88.5 FM WYSU
Radio you need to know.

CORPORATE SPONSORSHIP UNDERWRITING
Build your brand. Build your business.
WHO UNDERWRITES ON WYSU?

**Businesses & Corporations**
- A&C Beverage
- Aebischer’s Jewelry
- Akron Children’s Hospital Mahoning Valley
- ASECU Associated School Employees Credit Union
- Byrne Auction & Realty
- Copeland Oaks
- Forest Lawn Memorial Park
- Froggerjobs.com
- Harrington Hoppe & Mitchell
- Horodyski’s White Barn Farm
- IDMI.net
- Keynote Media Group
- Mercy Health Hospital
- Method 8 Corp.
- NE Cola & Sons
- Noble Creature Cask House
- Ohio Living Park Vista
- Philadelphia Candies
- Raptis Coffee
- Roth Blair Roberts Strasfeld & Lodge
- Selah Restaurant
- Star Supply Bargain Outlet
- Sunrise Entertainment
- The Renal Group
- Youngstown Flea

**Community & Nonprofit Organizations**
- African American Male Wellness Walk
- American Heart Association
- Austintown Farmers Market
- Dr. Thomas Shipka
- Friends of Fellows Riverside Gardens in Mill Creek Park
- First Presbyterian Church of Columbiana
- Home Savings Charitable Foundation
- Mahoning Valley College Access Program
- Mahoning Valley Historical Society

**Academic Institutions**
- Montessori School of the Mahoning Valley
- Pittsburgh Theological Seminary
- Thiel College
- Westminster College
- Youngstown State University

**Arts & Entertainment**
- Apollo’s Fire
- Ballet Western Reserve
- Butler Institute of American Art
- Canton Symphony Orchestra
- Cleveland International Film Festival
- DeYor Performing Arts Center
- McDonough Museum for Contemporary Art at YSU
- Oh WOW! The Roger and Gloria Jones Children’s Center for Science and Technology
- Opera Western Reserve
- Pittsburgh Symphony Orchestra
- Stambaugh Auditorium
- Tuesday Musical Association
- Western Reserve PBS
- Youngstown Playhouse
- Youngstown Symphony Orchestra

**Media Outlets**
- The Business Journal
- The Metro Monthly
- The Vindicator

WYSU.org
88.5 WYSU-FM is the most cost-effective way for businesses and organizations to reach 35,000 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:

71% 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.

35% 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. This positive impression of public radio sponsors by our audience is known as the ‘halo effect’.

Source: 2017 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 production WYSU, contact:

underwriting@wysu.edu

88.5 FM
Radio you need to know.
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 a 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 XYZJewelers.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 outpatient, 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 330.941.3363 to get started.
WYSU is one of northeast Ohio’s and Western Pennsylvania’s largest public radio stations. With a 50,000 watt signal that reaches nearly 2,000,000 people in an area of approximately 19,000 square miles, the WYSU footprint reaches all or part of 24 counties - in Ohio (14), in Pennsylvania (9) and in West Virginia (1).

**Ohio counties** include Ashtabula, Carroll, Columbiana, Cuyahoga, Geauga, Harrison, Jefferson, Lake, Mahoning, Portage, Summit, Stark, Trumbull and Tuscarawas. **Pennsylvania counties** include Allegheny, Beaver, Butler, Crawford, Erie, Lawrence, Mercer, Venango and Washington. And Hancock county in West Virginia.

Underwriting is the tax-deductible financial support of public radio by businesses, associations, and nonprofit organizations. This financial support is acknowledged on the air with announcements (or “credits”), which are customized to the specific business or organization.

The 88.5 WYSU-FM listening community has the potential to be a great target audience for the overall public information and marketing plans of any business or organization. **Our listeners are trendsetters, decision makers, choice consumers, savvy business leaders, and influential individuals who are active in their communities.**
WYSU AUDIENCE PROFILE

DEMOGRAPHICS
55% WOMEN
45% MEN
80% AGE 35+

The majority of listeners are located in Mahoning, Trumbull, Lawrence, and Columbiana counties.

52% of listeners are college graduates

WEEKLY AUDIENCE
35,000

AUDIENCE TIME SPENT LISTENING
6 hours per week total audience
11 hours per week core audience

77% own their own home
75% household income of $50k+
82% use online services
44% hold or held professional or managerial positions
62% regularly dine in fine restaurants
45% regularly attend live theatre, concerts, or dance performances
68% have traveled domestically in the past year
39% have traveled outside the US in the past three years
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 over 20 years.** This is not purely advertising, this is supporting what we believe to be a worthwhile community resource.

– Paul Dutton, Harrington, Hoppe & Mitchell

We have similar audiences, and when we have teamed up with WYSU on media partnerships it has been very successful – **we get good feedback!**

– William Lawson, Mahoning Valley Historical Society
Youngstown State University does not discriminate on the basis of race, color, national origin, sex, sexual orientation, gender identity and/or expression, disability, age, religion or veteran/military status in its programs or activities. Please visit www.ysu.edu/ada-accessibility for contact information for persons designated to handle questions about this policy.