

# CORPORATE UNDERWRITING

Build your brand. Build your business.

**88.5 FM WYSU is the most cost-effective way for businesses and organizations to reach 50,000 loyal, engaged, educated, high-income weekly listeners.**

Local and regional businesses and organizations that want to drive listeners to events, showcase a new product, brand their business, or build credibility in the community have made underwriting on WYSU an integral part of their marketing strategy. Why? Because in addition to delivering a much coveted demographic, WYSU delivers return on investment. And with our audience of business decision makers and influencers, underwriting is highly effective for business-to-business marketing and advertising.

## **Underwriting:** A cut above traditional advertising.

As a member-supported radio station operating in the public interest, the FCC sets guidelines for the language used in underwriting messages. And for our audience, that's a good thing.

Announcements on WYSU are factual, not comparative, and do not include specific calls to action. But our listeners don't need to be persuaded, cajoled or pressured into buying products or services. **Here is the research to back that up:**

**80%** of public radio listeners say they have a positive impression of a company that supports public radio.

**70%** of listeners say that underwriting messages have a positive impact on their purchase decisions.

**28%** of listeners claim to have been directly influenced by public radio in buying a product or service, versus only 5–7% who claimed to have been influenced by messages on a commercial radio station.

Source: 2008 NPR Audience Profile Report

The station has an experienced copywrite editor on staff who can craft an effective message for you.

**WYSU offers a number of very affordable underwriting packages. For more information about marketing your business, service or product on WYSU, contact:**

[underwriting@wysu.edu](mailto:underwriting@wysu.edu)



Radio you need to know.

[WYSU.org](http://WYSU.org)

“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 into the lives of the families we serve.”

– Carol Wallace, Akron Children’s Hospital

“We’ve been an underwriter for 18 years.

This is not purely advertising, this is supporting what we believe to be a worthwhile community resource.”

– Paul Dutton, Harrington, Hoppe & Mitchell

“On numerous occasions I have had customers “thank me” for supporting WYSU.

Therefore, I thought maybe it was time I thanked the station for the wonderful job they do to get our message out. We choose to market on WYSU because of its diverse group of listeners, plus it helps preserve public radio in our area.”

– Ron DiTullio, Donnell Auto Group

# WHO UNDERWRITES ON WYSU?

## Businesses & Corporations

Aebischer’s Jewelry  
Associated School Employees Credit Union  
Bahai’s of Ohio Valley  
Chalet Premier  
Donnell Auto Group  
Gasser Chair Company  
Go Ahead Tours  
Greenwood Chevrolet, Inc.  
Harrington, Hoppe & Mitchell  
Hersch Exterminating Services  
Home Savings & Loan  
Huntington National Bank  
Internet Data Management Inc. (IDMI)  
Key Bank – Key Private Bank  
Keynote Media Group, LLC  
Niles Iron & Metal  
The Mocha House  
Meadowbrook Nursery & Landscape  
Packer Thomas  
Philadelphia Candies  
PNC Bank  
RothBlair  
Schwebel Baking Company  
Selah Restaurant

Sherman Creative Promotions  
Something New Florists  
Star Supply Bargain Outlet  
Struthers Beer, Wine & Spirits  
Villa Maria Community Center  
Winslow’s Café

## Community & Nonprofit Organizations

Akron Children’s Hospital  
American Cancer Society  
Humility of Mary Health Partners  
Mill Creek MetroParks  
Family H. Proctor Charitable Foundation  
The Purple Cat/ISLE  
Ruth H. Beecher Charitable Foundation  
Shepherd of the Valley  
The Walter E. and Caroline H. Watson Foundation  
The Youngstown Foundation  
YSU Foundation

## Academic Institutions

Hiram College  
NEOUCOM  
Thiel College

Westminster College  
Youngstown State University

## Arts & Entertainment

The Butler Institute of American Art  
Ballet Western Reserve  
Cleveland International Film Festival  
The Cleveland Orchestra  
The Dana School of Music  
Jewish Community Center  
Mad About the Arts  
Oakland Center for the Arts  
OH WOW! The Roger & Gloria Jones Children’s Center for Science & Technology  
Stambaugh Auditorium  
Theatre Westminster  
Trumbull Art Gallery  
Youngstown Area Jewish Film Festival  
Youngstown Opera Guild  
Youngstown Peace Race  
Youngstown Summer Festival of the Arts  
Youngstown Symphony

## Media Outlets

The Business Journal  
The Vindicator



Radio you need to know.

WYSU.org

# CRAFTING THE PERFECT ON-AIR MESSAGE

For Your Business or Organization

## High-Value Marketing TARGETING High-Value Customers

In just 15 seconds you can reach a high-value audience of educated, affluent, and active listeners, many of whom are key decision makers, community leaders and influencers. A well-crafted message will attract listeners to events, showcase a new product, brand their business or build credibility in the community.

**When preparing your message, here are few things to keep in mind:**

**1.** Each message is delivered by one of the station's on-air professionals, ensuring a quality production and consistency of sound.

**2.** Your 15-second message may contain:

- Name of your business or organization
- Your location
- A description of your products or services
- Your registered, non-promotional slogan
- Your brand names
- Your telephone number
- Your web address

**3.** Since we are a non-commercial public radio station, WYSU must adhere to certain FCC guidelines as to the content of every message. That means the following is not permitted:

- Comparative or superlative language (i.e.: largest, best, most reliable, board certified, licensed and insured, etc.)
- Mention of price, interest rates, discount, sales or savings
- Promotions or call to action (i.e.: hurry in, call now, operators are standing by, etc.)

**4.** Sorry, no sound effects or music beds.

**Here are two examples of effective, compliant announcements:**

*“Underwriting support is being provided by XYZ Jewelers in Boardman, serving families of the community for over three generations. XYZ Jewelers, 342 Main Street in Boardman. Learn more at [XYZ Jewelers.com](#).”*

*“Broadcast of this program is made possible in part by Community Health Care, a family of integrated health care systems providing in-patient and out-patient, rehabilitation and skilled nursing services since 1965. Community Health Care ... making your health our priority. [www.CommunityHC.com](#).”*

**Need help in creating the perfect message? We're happy to create an effective message for you that meets all FCC regulations. Call 330.941.3364 to get started.**



Radio you need to know.

[WYSU.org](#)