



UNDERWRITING WITH WYSU 88.5
 90.1 in Ashtabula & 97.5 in New Wilmington
 A public radio service of Youngstown State University
 Phone: 330-941-3364
 Fax: 330-941-1501

WHAT IS UNDERWRITING?

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 frequency, number and scheduling of the announcements depends on the underwriter's level of financial support.

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

Intelligent, active and passionate about our valley!



Our Underwriters help us to continue WYSU-FM's decades-long tradition of fine public broadcasting for northeast Ohio and western Pennsylvania.

UNDERWRITER BENEFITS

▶ As an underwriter your pre-scheduled 15 second "credit" will be read live, on-air by WYSU-FM talent. Underwriting credits allow for a business, service, or event to be described in value neutral terms that avoid comparative or qualitative claims, superlative descriptions or promotional language. Here is an example of a typical WYSU-FM Underwriting credit:

Program support provided by The ABC Company, 123 Main Street in Youngstown. The ABC Company has been providing professional tax, accounting & bookkeeping services since 1980. Information is available at ABC Company dot org".

▶ Your underwriting message will reach 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".

▶ Underwriters receive complimentary mention in our quarterly program guide, The *Need to Know* newsletter. The guide is distributed to more than 2,000 listeners throughout the region three times a year.

WYSU 88.5 FACTS



WYSU-FM currently serves nearly 40,000 regular listeners in northeast Ohio and western Pennsylvania.

WYSU's 50,000 watt signal reaches nearly 2,000,000 people within a 19,000 square-mile area.

BECOME A PART OF THE WYSU-FM UNDERWRITING FAMILY TODAY!

If you are interested and would like more information about our underwriting program, please contact underwriting@wysu.org or (330) 941-3364, or complete the form below and return it via fax to 330-941-1501.

We look forward to hearing from you!

_____ -Yes, I am interested in underwriting with WYSU-FM. Please contact me!

Name: _____

Business: _____

Phone: _____

Email: _____