



Where Musicians Come to Play

Mountain Stage® is an internationally distributed weekly, two-hour live performance music program, featuring some of the world's greatest artists in a relaxed atmosphere with a live-broadcast edge.

One of the longest running contemporary music programs on radio, **Mountain Stage®** is also in a limited series for public television. Select radio programs are recorded for the TV series. At least 39 one-hour TV shows have been produced to date.

Since 1984, **Mountain Stage®** has showcased musical legends, well-known artists, and up-and-coming new performers from a wide range of genres and traditions. Included are *Lyle Lovett, Norah Jones, R.E.M, Martina McBride, Ladysmith Black Mambazo, Ralph Stanley, Joan Baez, and Alison Krauss*. **Mountain Stage®** champions the principle that music can't really be separated into categories.

Mountain Stage® attracts listeners – especially the sought-after 25 to 44 age group – by consistently presenting performers who are both fun and intelligent. It works well in news & talk formats, weekend blocks, and AAA.

Format

Each two-hour program features four or five guests and is recorded with a live audience. Each guest performs a three- to six-song segment. Each show weaves the program regulars and local station ID opportunities into transitions around the guests. **Mountain Stage®** blends studio quality with live performance before a theater audience. For TV the radio show provides at least 2 programs also including some artist interview.

Distribution

Produced by West Virginia Public Broadcasting and distributed by Public Radio International, **Mountain Stage®** is heard each week on 110 radio stations in the United States, twice on XM Satellite Radio and in 46 countries throughout the world on the **Voice of America's** Satellite Service. The radio show is also streamed on the website that receives about 20,000 visitors per month.

Host

Larry Groce has been host, artistic director, and co-producer of **Mountain Stage®** since its creation. He has recorded 22 albums including 6 platinum albums for Walt Disney Records. He's been nominated for a Grammy® Award and wrote and performed the top 10 hit song "Junk Food Junkie".

Audience

The program is heard in 6 of the top ten and 12 of the top 25 markets
65% of the total audience is in the 25-54 age category
55% of audience is male
62% college graduates with 50% earning r \$75,000+
31% college grad audience is male earning \$75,000+
31% college grad audience is female earning \$75,000+
Weekly program cume is 182,000 and annually 9,464,000.

All numbers are based on Fall 2006 Arbitron.

When in regular production the TV series has been on over 220 public TV stations covering 70% of the U.S. accessing 65-million households.

Check it out www.mountainstage.org