

## Live from Here Pitch Points and Testimonials, updated Aug 2019

### Pitch Points

- Chris has put his own stamp on the show, adding comedians, new sketches, and new alternative and contemporary bands and musicians to the program. He's also attracting younger, more diverse audiences to public radio.
- Chris Thile was captivated by bluegrass as a toddler, played mandolin on stage for the first time at age five, and formed the band Nickel Creek when he was 8. To say he was born to be a musician and performer is an understatement!
- Chris Thile has been a recipient of a 2012 MacArthur "genius" grant, and performed around the world with his genre-bending talents, as a solo musician, in collaboration with other artists, and with his band, Punch Brothers. And now, listeners can hear him from anywhere they choose, Live from Here each weekend.
- Chris has described Live from Here as a, "beautiful oasis of wonder and celebration". We couldn't agree more, and we know that's why you listen in each and every week.
- You discover new favorite musicians by listening to Chris Thile and his eclectic mix of weekly guests. Given his broad musical tastes and friends, Chris has featured guests such as Ben Folds, Jack White, Lucius, Jenny Lewis, Chris Stapleton, Corinne Bailey Rae, Hilary Hahn, and the Preservation Hall Jazz Band, to name just a few.
- It's a tradition. Every Saturday, millions of listeners all over the world tune in to listen to hear Chris Thile, Live from Here, on radios, laptops, desktops, mobile devices and tablets. (But we're still partial to over-the-radio airwaves ourselves!)
- Every Saturday, listeners all over the world tune in to hear Chris Thile, Live from Here, on the radio and online. Because you can count on the music and humor each time you listen, become a sustaining member of this station. You can provide a dependable source of revenue that your station can count on. Enjoy the show and thank you for your support!
- Each week, Chris Thile hosts one of the few live variety show broadcasts in existence today. While you're at home listening, host Chris and company are on stage at that very moment, bringing you music, humor and stories. Now, we reach out to you: make that connection with so many others who are listening as you are, at this very moment, to this live broadcast.
- Can you think of any place on the radio where you can hear the incredible mix of music that you hear from Chris Thile and his amazing guests? I can't! One minute it might be bluegrass; the next, The Shins or unique performances of John Coltrane, or Bach. There are the jokes that make you laugh, the sound effects that delight, and the overall feeling of an entertainment adventure unlike any other.

## Testimonials

- “I used to be the Program Director at a radio station and the most frequent, and best compliment we would receive was “you guys always sound like you are having so much fun.” Most days I couldn't believe I got paid to do what I did. Well, we were having a blast, and I get that feeling listening to *Live From Here*. You can't fake that. It's a very special thing.” – Suzanne, Jersey City, NJ
- “The show and Chris Thile, specifically, warmly invite us every week into the brother/sisterhood of fine, often unique musical craft and performance...an invitation well worth accepting.” – David, Tallahassee, FL
- “I think *Live from Here* is worth supporting because it bridges the gap across generations young and old with the power of music, comedy, stand-up, and other folks of spoken word. Oh yeah, and I just have a heckova' ball at every show I go to!” – Harvey, Brooklyn, NY
- “I believe that *Live From Here* is the absolute best source for the absolute best music. The humor, state of mind, and creativity is also sublime.” – Tobi, College Station, TX
- “I am so glad that *Live from Here* continues the tradition of live radio. Chris is such a knowledgeable enthusiastic host. He just gets better and I hope the show continues!” – Ria, Englewood, NJ
- “The musical talent that Chris Thile attracts for *Live From Here* is immensely enjoyable. Sometimes my husband and I will just sit in our family room on Saturday night and listen to the show. It feels very retro. I treasure this program!” – Kathe, Kirkland, WA
- “In one sentence? It's the most musically eclectic, intelligently conceived, and still hilariously written show to be found, these days.” – Tom, Shelburne MA
- “I love the music and the show, and Chris Thile is a national treasure who deserves the support so he can make a lot more music.” – David, Cave Creek, AZ
- “Where else can you see & hear such an eclectic brand of talent, young & old!” – Bonnie, Sarasota, FL
- “I look forward every week to listening to *Live from Here*. I schedule my weekend around it.” – Thomas, State College, PA
- “*Live from Here* is what radio used to be: enjoyable entertainment, but with a modern flair.” – Diane, Plainfield, IN
- “Chris Thile is an astonishing musician who uses his gifts to lift others. I couldn't believe that he agreed to host a weekly show, nor that he would do such an outstanding job and create a new song every week, and I love the changes to the show that have been instituted since he joined. So, you know, it's worth supporting for every reason I can think of.” – Marc, Concord, NC