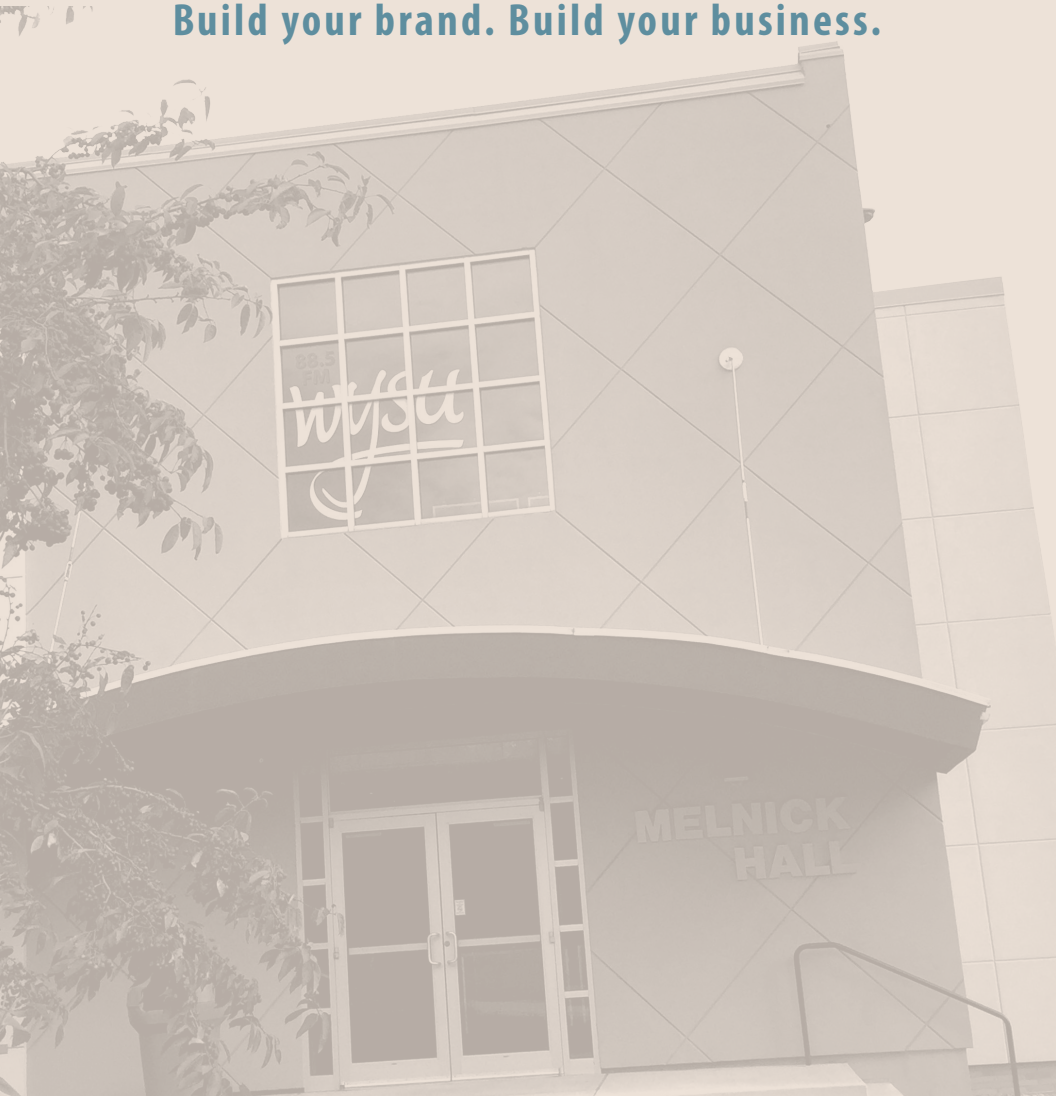
88.5 FM wysu

Radio you need to know.

CORPORATE SPONSORSHIP UNDERWRITING

Build your brand. Build your business.



WHO UNDERWRITES ON WYSU?

UNDERWRITING

Businesses & Corporations
A&C Beverage
Aebischer's Jewelry
Akron Children's Hospital Mahoning Valley
ASECU Associated School Employees Credit Union
Byce 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 Colla & 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
Mercy Health Foundation
Mill Creek Metroparks
Simply Slavic
Sisters of Humility of Mary
Thomases Family Endowment of the Youngstown Area Jewish Federation
Unitarian Universalist Church of Youngstown
Villa Maria Community Center
Youngstown Foundation
YSU Foundation
YSU-OEA
YSU Summer Festival of the Arts
YWCA Mahoning Valley

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

CORPORATE UNDERWRITING

Build your brand. Build your business.

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 wysu

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 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 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.

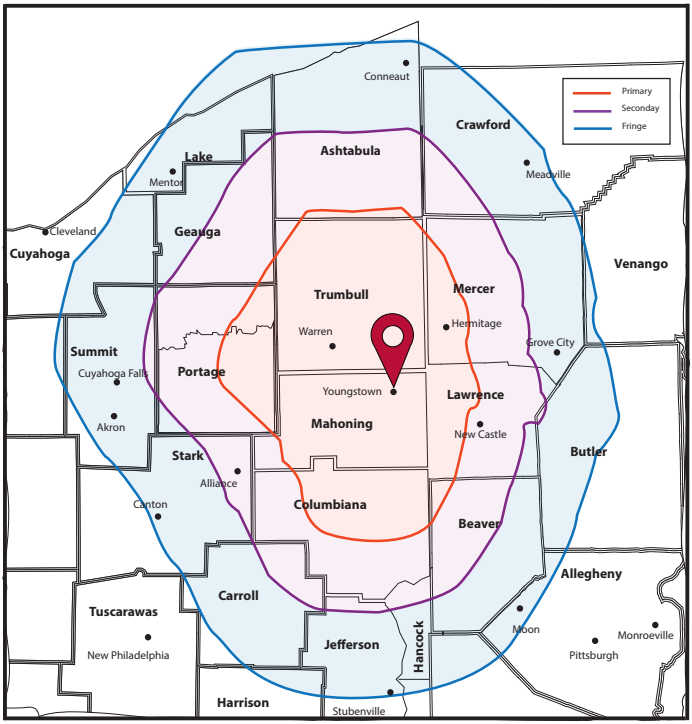
Call 330.941.3363 to get started.

WYSU COVERAGE AREA

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.**"

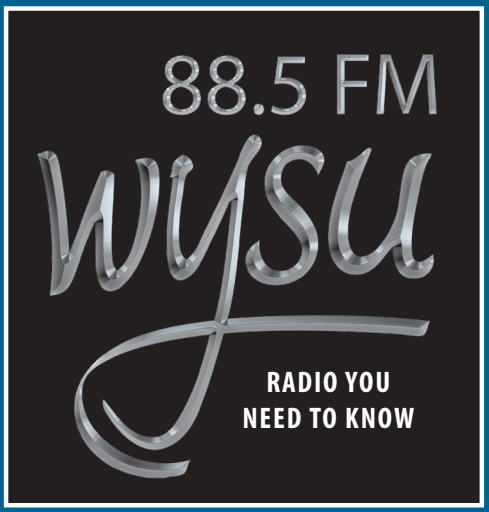
– Carol Wallace, Akron Children's Hospital

"**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



88.5 MHz Youngstown/Warren
90.1 MHz Ashtabula
97.5 MHz New Wilmington

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YOUNGSTOWN STATE UNIVERSITY