



## Fact Sheet

### The Saturday Light Brigade (SLB)

<b>Company</b>	SLB Radio Productions, Inc. created <i>The Saturday Light Brigade</i> radio program. SLB Radio Productions, Inc. is a 501(c)(3) not-for-profit corporation steered by a Board of Directors and Community Advisory Board.
<b>Industry</b>	SLB is a live, award-winning, interactive public radio program for children, teens and adults.
<b>Mission</b>	The mission of SLB is to entertain, educate, enlighten, and build and strengthen familial bonds and the community.
<b>Format</b>	Live acoustic music by local and national musicians, and interactive family fun for people of all ages such as on-air telephone calls from kids and adults, entertaining and educational puzzles and games, and interesting guests have made SLB a family radio tradition for tens of thousands of people. Kids listen with adults, adults listen with kids, and everyone has fun together! The show airs live from 6:00 a.m. to 12:00 p.m. (Eastern) every Saturday from its studio in the Children's Museum of Pittsburgh. SLB is distributed with support from flagship station WRCT 88.3 FM in Pittsburgh. Streaming and on-demand broadcasts are accessible at <a href="http://www.slbradio.com">www.slbradio.com</a> .
<b>Listeners</b>	The estimated audience for SLB is 60,000.
<b>Formed</b>	Launched in 1978, <i>The Saturday Light Brigade</i> is one of the longest-running public radio programs in the United States. SLB is a member of the National Federation of Community Broadcasters and Association of Independents in Radio.
<b>Offices</b>	SLB broadcasts from its studios in the new wing of the Children's Museum of Pittsburgh in Pittsburgh, Pennsylvania. SLB is independent of the Children's Museum.
<b>Staff</b>	Larry Berger, Founder, Host and Executive Director Rikki Berger, Producer Kent Streeb, Director of Marketing and Associate Producer Andrew Widdowson, Engineer and Production Manager Emily Jarrett, Fundraising Counsel
<b>Contact</b>	SLB can be reached via mail at P.O. Box 100092, Pittsburgh, Pennsylvania, 15233, by dialing 888.752.7234, via email at <a href="mailto:slb@slbradio.com">slb@slbradio.com</a> or through the web at <a href="http://www.slbradio.com">www.slbradio.com</a> . A media kit, including logos and headshots of SLB host Larry Berger, is available for download at <a href="http://www.slbradio.com">www.slbradio.com</a> .

**Saturday Light Brigade awards and honors include:**

- 1994 Named one of the top three morning programs by *In Pittsburgh*
- 1997 NFCB Golden Reel for best local U.S. public radio program
- 1997 Pennsylvania Association of Broadcasters Excellence in Broadcasting Award
- 1998 George Foster Peabody Award Nominee
- 1999 March of Dimes Achievements in Radio (A.I.R.) Awards Finalist
- 2000 Editor's Choice for Best Talk Radio in *In Pittsburgh's*
- 2000 Pennsylvania Association of Broadcasters Excellence in Broadcasting Award
- 2002 March of Dimes Achievements in Radio (A.I.R.) Awards Finalist
- 2002 George Foster Peabody Award Nominee
- 2002 Pennsylvania Association of Broadcasters Excellence in Broadcasting Award

**Syndication Information**

Since its inaugural broadcast in 1978, The Saturday Light Brigade radio program has been honored with 10 national, state and local awards for its unique mix of acoustic music and family fun combined with listener participation, puzzles, games, live performers and guests. The program is available at no charge to qualified non-commercial and commercial radio stations for broadcast in stand-alone segments ranging from 1 to 6 hours (with 6 minutes per hour available for local content, including underwriting and sponsorship). The program is an excellent way to serve family audiences, build community, and add a timeless, proven, high-quality program to the Saturday morning radio landscape in your area for one or more hours between 6:00 a.m. and 12:00 noon (Eastern). For information, please call 888-SLB-RADIO (888.752.7234), send email to [slb@slbradio.com](mailto:slb@slbradio.com) or visit [www.slbradio.com](http://www.slbradio.com).