

For Immediate Release
Contact: Julia Andrews, Vermont PBS
jandrews@vermontpbs.org
802.655.4891

Vermont This Week Gets a Makeover

Vermont PBS Celebrates 50 Years with Investment in Flagship News Analysis Show



vermont
THIS WEEK

Colchester, VT – January 24, 2018 – Starting Friday, Vermont This Week will change its look and sound, and Vermont’s best journalists will share a new stage, led by veteran host Stewart Ledbetter. Vermont PBS invested in its flagship news digest by taking it on the road, developing an enriched format, and giving it a new, more technical set. Even the theme music has been overhauled by musicians from the Vermont Symphony Orchestra.

“Vermont This Week is must-watch news analysis for engaged politicians and those in the know. As part of our 50th anniversary celebration we invested in our delivery of insightful analysis of trustworthy local news,” said

Holly Groschner, President of Vermont PBS. “The new look, constructed by Vermont craftsmen, reflects the brand’s integrity. Let us know how you like it!”

The revamped Vermont This Week joins PBS Newshour, BBC America, The Nightly Business Report, Washington Week, Democracy Now, FRONTLINE, and Amanpour on PBS in the Vermont PBS public affairs lineup.

Vermont This Week airs every Friday at 7:30 pm, and again at 8 pm on Mondays on Vermont PBS Plus. Episodes can also be viewed at vermontpbs.org/vtw. Viewers are encouraged to participate in the conversation by using the hashtag #vtw.

#

Vermont PBS is Vermont’s statewide public media provider and visual storyteller, with a commitment to cultural enrichment and civic engagement. More information is available at vermontpbs.org.