



**VIRGIN ISLANDS PUBLIC BROADCASTING SYSTEM**  
**WOMEN'S HISTORY MONTH**  
**Underwriting Opportunities**

March is Women's History Month! Throughout the month of March, tune in to WTJX-TV Channel 12 for programs highlighting the extraordinary experiences, accomplishments and achievements of women throughout history. 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.

PBS is running 5 shows for the month of March to celebrate Women's 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 :30 second spot at the top and bottom of the show. A description of the shows is on the following page.

**\$3500.00 ( 5 Shows)**

- 16- :30 second spots, 1 spot at the top and bottom of 5 shows (\$208.00/spot)

**\$1000.00 (1 Show)**

- 2- :30 second spots, 1 spot at the top and bottom of the show ( \$500/spot)

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## **Women's History Month Programming**

### **Holly Near: American Masters**

Experience the power of song in the struggle for equality through the story of feminist singer and activist Holly Near, who for the last 40 years has worked on global social justice coalition-building in the women's and lesbian movements.

*Friday, March 1<sup>st</sup>, 10:00 PM, Channel 12/90*

### **The Woman List: American Masters**

Meet 15 women who define contemporary American culture in Timothy Greenfield-Sanders' new "List" film featuring Madeleine Albright, Margaret Cho, Edie Falco, Betsey Johnson, Alicia Keys, Nancy Pelosi, Rosie Perez, Wendy Williams and more.

*Monday, March 11<sup>th</sup>, 9:00 PM, Channel 12/90*

### **Great Performances "Birgit Nilsson: A League of Her Own"**

Celebrate the life of Swedish soprano Birgit Nilsson, the face of opera in the 1950s-70s. This performance-documentary showcases her greatest roles, including Elektra and The Ring Cycle, in rare footage, plus interviews with Placido Domingo and more.

*Friday, March 22<sup>nd</sup>, 9:00 PM, Channel 12/90*

### **Women, War & Peace (season 2)**

In a year when American women mobilized, ran for office, and were elected to Congress in unprecedented numbers, the acclaimed documentary series **Women, War & Peace** will return with powerful stories of women's role in dramatic conflicts and peace settlements across the globe. Series II demonstrates how some of the biggest international stories of recent memory are shaped by women. An all-female cast of directors present four never-before-told stories about the women who risked their lives for peace, changing history in the process.

*Part One: Monday, March 25<sup>th</sup>, 9:00 PM, Channel 12/90*

*Part Two: Monday, March 25<sup>th</sup>, 10:00 PM, Channel 12/90*

*Part Three: Tuesday, March 26<sup>th</sup>, 9:00 PM, Channel 12/90*

*Part Four: Tuesday, March 26<sup>th</sup>, 10:00 PM, Channel 12/90*

### **Great Performances "Julius Caesar"**

Set in a women's prison, Great Performances: Julius Caesar offers a powerful dramatization of the catastrophic consequences of a political leader's extension of power beyond constitutional confines through an all-female lens. The cast stars Tony Award-nominee Harriet Walter as Brutus; Jackie Clune as Caesar; Martina Laird as Cassius; Jade Anouka as Mark Antony; Karen Dunbar as Casca; Clare Dunne as

Portia and Octavius Caesar; Shiloh Coke as Cinna the Poet; Sheila Atim as Lucius; Leah Harvey as Soothsayer; Zainab Hasan as Calpurnia and Metellus Cimber; Jennifer Joseph as Trebonius; Carolina Valdés as Cinna; and Sarah-Jane Dent, Rhiannon Harper-Rafferty and Liv Spencer as guards. Performed in-the-round and enhanced by a guerrilla filming style on a mostly bare stage, Great Performances: Julius Caesar creates a unique perspective on Shakespeare's tragedy

***Friday, March 29th, 9:00 PM, Channel 12/90***