

WQPT LAUNCHES NEW TRAILERS

Written by Lora Adams
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MOLINE, IL -- If you want "real" reality television, look no further than WQPT and PBS.

CHI & Partners, a New York marketing and advertising agency, created a series of fake reality television trailers for public television, comparing absurd reality TV with the quality of public television programming. WQPT will air these trailers throughout October.

At the end of these trailers a plain and simple message is revealed, "The fact that you thought this was a real show says a lot about the state of TV." According to WQPT General Manager Mary Pruess, the trailers are intended to make people realize that although they might occasionally indulge in reality-style programming, it's also important to support a public broadcasting station, which doesn't have a giant marketing force behind it and relies on its members to keep running.

"We saw these spots and thought they were very funny. We asked WNET in New York if they would be willing to allow us to share them with our audience," Pruess added. "While the message is intended as tongue-in-cheek, we want people to stop and think about the value that our public television station delivers to our communities, at no cost. We hope these spots will start a vibrant conversation about quality television and remind viewers why they should support local public television."

The trailers can also be viewed at <https://www.facebook.com/pages/WQPT-Quad-Cities-PBS/1>

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and at wqpt.org .

WQPT is a media service of Western Illinois University located in Moline, Ill.

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