



Ideas and Insights, produced and hosted by Prof. Badrinath Rao, will be a weekly program comprised of two parts: a discussion about scholarly books on contemporary issues, and an analytical segment on socio-economic, political and cultural developments across the globe. This program will expose viewers to the latest books written by leading scholars and introduce them to cutting-edge ideas and insights about the most critical issues of our times.

WHAT

- A 30-minute topical discussion television program that will inform, educate and ultimately engage WGTE's audience and the region
- Host Badrinath Rao will introduce scholarly books and interview the author or an expert on the topic of each book
- Each episode will be a live-to-tape production in-studio with a full crew

WHEN

- Production to begin Spring 2023
- This program will be scheduled to air on Sundays at 11:30 a.m.

WHO

- The target audience will include but is not limited to all people whom want to be informed, engaged, and contribute to their communities
- Host Badrinath Rao will welcome up to two guests, in-studio or virtually, that will discuss the chosen book and topic

WHERE

- Will broadcast on WGTE HD 30.1 and will be available through cable, satellite and OTT platforms*
- Livestream and on-demand streaming will be available at wgte.org, pbs.org, the WGTE and PBS apps
- If available, additional interviews and discussion for each episode will be published online

For additional questions and information, please contact:

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*limited availability on OTT

