

WYSU 88.5 - Coverage Area

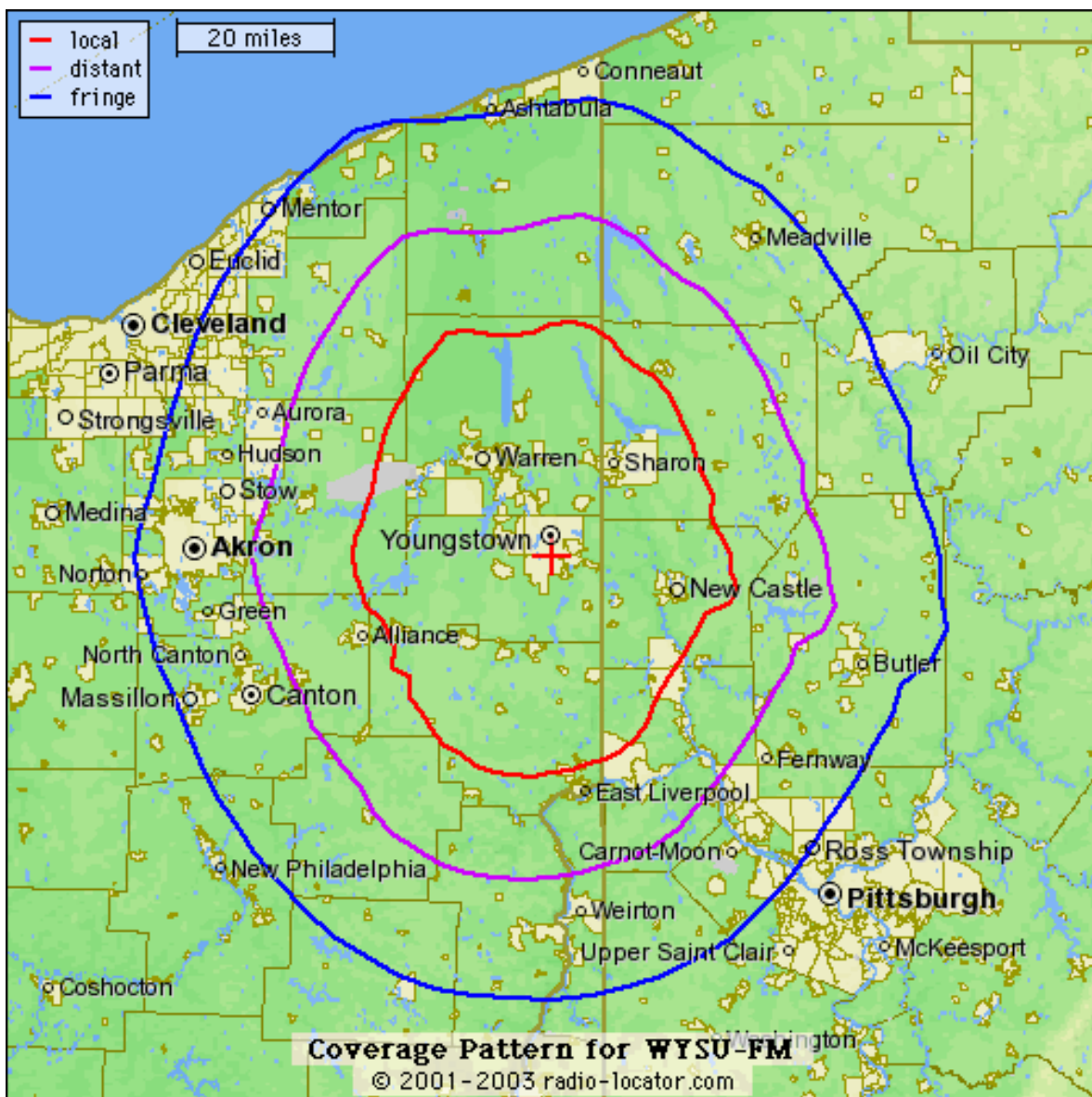
88.5 MHz in Youngstown, OH

90.1 MHz in Ashtabula, OH

97.5 MHz in New Wilmington, PA

WYSU 88.5 is northeast Ohio, western Pennsylvania and northern West Virginia's source for classical music, jazz, NPR news, Newslink Global News, and great entertainment. We are a charter NPR affiliate and have been in operation since 1969.

Our **50,000 watt** signal reaches nearly 2,000,000 people in an area of approximately 19,000 square miles.



WYSU 88.5
WHAT IS UNDERWRITING?

The tax-deductible financial support of public radio by businesses, associations, foundations, and nonprofit organizations is called underwriting.

This financial support is acknowledged on the air with announcements (or “credits”) which are customized to the specific business or organization. The frequency, number and scheduling of the announcements depends upon the client’s level of financial support.

WYSU-FM has a potential audience of over 2,000,000 and reaches almost 50,000 loyal listeners weekly.

Our underwriters make contact with this highly educated, affluent, well-traveled and culturally discriminating audience while supporting the station's top-notch public broadcasting. Our valued underwriting partners are members of the regional business community who recognize and celebrate the unique nature of WYSU's programming and audience:

Intelligent, active and passionate about our valley!

Our Underwriters help us to continue WYSU 88.5’s decades-long tradition of fine public broadcasting for Youngstown, Warren, Sharon, New Castle and the surrounding communities.

Become part of our underwriting family today!



WYSU 88.5 - Marketing Opportunities

Underwriting helps WYSU 88.5 fund quality programming that can only be found on public radio. As an underwriter, you'll combine the benefits of advertising with sound public relations.

You are partnering with a valuable cultural and community resource as well as demonstrating your commitment to Youngstown State University.

Underwriting on WYSU 88.5 includes these value-added benefits:

- WYSU's 50,000 watt signal reaches nearly 2,000,000 people within a 19,000 square-mile area in northeast Ohio, western Pennsylvania and northern West Virginia.
- Your underwriting message reaches an upscale audience of trend-setters and decision makers. Our listeners are choice consumers, savvy business leaders, and influential individuals who are active in their communities.
- In a non-commercial environment, your message is heard - *not tuned out*. WYSU-FM listeners are not "*channel surfers*".
- WYSU 88.5 has strengthened programming and watched our audience grow **50%** over the past five years.

We now have a weekly cumulative audience of **50,000 listeners**

- Underwriters receive complimentary mention in our bi-monthly program guide, *The 12th Note*. The guide is distributed to more than 2,000 listeners throughout the region six times a year.
- Current underwriters are listed on WYSU's website and have the opportunity to link from WYSU.ORG to their website.
- Underwriters may offer discounts to WYSU 88.5 members through *The Classic Card*, our member savings card program.

Frequency discounts are offered to underwriters who sponsor programming with 14 or more credits.

We will be happy to work with you to create a customized sponsorship package that meets your budget, marketing, and public relations needs.

WYSU 88.5 Listener Profile

Q: How can NPR & WYSU radio make the difference for your Company?

A: EXCEPTIONAL AUDIENCE DEMOGRAPHICS

- Within the last 3 years, the audience to NPR programming has increased by more than **6 million** listeners, an increase of **45%** (NPR Audience and Corp. Research, 2002).
- Within the last 5 years, the audience has increased **60%** (NPR Audience and Corp. Res. 2002).
- NPR's audience **exceeds the combined circulation of the top 42 daily newspapers** in the US (NPR Audience and Corp. Res. 2002).
- **Morning Edition** and **All Things Considered** each draw a larger weekly audience than any of the individual nightly network newscasts (Nielsen Media Research/Associated Press).
- NPR listeners are **88%** more likely to buy products and services from companies that support public radio than from companies that advertise on commercial radio. (*ICR, Excel Omnibus 5/01*)
- **55%** of NPR listeners prefer to buy products and services from companies that support public radio (when price and quality are equal). (*ICR, Excel Omnibus 5/01*)
- WYSU 88.5 reaches almost **50,000 loyal, weekly listeners**. These listeners **do not "channel surf"** to avoid underwriting announcements.

The typical listener of WYSU-FM is an excellence source to improve your company's penetration into an elite market demographic. National Public Radio attracts an audience most notably distinguished by its: **Educational Excellence and Professional Success**.

Here are some important distinctions between listeners of public radio and typical U.S. adults:

<u>Demographic Characteristic</u>	<u>Public Radio Listeners</u>	<u>Typical U.S. Adults</u>
Household Income more than \$75K	48%	32%
Hold professional/management positions	47%	20%
Have received a college degree or some higher level of education	58%	27%
Own their own homes	75%	68%
Own financial securities &/or bonds	47%	30%
Uses the internet more than once a day	50%	30%
Made an online purchase	62%	34%
Own a passport	45%	26%
Regularly Dine in Fine Restaurants	66%	50%
Regularly attend Live Theatre	29%	15%

(Source: NPR – Profile 2007 & The US Census and reports, 2000, 2003 & 2005)

As you can see, when you become a WYSU 88.5 underwriter, your on-air announcement will reach a huge pool of current and prospective customers within our exceptional, unparalleled listener demographic.

Underwriting Rates

Spot Rates

To target a specific audience or program, we recommend choosing **Spot Rate** sponsorships. Rates are based on time of day (daypart) with reduced rates offered for 14 -26 or 27+ spot commitments. An underwriter may select one or more dayparts. All commitments under 13 spots must be prepaid.

MONDAY THROUGH FRIDAY:

<u>Day Part</u>	<u>Time Period</u>	<u>1-13 spot Flight</u>	<u>14-26 spot Flight</u>	<u>27-52 spot Flight</u>
<i>Morning Drivetime</i>	6 am – 9 am	\$ 20.00	\$ 18.00	\$ 17.00
<i>Midday Music</i>	9 am – 4 pm	\$ 15.00	\$ 13.50	\$ 12.75
<i>Afternoon Drivetime</i>	4 pm – 8 pm	\$ 20.00	\$ 18.00	\$ 17.00
<i>Evening Music</i>	8 pm – 12 am	\$ 11.00	\$ 9.90	\$ 9.35
<i>Overnight</i>	12 am – 6 am	\$ 8.00	\$ 7.20	\$ 6.80

SATURDAY & SUNDAY:

PREMIUM PROGRAMMING:

<u>Program</u>	<u>Day</u>	<u>Time</u>	<u>1-13 spots</u>	<u>14-26 spots</u>	<u>27-52 spots</u>
<i>Car Talk</i>	Sat.	10 am – 11 am	\$ 31.50	\$ 29.75	\$ 28.00
<i>A Prairie Home Companion</i>	Sat.	6 pm – 8 pm	\$ 50.00	\$ 45.00	\$ 40.00

REGULAR WEEKEND PROGRAMMING (The following weekend rates exclude the above programs):

<u>Day Part</u>	<u>Time Period</u>	<u>1-13 spots</u>	<u>14-26 spots</u>	<u>27-52 spots</u>
<i>Daytime</i>	6 am – 6 pm	\$ 15.00	\$ 13.50	\$ 12.50
<i>Evening</i>	8pm – 12 am	\$ 11.00	\$ 9.90	\$ 9.00
<i>Overnight</i>	12 am – 6 am	\$ 8.00	\$ 7.20	\$ 6.80

Notes Regarding Spot Rates:

- Rates shown are NET per 15 second announcement and are for rotation within each daypart.
- Non-profit charitable organizations receive a 10% discount on all Spot Rates.
- Rates, times, and programs are subject to change and availability.

Packages

The Executive Decision Maker Package:

The Executive Decision Maker Package offers **11 spots per week** with Monday through Friday placement in morning drivetime (1 spot per day between 6 am & 9 am), and afternoon drivetime (1 spot per day between 4 pm & 8 pm), plus 1 spot placement in *A Prairie Home Companion* on Saturday evening (6 pm – 8 pm).

1 - 13 week Flight	14 – 26 week Flight	27 – 52 week Flight
\$ 215 per week	\$ 200 per week	\$ 190 per week

Classical Music Audience:

The Classical Music Audience package offers **10 spots per week** with Monday through Friday placement in Midday Music (1 spot per day between 9 a m & 4 pm) and Monday through Thursday Evening Classical Music (1 spot per day between 8 pm & 12 am), plus placement in music programming on Sunday (1 spot between 10 am & 4 pm).

1 - 13 week Flight	14 – 26 week Flight	27 – 52 week Flight
\$ 115 per week	\$ 105 per week	\$ 100 per week

Total Audience Package:

For greatest value and cost savings, choose a **Total Audience Package** of from five to ten spots per week with placement evenly divided among drivetime, mid-day, and evening/weekend dayparts, thus ensuring a large and diverse audience for your message. We'll select the days and times to maximize your on -air presence.

SPOTS PER WEEK	1 – 13 week Flight	14 – 26 week Flight	27 – 52 week Flight
10 spots per week	\$ 120 per week	\$ 110 per week	\$ 100 per week
9 spots per week	\$ 108 per week	\$ 99 per week	\$ 90 per week
7 spots per week	\$ 85 per week	\$ 77 per week	\$ 70 per week
5 spots per week	\$ 62 per week	\$ 55 per week	\$ 50 per week

WYSU 88.5
UNDERWRITERS, SPONSORS AND DONORS

Aebischer's Jewelry
 Akiva Academy
 Akron Children's Hospital
 Alberini's Restaurant
 Angels for Animals
 Associated School Employees Credit Union
 Bahai's of Ohio Valley
 Becker's Angels' Rest Pet Cremation Service
 The Business Journal
 Butler Institute of American Art
 Butler Wick & Company, Inc.
 Chalet Premier
 Chapter's Café
 Charles Masters & Company
 Cleveland International Film Festival
 The Cleveland Orchestra
 Dana School of Music
 Dan DeSantis, LTD
 DeBald and Company Office Products
 The First Unitarian Church
 Flying Cycles, LLC
 Gasser Chair Company
 Giant Eagle Churchill Commons
 Go Ahead Vacations
 Greenwood Chevrolet, Inc.
 Harrington, Hoppe & Mitchell
 Hermitage Arts Festival
 Hersh Exterminating Services
 Hiram College
 Home Savings & Loan
 Humility of Mary Health Partners
 Huntington National Bank

International Society for Humor Studies
 Internet Data Management Inc. dot net (www.IDMI.net)
 J. Arnold & Associates
 James & Sons
 Jewish Community Center
 The Joshua Tree
 KeyBank – Key Private Bank
 Keynote Media Group
 Mahoning River Consortium
 Markko Vineyard
 Howard Mettee
 Michael Charles Premier Wines
 The Mocha House
 NEOUCOM
 Niles Iron & Metal
 Oakland Center for the Arts
 Ohio Valley Energy Systems Corp.
 Packer Thomas
 Family H. Proctor Charitable Foundation
 Park Vista Retirement Community
 The Pittsburgh Symphony
 The William B. & Kathryn Challiss Pollock Foundation
 Quick Lane at Donnell Auto Group
 Rodef Sholom
 Roth, Blair, Roberts, Strasfeld and Lodge
 Ruth H. Beecher Charitable Trust
 St. John's Episcopal Church

St. Regis Printing
 Scarsella Furniture
 Schwebel Baking Company
 Selah Restaurant
 Sherman Creative Promotions
 Smith & Company Jewelers
 Something New Florists
 Star Supply Bargain Outlet
 Strollo Architects
 Struthers Beer, Wine & Spirits
 Subway-Rayen Avenue
 Team NEO
 Trumbull Art Gallery
 Villa Maria Community Center
 Vital Record Storage
 The Walter E. and Caroline H. Watson Foundation
 Warren Philharmonic Orchestra
 Westminster College – Honors Program
 Wick Neighbors, Inc.
 Winslow's Café
 YSU – Dept of Physical Therapy
 YSU – The MBA Programs
 YSU Metro College
 YSU School of Graduate Studies
 The Youngstown Club
 Youngstown Hearing & Speech Center
 Youngstown Opera Guild
 Youngstown Peace Race

January 2008

Testimonials



HARRINGTON,
HOPPE &
MITCHELL, LTD.

Legal Solutions for Business and Life

“Harrington, Hoppe and Mitchell is proud to be a WYSU underwriter. We are pleased to provide financial support for the station's quality classical music and for National Public Radio programming, which is an asset to our

community. WYSU delivers our firm's message to the business and community leaders that constitute our client base.” – *Shirley J. Christian, Member*

“At Akron Children’s Hospital, first and foremost, we believe in kids -- and helping create a healthy environment in which they can grow. We are proud to support WYSU, for bringing consistently high quality programming



Akron
Children's
Hospital

into the lives of the families we serve.” - *Carol Wallace, Director of Public Relations*



“Home Savings realizes the importance of supporting local organizations that give back to the community and WYSU does just that by serving as a local public radio station. Home Savings appreciates the efforts of WYSU and is proud to be a programming sponsor.” – *Sue Stricklin, VP, Marketing*

“We support WYSU not as any part of a marketing scheme, but rather through an appreciation of quality. WYSU is a quality “star” station in our constellation.” – *Jody Rauschenbach, Manager*



“On numerous occasions I have had customers “thank me” for supporting WYSU programming. Therefore, I thought maybe it was time I thanked you and your colleagues for the wonderful job you all do to get our message out. My reasons for choosing WYSU to market our Quick Lane and The Transmission Shop is because of the diverse group of listeners the programming attracts plus it helps preserve public radio in our area.”

- *Ron DiTullio, Director of Parts & Service Operations*

WYSU 88.5 - CREDIT WRITING GUIDELINES

General Guidelines:

- Credits are a maximum of **15 seconds** and are either read live or prerecorded by WYSU 88.5 staff. They may **not** contain music beds or sound effects. (Paid fine & performing arts PSA credits may be up to 30 seconds in length).
- A business, service or event may be described in **value neutral terms** that avoid **comparative** or **qualitative** claims, **superlative** descriptions or **promotional** language.
- Examples of prohibited *comparative, qualitative, superlative, or promotional* language include: **"expert", "finest", "leader", "best", "greatest", "most reliable", etc.**
- The credit **may not contain calls-to-action or solicitation of direct consumer response**. (Examples include **"call today", "stop in", "give it a try"**)
- **Price or value information is not allowed.**
- The physical location of a business (city, area, town or cross streets) and phone numbers or web site addresses may be included.
- Established corporate identifiers or corporate positioning statements may be allowable. **Slogans coined for specific marketing campaigns are not allowable.**

*** FCC Determinations:**

-Acknowledgements may be made for identification purposes only and should not promote the contributor's products, services, or company. For example, logos or logograms used by corporations or businesses are permitted so long as they do not contain comparative or qualitative descriptions of the donor's products or services.

Similarly, **company slogans which contain general product-line descriptions are acceptable if not designed to be promotional in nature**. Visual depictions of specific products are permissible. The inclusion of a telephone number or world-wide-web address in an acknowledgement is within these general guidelines and, is therefore permissible.

Several examples of announcements that would clearly **violate** the rule may be helpful:

- **Announcements containing price information are not permissible**. This would include any announcement of interest rate information or other indication of savings or value associated with the product. An example of such an announcement is:
 - -- "7.7% interest rate available now."
- **Announcements containing a call to action are not permissible**. Examples of such announcements are:
 - -- "Stop by our showroom to see a model";
 - -- "Try product X next time you buy oil."
- **Announcements containing an inducement to buy, sell, rent, or lease are not permissible**. Examples of such announcements are:
 - -- "Six months' free service";
 - -- "A bonus available this week";
 - -- "Special gift for the first 50 visitors."

The FCC relies on the good faith determinations of public broadcasters in interpreting its noncommercialization guidelines.