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For Immediate Release

The Saturday Light Brigade Unveils Cutting-Edge New Studios in Children's Museum of Pittsburgh

– Popular, Interactive, Local Public Radio Show to Reach Thousands More
Children, Families and Students –

PITTSBURGH, PA – December 20, 2004 – *The Saturday Light Brigade* (SLB), Pittsburgh's award-winning live public radio program featuring acoustic music and interactive family fun (WRCT 88.3 FM), today announced the official launch of its new state-of-the-art broadcast studios in the theater of the recently expanded Children's Museum of Pittsburgh. On the air in Pittsburgh for nearly 30 years, *The Saturday Light Brigade* is one of the longest-running public radio programs in the United States. Its unique combination of entertainment and education is designed to stimulate interaction between children and adults and strengthen familial bonds and the community. Live music, on-air telephone calls from kids and adults, fun and educational interactive puzzles and games, and interesting guests have made the program a Saturday morning family radio tradition for thousands of families.

In addition to providing an interactive radio show for its listeners, SLB also works closely with educators and schools by offering hands-on educational workshops at its studios that allow students to improve their communication skills, build self-esteem and learn about broadcast radio. Due to the natural synergies between the mission of SLB and that of the Children's Museum of Pittsburgh, the Museum invited SLB to become a partner in its \$28 million expansion project in 2001. The Museum and SLB collaborated on construction of a new broadcast studio for SLB in the theater of the Museum. This new studio will give visitors an opportunity to experience broadcast radio and participate in SLB's show and also will be used for educational workshops. The Museum and SLB are working in concert to expand joint programming and other educational opportunities.

"The Saturday Light Brigade is a natural partner for us," says Jane Werner, Executive Director of the Children's Museum of Pittsburgh. "The show is unique to Pittsburgh, creative, educational and serves children and adults simultaneously -- just as we strive to do at the Museum."

"The completion of our new studio in the Children's Museum of Pittsburgh is literally a dream come true," says Larry Berger, host of *The Saturday Light Brigade*. "We are profoundly grateful to the Museum and deeply appreciate the collaborative spirit in which this project has been undertaken. Broadcasting from the Museum will enhance our ability to reach new audiences and entertain and educate thousands of children, families and students. In addition to the Museum, we also wish to thank our listeners, partners, various foundations and other organizations whose support has been integral to making our studio a reality."

SLB's new studio boasts the following cutting-edge broadcast technologies and equipment, all donated or offered at discount by suppliers:

- a Klotz Digital Audio Console, the first AEON console ever installed in the world.
- expert acoustic treatment of the studio by Auralex Acoustics, Inc.
- microphones and headphones from AKG Acoustics, Inc.
- a Telos Systems, Inc. on-air telephone system and studio-transmitter CODEC
- microphones from Sennheiser Electronic Corporation
- Heil Audio microphones and microphone stands
- CD Players by Marantz, Inc.
- clocks from Radio Systems International
- engineering fixtures provided by Clear Channel Communications

Other design and installation partners include Carnegie Mellon University and RPC Video of Oakmont. The Saturday Light Brigade radio program broadcasts live from 6:00 a.m. to 12:00 p.m. (Eastern) from its studios in the theater of the Children's Museum of Pittsburgh on Saturday mornings through WRCT 88.3 FM. After the show, from 1:00-3:00 p.m. every Saturday, SLB opens its studios to the public for tours and hands-on, interactive learning about broadcast radio. For more information, please visit www.slbradio.com.

About The Saturday Light Brigade (SLB)

The Saturday Light Brigade (SLB) is a live, award-winning public radio program hosted by Larry Berger, featuring acoustic music and family fun. Broadcast since 1978, it is one of the longest-running public radio programs in the United States. Quality music, on-air telephone calls from kids and adults, fun and educational interactive puzzles and games, and interesting guests have made *The Saturday Light Brigade* a family radio tradition for thousands of people. Kids listen with adults, adults listen with kids, and everyone has fun together! SLB broadcasts live from 6:00 a.m. to 12:00 p.m. (Eastern) on Saturday mornings through WRCT 88.3 FM in Pittsburgh from its studios in the theater of the Children's Museum of Pittsburgh. Streaming and on-demand broadcasts are accessible at www.slbradio.com. SLB Radio Productions, Inc. (SLB) created *The Saturday Light Brigade*. The organization is a 501(c)(3) not-for-profit corporation steered by a Board of Directors and Community Advisory Board. SLB is a member of the National Federation of Community Broadcasters and Association of Independents in Radio.

SLB welcomes inquiries from parties interested in partnering with, underwriting or appearing on the show. For more information please call 888-SLB-RADIO (888.752.7234), send email to slb@slbradio.com or visit www.slbradio.com. A media kit, including logos and headshots of SLB host Larry Berger, is available for download at www.slbradio.com.

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 or visit www.slbradio.com.