proud of our major accomplishments over the years, knowing that none of those would have been possible without the loyal support of our members, underwriters, donors, and sponsors.

Underwriting on WTJX establishes top of mind awareness with the territories most desired demographic, one richly populated with affluent, educated consumers, business owners, decision makers, and community leaders.

WTJX is running 8 shows for the month of March to celebrate VI History. As an underwriter, you can select any one of these shows or underwrite all for the month! We have different levels of underwriting to meet everyone's budget.

Each underwriter will have a :15 second spot at the top and bottom of the show. A description of the shows is on the following page.

\$4500.00 (All 8 shows)

- 26 - :15 second spots, 1 spot at the top and bottom of each show (\$180/spot)

\$2500.00 (4 Shows)

- 16- :15 second spots, 1 spot at the top and bottom of 4 shows (\$208.00/spot)

\$500.00 (1 Show)

- 2- :15 second spots, 1 spot at the top and bottom of the show (\$250/spot)

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VI History Month Programming

Conversations w/ Living Treasures

Journey through time with WTJX Conversations with Living Treasures: John Transberg. Born April 17, 1916, Transberg remains one of the few, living links to the Danish West Indies. At 100 years old, he's lived through and witnessed all 99 years of the U.S. Virgin Islands—from Transfer Day to present day.

Monday, March 4th, 9:00 PM, Channel 12/90

The Governors

-Alex A. Farrelley

The first installation of WTJX ongoing docu-series on the governors of the United States Virgin Islands, takes a look at the life of the fourth elected governor of the territory, Alexander Farrelly. The documentary looks at his early life, progression through the world of politics, accomplishments and those things for which he was most criticized for. Telling the story of the late governor are his wife, close friends, his Lt. Governor and those he worked and served with.

Thursday, March 14th, 9:00 PM, Channel 12/90

-Cyril E. King

The second documentary in The Governor Series explores the life of one of the United States Virgin Islands most popular elected governors, Cyril E. King. The documentary King's roots from his childhood on St. Croix to his military career and his governorship of the territory.

Thursday, March 21st, 9:00 PM, Channel 12/90

-Melvin H. Evans

The third instalment of The Governors docu-series explores the life of the last appointed and first elected governor of the United States Virgin Islands, Melvin H. Evans. The documentary begins from his early days before college all the way to his death in 1984. His son, running mates, political staff and colleagues share their stories and impressions of this amazing Virgin Islander from his medical practice to the political arena.

Thursday, March 28th, 9:00 PM, Channel 12/90

Proudly We Served

-WWII

In Late 2007, The American Legion District 10, Department of Puerto Rico and the United States Virgin Islands, authorized a volunteer video production team to produce the documentary, Proudly We Served, Virgin Islands Veterans of World War II. This one-hour documentary explores the veterans' motivations for serving in the armed forces and documents their experiences with racial segregation in the United States and the armed services. It also explores their contributions to the war effort and the effects it had on their lives. This video is dedicated with love and respect to the fine young men and women of the Virgin Islands who served their country well in the United States military during WWII.

Saturday, March 2nd, 9:00 PM, Channel 12/90

-Vietnam War

America's longest and most controversial war is the subject of extensive and thorough historical, social, and psychological studies. However, we do not know much about the impact of this war on the Virgin Islanders who served in this conflict during a period of turbulent social change. Who were they? How did their military service shape their personal lives and career choices? How did it affect their identity as Virgin Islanders, as African Americans, as Americans? This is the second film in a documentary series produced by the American Legion District 10. This documentary features interviews with Virgin Islands veterans and looks at the veterans' reasons for serving in the armed forces, documents their experiences with racial prejudice while serving their country, and explores their feelings towards the war and the effects it had on their lives.

Saturday, March 9th, 8:00 PM, Channel 12/90

-Korean War

Proudly We Served: Virgin Islands Veterans of the Korean War is the third instalment of the Proudly We Served project initiated by the American Legion District 10. The two previous films explored the experiences of Virgin Islands Veterans of World War II and the Vietnam War. This film vividly explores the reasons why Virgin Islanders served in the Korean War (1950-1953), their contributions to the war effort, and the effect military service had on their lives.

Saturday, March 16th, 8:00 PM, Channel 12/90

Jamsie: King of Scratch

In 2007, "Quelbe" was designated as the official music of the Territory. This documentary produced by award-winning filmmaker, Andrea E. Leland, describes Quelbe as "an indigenous, grass-roots form of folk music from the Virgin Islands." The program also includes performances by James "Jamsie" Brewster, King of Scratch and highlights performances at a St. Croix nightclub, the Agriculture Fair, music festivals in Chicago and Indiana, teaching engagements in Denmark and just jamming with friends.

Thursday, March 21st, 10:00 PM, Channel 12/09

Denis A. Charles: An Interrupted Conversation

This is the story of one man's struggle to follow his dream and the obstacles he encounters in his professional as well as his personal life. Born on St. Croix and unknown to the mainstream, Denis A. Charles became a legend on the Avant-garde Jazz scene when his drumming caught the attention of many innovative musicians.

Thursday, March 7th, 11:00 PM, Channel 12/90

Dream: Road to the Kentucky Derby

The Dream: Road to the Kentucky Derby looks back at the 2013 Kentucky Derby and highlights the accomplishments of Kevin Krigger, Victor Lebron and Gareem Nicholas, two jockeys and an assistant trainer from the island of St. Croix that all made it to the fastest two minutes in sports. The documentary briefly covers the history of racing in the Virgin Islands and the months and weeks leading up to the 2013 Churchill race. Family, friends and local, horse racing personnel, to including jockeys, trainers, owners and administrators, sound off on what they describe as one of the most significant accomplishments in Virgin Islands sports history. They recount where they were, what they were doing and how they felt when the V.I. turf representatives reached for glory during the running for the roses.

Thursday, March 28th, 10:00 PM, Channel 12/90

Ruby Rouss: Face to Face Special

In this 2010 special of Face to Face, a Virgin Islands icon, and former Senator Ruby Margaret Rouss talks about her numerous achievements and contributions to the Virgin Islands. The first woman to serve as Senate President of the VI Legislature, she was also the first woman to run for the Governor of the Territory.

Thursday, March 14th, 10:00 PM, Channel 12/90

V.I. Centennial Commission Lectures

In preparation for the 100th Anniversary of the transfer of the Virgin Islands from Denmark to the United States in 2016, the Centennial Commission presented a series of Centennial Lectures. The lectures covered the history of the Virgin Islands before and after the purchase. Guest presenters included Senator Myron Jackson, Dr. Chenzira Davis Kahina, David Hayes and John Farchette. Some of the topics included Pre-Columbian Virgin Islands, In Search of Identity, Indigenous Native Amerindians: Culture, Heritage, Identity, and Pre-Columbian Artifacts. Celebrate the colorful history of the Virgin Islands with some of our best local historians, archaeologists and professors.

Part One: Saturday, March 9th, 9:00 PM, Channel 12/90

Part Two: Saturday, March 16th, 9:00 PM, Channel 12/90