

AUSTIN  
CITY  
LIMITS®



**Austin City Limits** has done what no other television series has done in the history of American television. Inspired by the music scene that continues to thrive in Austin, Texas, the show has, for 33 years, presented viewing audiences with live concerts from many of the world's most acclaimed, accomplished and pioneering talent. And while other televised concert shows have come and gone **ACL** has consistently provided musical artists the platform of a nationally televised performance, in an intimate concert setting, with a straightforward production style. This format is what enables **ACL** to attract such a stellar lineup of performers year after year.

#### IT'S ALL ABOUT THE ARTISTS

When **Austin City Limits** debuted in 1975 with Willie Nelson as its first performer, no one – not the producers, not the network, not the fans, not even Willie – knew that this 60-minute show from a PBS station in a mid-level market would become a cultural institution. But they have, thanks to an impressive roster of artists drawn to our straightforward, no-muss-no-fuss aesthetic and a production team that works solely to highlight the artist. In studio 6A, the spotlight sits squarely where it needs to be: on the performance. From living legends to pop stars to up-and-

comers, musicians and songwriters representing nearly every genre of music have blessed this stage with their talent. The list is staggering: Ray Charles, BB King, Merle Haggard, Van Morrison, Elvis Costello, Fats Domino, Loretta Lynn, Stevie Ray Vaughan, Lucinda Williams, Tom Waits, the Dixie Chicks, John Prine, Norah Jones, Waylon Jennings, Coldplay, Alison Krauss & Union Station, Damian Marley, Lynyrd Skynyrd, Sheryl Crow, the Flaming Lips, Emmylou Harris, Leonard Cohen, Garth Brooks, John Fogerty, Wilco, Robert Plant, the Pixies, Phish and many more.



### **A Smart Choice for Underwriting**

**Austin City Limits** gives your business a chance to appeal to a wide variety of audiences. Everyone from band connoisseurs to the more contemporary crowd tunes in to this show for its musical variety! Ad placement around this show will be beneficiary to almost any business looking to stand out with music lovers, band enthusiasts, and those that enjoy the nightlife!

**Austin City Limits** is already underwritten by popular companies like AT&T, AMD, and Budweiser. These companies have benefited greatly from having ads around **ACL's** programming. Don't miss your chance for some great exposure for very affordable prices!



*For more information on how  
you can be a part of this  
great Basin PBS programming  
Saturday evenings at 10 PM,  
please contact:*

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