

## PROGRAMMING ADVISORY

# WSEC/PBS Springfield's NOVA Reaches Record Number of Viewers

JANUARY 9, 2012, SPRINGFIELD, IL – **NOVA**, produced by WGBH for national distribution on PBS stations is the longest-running science series on television. **NOVA** offers an informative and entertaining look at challenging subjects. Whether exploring a galaxy or an atom, the series ventures beyond the numbers and into the personalities responsible for the discoveries, and the social consequences of events in the lab.

**NOVA** can be seen on Wednesday nights at 8pm on WSEC/PBS Springfield. This month marks the one year anniversary of the program being moved to this time slot. Nationally, this change has resulted in a 23% increase in viewers to a weekly average of 4.7 million viewers.

According to the latest WGBH research, **NOVA** is out-performing all prime-time cable competitors including Discovery (by 100%) and FOX News (by 78%) with men age 35-64.

This growth is an indicator of **NOVA** producers' capacity to select the right stories and navigate editorial and financial complexities that yield compelling programs. In addition, WGBH's development team is committed to expanding **NOVA**'s value for educators. This spring, WGBH will launch **NOVA Labs** -- online, real-world research opportunities for teens and college students complete with tools to engage teachers with this new asset.

WSEC/PBS Springfield, WQEC/PBS Quincy and WMEC/PBS Macomb are all part of Network Knowledge, which provides quality public television and educational services through a network of viewer-supporters, volunteers, universities, hospitals and business partners in communities throughout central and western Illinois.

Station-produced programs are also available on its YouTube channel <http://www.youtube.com/networkknowledge>. Network Knowledge is public media for western and central Illinois.

### Contact:

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### **Fast Facts**

**WHAT:** NOVA

**WHEN:** Wednesdays @ 8pm

**WHERE:** WSEC/PBS, Springfield