**History**

*Out of Ireland Television* for over two decades, has been serving the large Irish-American and Irish-born populations living in the United States. This target universe is estimated at 60 million people. It is broadcast on America’s Public Broadcasting System (PBS) network.

**Format**

*Out of Ireland Television* is a news, culture and entertainment tv program presenting the best of modern Ireland and Irish-America in a magazine format.

Each week, the program features highlights of the news from Ireland’s national broadcasting service, RTÉ. The show also includes interviews with Irish and Irish-American celebrities and politicians and showcases Irish music, entertainment and business news.

**Network**

*Out of Ireland Television*’s home network is WLIW Channel 21 on Long Island in the New York City Metropolitan area.

**Reach**

The show reaches into the homes of an educated, socially-responsible and culturally-aware audience in the United States. It addresses the Irish-American segment of this large market with a specific interest in Irish affairs and culturally-related products and services. It is a television program that covers the interests, passions and concerns of the Irish-American market. It has a strong focus on the arts, travel, products and services, current affairs and contemporary issues of interest to this vital, vibrant and still-growing market segment.

The show is carried by 31 Public Broadcasting System (PBS) stations across the United States.

The show currently has 39 weekly airings. It is carried in 6.3 million Irish-American homes with an available total weekly household audience of 16.38 million.

**Audience Profile**

- Average Age 45
- Average Income $120,000
- 30% traveled to Ireland in the previous two years
- 35% purchased imported Irish gifts over the previous two years
- 55% attended a live cultural event once a month
- 78% read at least ten books a year. Of these 44% read books with an Irish theme
- 89% listen to music on a regular basis. 63% have an interest in Irish music
# Out of Ireland Television Network

**Out of Ireland Television has a broad Network across America.**

<table>
<thead>
<tr>
<th>City/State</th>
<th>Station Details</th>
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<tbody>
<tr>
<td>Eureka, CA</td>
<td>KEET Ch. 13, Sun/1:00pm</td>
</tr>
<tr>
<td>Huntington Beach/Los Angeles, CA</td>
<td>KOCE Ch. 50, Sun/5:00am</td>
</tr>
<tr>
<td>San Francisco/Oakland/San Jose, CA</td>
<td>KRCB Ch. 22, Mon/7:00pm</td>
</tr>
<tr>
<td>Denver/Broomfield, CO</td>
<td>CPT Ch. 12, Wed/11:00pm, Sat/5:30am</td>
</tr>
<tr>
<td>Hartford/New Haven, CT</td>
<td>CPTV 2 Ch. 12, Tue/10:00am, Fri/1:30pm</td>
</tr>
<tr>
<td>Ft. Myers/Naples, FL</td>
<td>WGCC Ch. 30, Tue/12:30am</td>
</tr>
<tr>
<td>Orlando/Melbourne/Daytona Beach, FL</td>
<td>WBCC Ch. 68, Mon/7:30pm</td>
</tr>
<tr>
<td>Gainsville, FL</td>
<td>WRUF, Sun/1:00pm</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>WYCC Ch. 20, Wed/6:30pm</td>
</tr>
<tr>
<td>Champaign/Urbana, IL</td>
<td>UI7, Wed/9:30am</td>
</tr>
<tr>
<td>Indianapolis/Merrillville/Gary, IN</td>
<td>WYIN Ch. 56, Fri/7:00pm</td>
</tr>
<tr>
<td>Muncie, IN</td>
<td>WIPB, Mon/6:00pm</td>
</tr>
<tr>
<td>Washington DC/Virginia, MD</td>
<td>MHz, Wed/11:30am</td>
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<tr>
<td>Howard County, MD</td>
<td>HCCTV Channel 96 or 41, Tue/11:30am, 4:30pm &amp; 7:30pm, Sun/8:30pm</td>
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<tr>
<td>Lincoln, NE</td>
<td>NETV2, Tue/8:00am</td>
</tr>
<tr>
<td>NYC/Westchester/LI, NY</td>
<td>WLIW Ch. 21, Sun/1.00pm, Mon/11:30pm</td>
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<tr>
<td>Syracuse, NY</td>
<td>WCNY Ch. 24, Sun/4:00pm</td>
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<tr>
<td>Buffalo, NY</td>
<td>WNED Ch. 17, Mon/12:00am</td>
</tr>
<tr>
<td>Cleveland, OH</td>
<td>WEAO PBS 45 &amp; 49, Sun 11.30am</td>
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<tr>
<td>Philadelphia, PA</td>
<td>WYBE Ch. 35, Sat/5.00pm, Sun/8:00am, Thu/7:00am</td>
</tr>
<tr>
<td>Scranton/Wilkes Barre, PA</td>
<td>WVIA Ch. 44, Sun/12:00pm</td>
</tr>
<tr>
<td>Columbia/Charleston, SC</td>
<td>SCETV, Sun/4.00pm, Thurs 2.30am</td>
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</tbody>
</table>
Out of Ireland Television has a valuable archive of programs dating back two decades. This archive includes the only TV interview in 40 years by Paul Newman; the last interview by Veronica Guerin, the celebrated investigative journalist before her tragic murder; luminaries such as Gregory Peck, various Prime Ministers and many more fascinating people.

Previous guests on Out of Ireland include:

- Cardinal John O’Connor
- Patty Hearst
- Michael Smurfit
- John B. Keane
- Mary Higgins Clarke
- Frank McCourt
- JP Dunleavy
- Roddy Doyle
- Bob Geldof
- Michael Flatley
- Bill Whelan
- Liam Neeson
- Denis Leary
- Aidan Quinn
- Neil Jordan
- Jim Sheridan
- Ed Burns
- Police Commissioner Ray Kelly
- Mia Farrow
- Sinéad O’Connor
- Van Morrison
- Bono
- Niall Tóibín
- Stephen Rea
- Paddy Moloney of The Chieftains
- Marianne Faithful
- Séamus Heaney
- Pete Hamill
- Maeve Binchy
- Sir Anthony O’Reilly
- Ambassador Dan Rooney
- William Flynn
- Eamonn Coughlan
- Gregory Peck
- Richard Harris
- Maureen O’Hara

Politicians

- Enda Kenny
- Albert Reynolds
- John Bruton
- Bertie Ahern
- Brian Cowan
- President Michael D. Higgins
- Former President Mary Robinson
- Mary McAleese
- Gerry Adams
- Martin McGuinness
- John Hume
- David Trimble
- Secretary Hillary Clinton
- Sen John McCain
- Sen. Edward Kennedy
- Rep. Peter King
- Former Gov. George Pataki.
Reach millions of Irish-Americans every week in their homes with our very low rates. Build your brand with the perfect vehicle to showcase your message.

**Basic Underwriting Package**
$2,500 per episode structured as two (2) 15 second slots - one broadcast at the top of the program and repeated at the end of the episode.

*Minimum booking 10 episodes.*
*Agency commission not included. (if applicable)*

For information about underwriting and sponsorship opportunities with Out of Ireland Television please contact:
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