



# SINGER'S spotlight

WITH ANN HAMPTON CALLAWAY

A National Public Television Sponsorship Opportunity

# Singers Spotlight

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*“What advice would you give to contestants  
on American Idol?”*

*-Ann Hampton Callaway*

*“I would tell them, I want you to stand absolutely still and  
sing the song, and find out when you have to move.”*

*-Liza Minnelli*

-- From the May 2007 pilot for *Singer's Spotlight*



# Introduction

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- The mid-20th century often is called the golden age of American song. Between 1920 and 1960, composers such as Irving Berlin, Jerome Kern, Cole Porter, Harold Arlen, and George and Ira Gershwin wrote hundreds of sophisticated, literate songs for the Broadway stage and Hollywood musicals.
- Masters of jazz such as Duke Ellington and Billy Strayhorn combined unforgettable melodies, complex rhythms and urbane lyrics to create timeless masterpieces about modern life, and the promise and pain of love.



# Introduction

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- Now called “popular standards” or the Great American Songbook, these songs inspired great interpreters – Ella Fitzgerald, Sarah Vaughan, Frank Sinatra, Bing Crosby, Nat King Cole, Ray Charles, Billie Holliday, Rosemary Clooney, Judy Garland and others – who, in their inimitable styles, mined the rich lyrics and melodies for emotional depth, humor and intelligence.
- Succeeding generations are now building on this tradition. Many gifted singers and songwriters emerged from the rock n’ roll and soul revolutions of the 1950’s and 1960’s. But even as they charted new territory and appeared to reject the past, contemporary pop artists returned to the old songs.



# Introduction

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Rock stars Annie Lennox, Elvis Costello, Cyndi Lauper, Sinéad O'Connor and Rod Stewart all took turns reinterpreting the Great American Songbook. Meanwhile, Frank Sinatra's classic albums from the 1950's were re-released on CD, and Tony Bennett made a remarkable comeback.



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# Introduction

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- Classic songs clearly have staying power. So do classic interpretations.
- What makes a song timeless?
- Who are today's top songwriters and stylists?
- Who are the keepers of the flame for the next generation?



# Series Description

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- The series contains elements similar to James Lipton's *Inside the Actor's Studio* on cable TV, Marian McPartland's *Piano Jazz* on public radio, and WTTW's *Legends of Jazz with Ramsey Lewis*.
- As interviewer, host and vocalist, Callaway will guide viewers through the art and biography of one singer or singer/songwriter in a one hour show, interspersing conversation with solo performances by her guest, and a duet to close the show.
- As the series gains viewers and momentum, Callaway hopes to introduce new faces and promising talents to a national audience.



# Website

A companion website to the series is planned, which will contain background on the singers and songwriters appearing in the series, outtakes and extra video from the tapings, an online songwriting contest, advice for budding singers from well-known performers compiled by Ann Hampton Callaway, and a viewer's guide to classic American songs in a variety of genres.



[www.annhamptoncallaway.com](http://www.annhamptoncallaway.com)





# Outreach

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The programs will be made available to music teachers at the high school and college level, and as Ms. Callaway tours and performs, she will participate in workshops on singing and songwriting at high schools, colleges and public television outreach events.



# Sponsorship Summary

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## ON AIR

- **Hours/Episodes:** Four One-Hour episodes
- **Targeted Telecast Time:** Late Night/Late Fringe
- **Targeted Broadcast Window:** Fall, 2008/Winter 2009
- **Projected U.S. TV Coverage:** 70%
- **Number of Releases:** 6 releases over 2 years
- **Target Audience:** Adults 35-64
- **Sponsorship Messages:** 2 messages per episode (open & close)

## OFF AIR

- **Press/Promotion:** Sponsor recognition on all press and promotional materials
- **DVD:** Sponsor message on video and recognition on DVD packaging
- **Website:** Sponsor logo on homepage linked to sponsor's website
- **Outreach:** Sponsors logo on outreach materials and signage





## Audience Projection: Singer's Spotlight with Ann Hampton Callaway

**Content:** Singer/songwriter and Tony-Nominee Ann Hampton Callaway hosts a mix of lively conversation and performance with today's jazz, pop and Broadway stars.

**Length:** 4/60

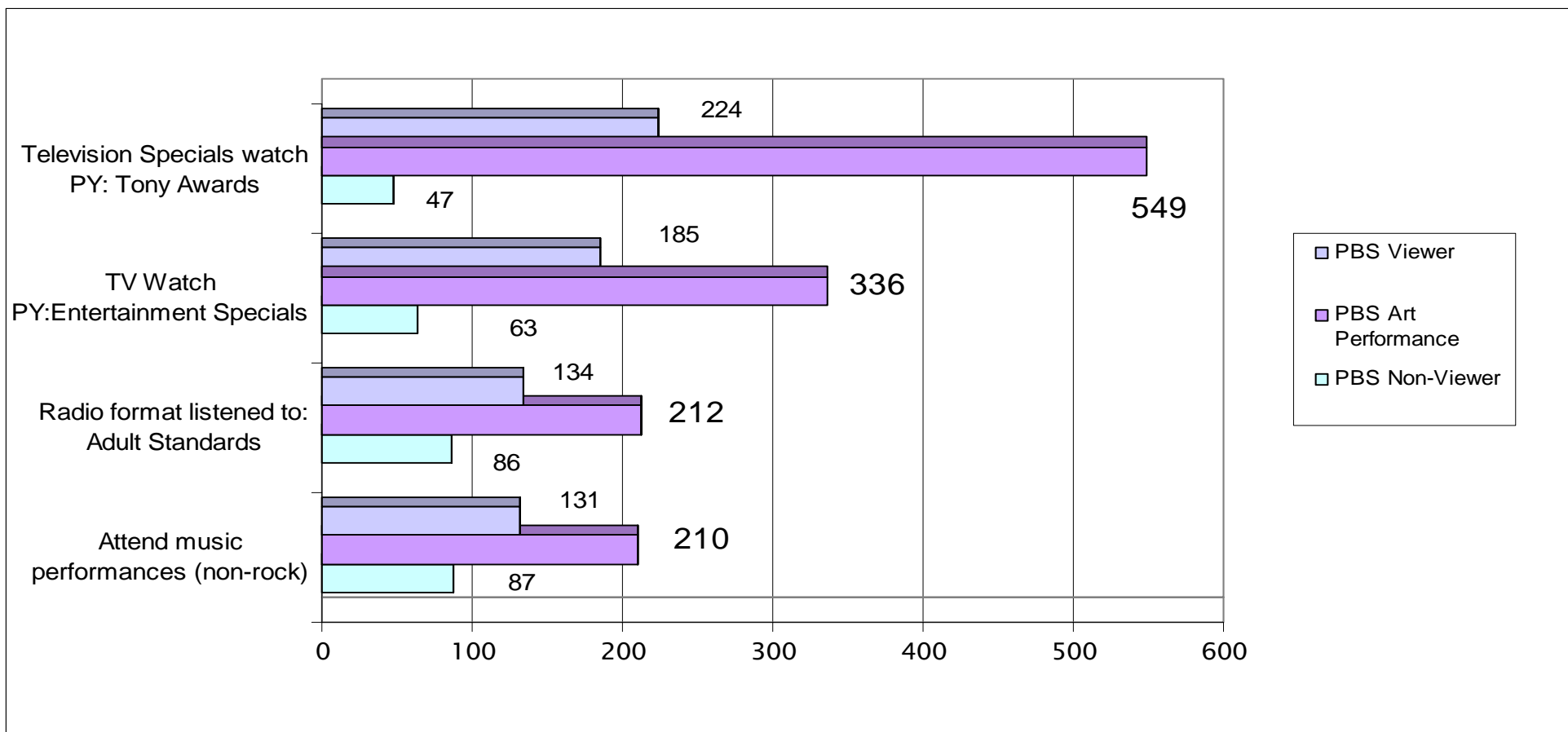
**Broadcast:** Fall 2008/Winter 2009, Six Releases over 3 years

**Coverage of US Households:** 70%

### AUDIENCE SIZE

	1st Release		2nd Release		3rd Release		4th-6th Releases		Total of all Releases	
	Episode AA		Episode AA		Episode AA		Episode AA		Series Gross Audience	
	ratings	totals	ratings	totals	ratings	totals	ratings	totals	ratings	totals
Households	0.5	570,000	0.3	393,300	0.3	306,774	0.2	217,810	13.5	15,388,021
Persons 2+	0.3	870,000	0.2	600,300	0.2	468,234	0.1	332,446	8.1	23,486,979
Adults 18-49	0.2	52,000	0.1	35,880	0.1	27,986	0.1	19,870	5.4	1,403,819
Adults 25-54	0.2	67,000	0.1	46,230	0.1	36,059	0.1	25,602	5.4	1,808,767
Adults 35-64	0.3	83,000	0.2	57,270	0.2	44,671	0.1	31,716	8.1	2,240,712
Women 18-49	0.2	70,000	0.1	48,300	0.1	37,674	0.1	26,749	5.4	1,889,757
Women 25-54	0.2	68,000	0.1	46,920	0.1	36,598	0.1	25,984	5.4	1,835,764
Women 35-64	0.3	100,000	0.2	69,000	0.2	53,820	0.1	38,212	8.1	2,699,653
Men 18-49	0.1	35,000	0.1	24,150	0.1	18,837	0.0	13,374	2.7	944,878
Men 25-54	0.2	67,000	0.1	46,230	0.1	36,059	0.1	25,602	5.4	1,808,767
Men 35-64	0.2	70,000	0.1	48,300	0.1	37,674	0.1	26,749	5.4	1,889,757
College Graduates	0.7	230,000	0.5	158,700	0.4	123,786	0.3	87,888	18.9	6,209,201
African-American HHs	0.7	100,000	0.5	69,000	0.4	53,820	0.3	38,212	18.9	2,699,653
Hispanic HHs	0.6	70,000	0.4	48,300	0.3	37,674	0.2	26,749	16.2	1,889,757

# Audience Quality



Basis of Projection: Average of programs: Legends of Jazz 2006 season episodes: American Songbook, Jazz Singers, Golden Horns; Live from Lincoln Center (Sondheim's "Passion" 3/06 and Guettel's "Light in the Piazza" 6/06) Notes: Gross audience assumes 2 underwriting credits per broadcast; College Graduate refers to head of household. Sources: PBS Research, Mediamark Research, Inc.; Nielsen Television Index.

# Your Message Stands Out on PBS

## Uncluttered is Better:

With less non-programming minutes per hour than any of the commercial networks, PBS delivers your message in the program-rich, clutter-free environment that our viewers have come to expect and appreciate.

## Category Exclusivity is better:

A sponsorship of a PBS series provides a unique opportunity to deliver your message without the clutter of your competitor's spots.

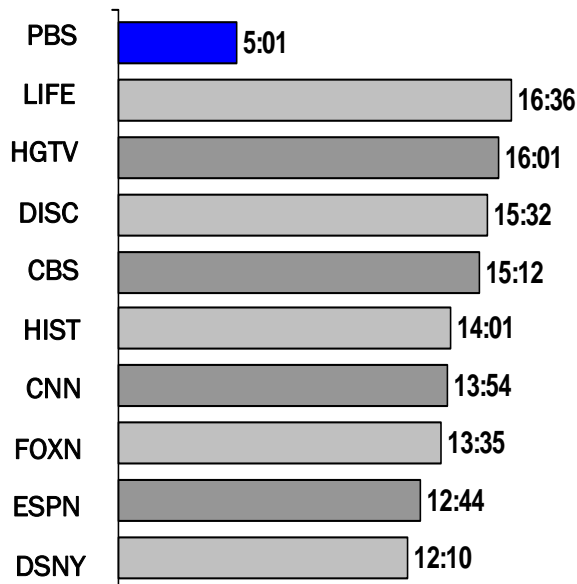
## The Result:

Your company gains the appreciation of the PBS audience that values the non-commercial and uninterrupted PBS programming made possible—in part-by your sponsorship.

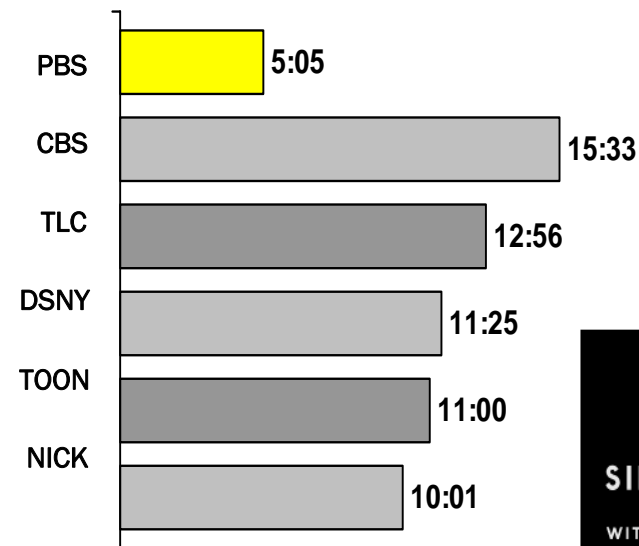
## PBS Viewers...

... Believe PBS sponsors have a commitment to quality and excellence and are more likely to buy a product from a PBS sponsor.

Non-Programming Minutes: Prime

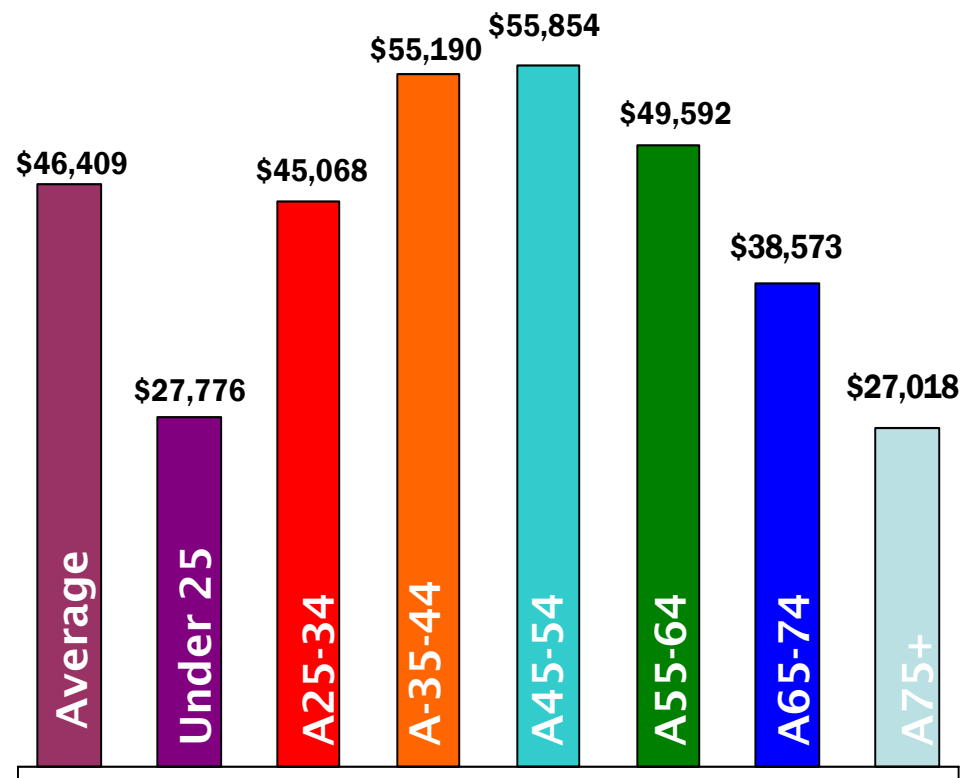


Non-Programming Minutes: Daytime



# PBS Reaches Quality Consumers

*Average Total Expenditure U.S. Adults*



Adults 35-64 (*Boomers!*) spend more on an annual basis than the often sought-after younger demographics.

The chart shows the average total expenditure by age as reported in the 2005 Consumer Expenditure survey by the U.S. Bureau of Labor Statistics.

*The Baby Boomer age range spends more annually than any other age break!*

Source: Consumer Expenditure Survey 2005 as reported by U.S. Bureau of Labor Statistics.

# Ann Hampton Callaway

**Ann Hampton Callaway, Host and Executive Producer...**

*"For sheer vocal beauty, no contemporary singer matches Ms. Callaway."*

*- The New York Times*



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# Ann Hampton Callaway

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Inspired by the great women of song such as Ella Fitzgerald and Shirley Horn, as well as by contemporary singers and songwriters such as Carole King, Ann Hampton Callaway has made her mark as a singer, pianist, composer, lyricist, arranger, actress, and educator in the jazz and pop arenas, as well as onstage, in the recording studio, on television, and in film. She is best known for starring in the hit Broadway musical *Swing!* (for which she received a Tony nomination) and for writing and singing the theme to the internationally successful TV series, *The Nanny*.

For more information, visit [www.annhamptoncallaway.com](http://www.annhamptoncallaway.com)





# WTTW National Productions

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WTTW National Productions is a premier producer and presenter of original, high-quality television programs for both public and commercial television broadcast. WTTW National Productions is a division of Window to the World Communications, Inc., the parent company of WTTW11 Chicago, the nation's most-watched public television station. For more than 50 years, WTTW11 and WTTW National Productions have introduced a wide array of ground-breaking television programming – reflecting the world's rich and diverse arts and entertainment scene as well as education, politics, public affairs, business, and religion – to a national audience. Its landmark innovative series and original productions include the critically-acclaimed performance showcases *Soundstage* and *Legends of Jazz* with Ramsey Lewis; *Grannies on Safari*; *CEO Exchange*; *David Broza at Masada: The Sunrise Concert*; *MEXICO -- One Plate at a Time* with Rick Bayless; the animated children's series *WordWorld* and the upcoming documentary *Retirement Revolution*.



# Thank You

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WTTW is proud to present *Singer's Spotlight with Ann Hampton Callaway*, and greatly appreciates your consideration of this request. This new television series will celebrate the artistry of America's great singers and songwriters, and will continue to build upon its artistic goals.

**For more information, please contact:**

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