



FROM THE TOP

From the Top Gives You Impact in Your Community

NPR's From the Top, with host Christopher O'Riley, is an engaging weekly program that provides a compelling and entertaining window into the world of a diverse group of young people who pursue life with passion, determination and joy. As one of more than 200 radio stations around the country that help make it the most popular weekly music program on the air, there are many ways to take advantage of From the Top in your community:

Audience

From the Top's live concerts and national broadcasts engage a public broadcasting audience distinguished by its educational excellence and professional success.

- Wide demographic of loyal and passionate listeners, **plus their children and grandchildren**, who are listening in the car, after Sunday dinner, or around the kitchen table.
- With its inspiring message of hope for the next generation, From the Top helps rouse strong local support for your station.



Outreach

From the Top recruits and highlights young musicians from markets across the country.

- By helping From the Top with recruitment, your station has the opportunity to positively affect the lives of young musicians in your community.
- Local musicians who appear on the show garner local press opportunities for your station.
- Show alumni are trained as Arts Leaders and are available for station development and outreach events, including station fundraisers, concerts, and local school visits.
- Engage your community further by being involved in a From the Top Live Taping.

Special Content

From the Top creates content and media for radio stations on an on-going basis, making it quick and easy to promote the show and local musicians.

- Print, audio and video bonus content available through Public Interactive
- Constantly updated blog available at greenroom.fromthetop.org (RSS)
- Social media promotional content for local musicians included pre-written tweets, Facebook posts, newsletter & website articles, and more.

From the Top is committed to recognizing young musicians. By airing the show, your station promotes the values of public broadcasting and most importantly demonstrates an interest in educational outreach and your community's youth.

For more information contact David Balsom:
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