

IOWA PUBLIC RADIO

ABOUT US



Our Mission

Iowa Public Radio informs, enriches and engages Iowans through radio programming and other media. IPR enhances civic and cultural connections across the state, strengthening communities and reflecting Iowa's sense of place.

Our Vision

Iowa Public Radio will foster an ever vibrant Iowa with civically and culturally informed citizens.

Our Strategic Goals

- Strengthen the impact, reach, and performance of our organization in order to better serve Iowans.
- Grow and engage our audiences using the most effective forms of content delivery.
- Become financially independent from university funding by increasing private support.

Values Statement

- On integrity: IPR maintains the highest standards of journalism, providing trustworthy, balanced content that enriches public dialogue.
- On quality: IPR strives for excellence in programming and is committed to continuous improvement in its operations.
- On relevance: IPR's distinctive voice reflects our region's cultural diversity while expanding understanding of the global community.
- On trust: IPR builds relationships that foster understanding, respect, loyalty and goodwill with listeners, contributors and communities.
- On appreciation: IPR values diversity of experience, supports creativity and strives to be a professional, dynamic and enjoyable place to work.



IOWA PUBLIC RADIO

ABOUT US



Our Board of Directors

Iowa Public Radio is governed by a board of directors comprised of two Community Directors appointed by the Board of Regents and three Licensee Directors representing each of Iowa's public universities.

- **Chairman:** Art Neu, Principal, *Neu, Minnick, Comito & Neu, P.C.*
- **Vice-Chair:** Kay Runge, Consultant, *Library Consulting, P.A.*
- **Secretary and Treasurer:** Warren Madden, *Vice President for Business and Finance, Iowa State University*
- **Director:** Gloria Gibson, Executive Vice President and Provost, *University of Northern Iowa*
- **Director:** Tysen Kendig, Vice President for Strategic Communications, *University of Iowa*

Board meetings are held quarterly, at a minimum, in Des Moines, Ames, Cedar Falls and Iowa City.



IOWA PUBLIC RADIO PROGRAM STREAMS



IOWA PUBLIC RADIO NEWS

Iowa Public Radio News brings Iowans a **deeper understanding of the world we live in** as well as the people and events that shape our world, our state and our communities.

The Iowa Public Radio News team is considered one of the best in the nation, earning **34 awards for journalistic excellence** last year. And, Iowa Public Radio reporters regularly contribute to the national news programs of NPR.

Iowa Public Radio also fosters **intelligent conversation** with talk programming that delves deeply into the issues of the day, the culture of Iowa and the challenges of everyday life.

IOWA PUBLIC RADIO CLASSICAL

Iowa Public Radio Classical brings Iowans **the most beautiful and timeless music ever written and performed**, including live and recorded performances from concert halls in Iowa. It is programming that is **unique in our state and helps forge strong bonds** between our listeners and the cultural amenities our state has to offer.

IOWA PUBLIC RADIO STUDIO ONE

Iowa Public Radio is unique in Iowa, bringing an **eclectic variety of music that stirs passions**, from blues, folk, jazz and songs from the golden age of rock and roll to “alternative” independent and innovative contemporary music. And, Studio One **showcases Iowa’s vibrant music scene** with live performances and insightful interviews.



On-Air Schedule

IOWA PUBLIC RADIO **NEWS**
 WOI 640 AM | WSUI 910 AM | KRNI 1010 AM

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
12 a.m.	BBC World Service					BBC World Service	BBC World Service	12 a.m.
1 a.m.								1 a.m.
2 a.m.								2 a.m.
3 a.m.								3 a.m.
4 a.m.								4 a.m.
5 a.m.	Morning Edition					Only a Game	On the Media	5 a.m.
6 a.m.								6 a.m.
7 a.m.						Weekend Edition Saturday	Weekend Edition Sunday	7 a.m.
8 a.m.								8 a.m.
9 a.m.								9 a.m.
10 a.m.	On Point					Car Talk	On Being	10 a.m.
11 a.m.	Talk of Iowa							Whad'Ya Know?
12 p.m.	Fresh Air					Wait, Wait ... Don't Tell Me	A Prairie Home Companion	
1 p.m.	River to River							This American Life
2 p.m.	Talk of the Nation				TOTN — Science Friday	The Splendid Table	2 p.m.	
3 p.m.	BBC Newshour					Travel with Rick Steves	Wait, Wait ... Don't Tell Me	3 p.m.
4 p.m.	All Things Considered							Weekend All Things Considered
5 p.m.						A Prairie Home Companion	Best of IPR Talk	5 p.m.
6 p.m.								Marketplace (6:30 p.m.)
7 p.m.	The Story					The Vinyl Cafe	On the Media	7 p.m.
8 p.m.	As it Happens							Car Talk
9 p.m.	The Diane Rehm Show					BBC World Service		
10 p.m.								10 p.m.
11 p.m.								BBC World Service



IOWA PUBLIC RADIO™
 NEWS | CLASSICAL | STUDIO ONE

On-Air Schedule

IOWA PUBLIC RADIO NEWS & STUDIO ONE

KUNI 101.7 FM | KICJ 88.9 FM | KWOI 90.7 FM | KTPR 91.1 FM | KWNJ 91.1 FM | KUNI 90.9 FM | KUNY 91.5 FM
 KDUB 89.7 FM | KOWI 97.9 FM | KDWI 89.1 FM | KUNI 94.5 FM | KUNI 102.1 FM

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
12 a.m.	Undercurrents					Folk Alley Overnight	Blues Before Sunrise	12 a.m.	
1 a.m.								1 a.m.	
2 a.m.								2 a.m.	
3 a.m.								3 a.m.	
4 a.m.								4 a.m.	
5 a.m.	Morning Edition					Only a Game	e-town	5 a.m.	
6 a.m.							6 a.m.		
7 a.m.						7 a.m.			
8 a.m.						Weekend Edition Saturday	Weekend Edition Sunday	8 a.m.	
9 a.m.						On Point	Car Talk	9 a.m.	
10 a.m.	Talk of Iowa					Whad'Ya Know?	On Being	10 a.m.	
11 a.m.							Fresh Air	The Splendid Table	11 a.m.
12 p.m.	River to River					Wait, Wait ... Don't Tell Me	The Thistle & Shamrock	12 p.m.	
1 p.m.	Talk of the Nation				TOTN — Science Friday	This American Life	The Folk Tree	1 p.m.	
2 p.m.						2 p.m.			
3 p.m.	BBC Newshour					Mountain Stage		Blue Avenue	3 p.m.
4 p.m.	All Things Considered								A Prairie Home Companion
5 p.m.						Marketplace (6:30 p.m.)			
6 p.m.	Night Music								
7 p.m.						American Routes	7 p.m.		
8 p.m.								8 p.m.	
9 p.m.	Java Blend	9 p.m.							
10 p.m.	World Cafe				Folk Alley	The Jazz Department	World Cafe	10 p.m.	
11 p.m.								11 p.m.	



On-Air Schedule

IOWA PUBLIC RADIO **NEWS & CLASSICAL**
WOI 90.1 FM

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
12 a.m.	Classical Music Overnight					Classical Music Overnight	Classical Music Overnight	12 a.m.
1 a.m.								1 a.m.
2 a.m.								2 a.m.
3 a.m.								3 a.m.
4 a.m.								4 a.m.
5 a.m.	Morning Edition					Hearts of Space	Millennium of Music	5 a.m.
6 a.m.								6 a.m.
7 a.m.								7 a.m.
8 a.m.	Classical Music with Barney Sherman					Concierto	Sunday Baroque	8 a.m.
9 a.m.								9 a.m.
10 a.m.	Classical Music with Curt Snook					Saturday Morning Classical	Symphonies of Iowa	10 a.m.
11 a.m.								11 a.m.
12 p.m.	Classical Music with Jacqueline Halbloom and Karen Impola					Opera	Chicago Symphony Orchestra	12 p.m.
1 p.m.								1 p.m.
2 p.m.								2 p.m.
3 p.m.	All Things Considered					From the Top	Classical Guitar	3 p.m.
4 p.m.								4 p.m.
5 p.m.	Marketplace (6:30 p.m.)					A Prairie Home Companion	University Concert	5 p.m.
6 p.m.								6 p.m.
7 p.m.	Symphonies of Iowa	Symphony Cast	Live! At the Concertgebouw	New York Philharmonic	SF Symphony, Milwaukee Symphony, LA Philharmonic	The Jazz Department	The Choral Tradition	7 p.m.
8 p.m.							Saint Paul Sunday	8 p.m.
9 p.m.	Exploring Music						Pipedreams	9 p.m.
10 p.m.	Classical Music Overnight						Hearts of Space	Classical Music Overnight
11 p.m.						11 p.m.		



IOWA PUBLIC RADIO
NEWS | CLASSICAL | STUDIO ONE

On-Air Schedule

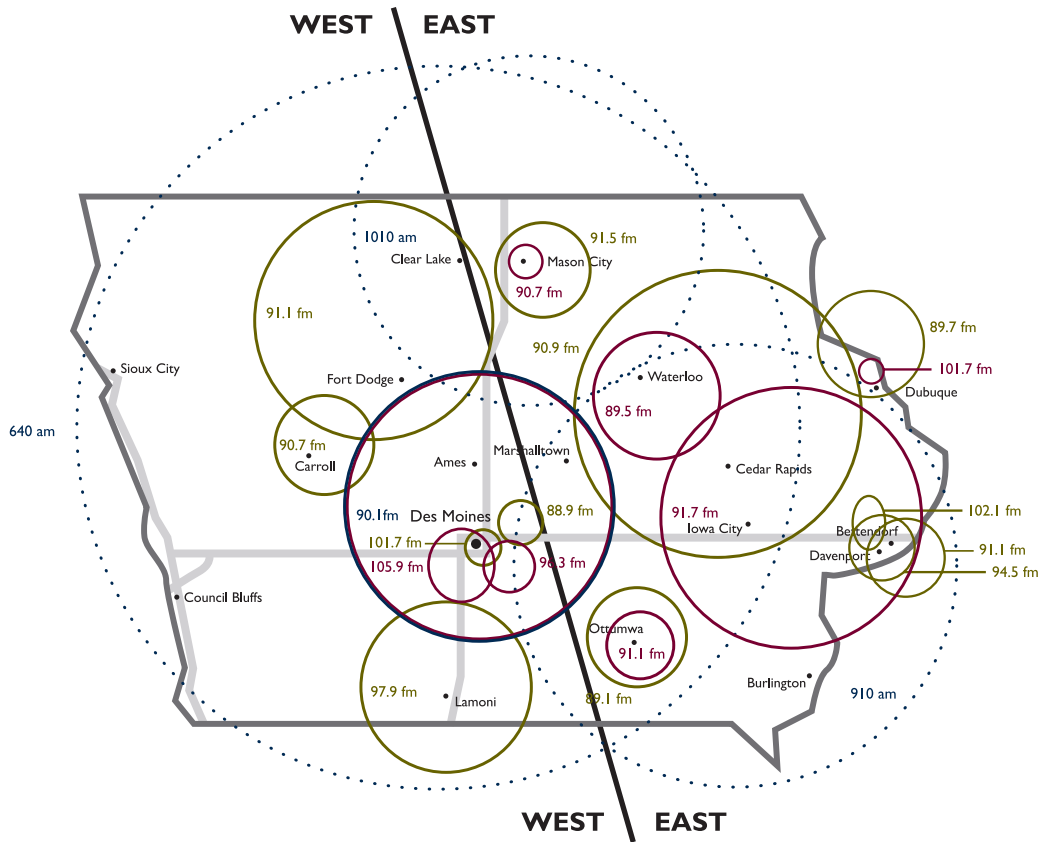
IOWA PUBLIC RADIO **CLASSICAL**

KHKE 89.5 FM | KHKE 90.7 FM | KSUI 101.7 FM | KSUI 91.7 FM | KICW 91.1 FM | KICP 105.9 FM | KICL 96.3 FM

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday			
12 a.m.	Classical Music Overnight					Classical Music Overnight	Classical Music Overnight	12 a.m.		
1 a.m.								1 a.m.		
2 a.m.								2 a.m.		
3 a.m.								3 a.m.		
4 a.m.								4 a.m.		
5 a.m.								5 a.m.		
6 a.m.						Hearts of Space	Millennium of Music	6 a.m.		
7 a.m.	Classical Music with Barney Sherman					University Concert	The Choral Tradition	7 a.m.		
8 a.m.						Concierto	Sunday Baroque	8 a.m.		
9 a.m.								9 a.m.		
10 a.m.						Saturday Morning Classical	Symphonies of Iowa	10 a.m.		
11 a.m.								Opera	Chicago Symphony Orchestra	11 a.m.
12 p.m.	Classical Music with Curt Snook					From the Top	Classical Guitar			12 p.m.
1 p.m.										Classical Music with Jacqueline Halbloom and Karen Impola
2 p.m.								A Prairie Home Companion	The Choral Tradition	
3 p.m.						The Jazz Department	Saint Paul Sunday			3 p.m.
4 p.m.								Exploring Music	Pipedreams	4 p.m.
5 p.m.	Performance Today					The Jazz Department	Classical Music Overnight			5 p.m.
6 p.m.										
7 p.m.	Symphonies of Iowa	Symphony Cast	Live! At the Concertgebouw	New York Philharmonic	SF Symphony, Milwaukee Symphony, LA Philharmonic	The Jazz Department	Classical Music Overnight	7 p.m.		
8 p.m.								Classical Music Overnight	Classical Music Overnight	8 p.m.
9 p.m.						Classical Music Overnight	Classical Music Overnight			9 p.m.
10 p.m.								Classical Music Overnight	Classical Music Overnight	10 p.m.
11 p.m.						Classical Music Overnight	Classical Music Overnight			11 p.m.



IOWA PUBLIC RADIO Coverage Map



NEWS	CLASSICAL	NEWS & CLASSICAL
NEWS & STUDIO ONE	AM STATIONS	MAJOR INTERSTATES

NEWS

Ames/Des Moines
WOI 640 AM

**Cedar Rapids /Iowa City/
Quad Cities**
WSUI 910 AM

Clear Lake/Mason City
KRNI 1010 AM

NEWS & CLASSICAL

Ames/Des Moines
WOI 90.1 FM

NEWS & STUDIO ONE

Des Moines
KUNI 101.7 FM
KICJ 88.9 FM

Carroll
KWOI 90.7 FM

Fort Dodge
KTPR 91.1 FM

Bettendorf
KWNJ 91.1 FM

**Cedar Falls/Waterloo/
Cedar Rapids**
KUNI 90.9 FM

Clear Lake/Mason City
KUNY 91.5 FM

Dubuque
KDUB 89.7 FM

Lamoni
KOWI 97.9 FM

Ottumwa
KDWI 89.1 FM

Davenport
KUNI 94.5 FM
KUNI 102.1 FM

CLASSICAL

Cedar Falls/Waterloo
KHKE 89.5 FM

Clear Lake/Mason City
KHKE 90.7 FM

Dubuque
KSUI 101.7 FM

**Cedar Rapids /Iowa City/
Quad Cities**
KSUI 91.7 FM

Ottumwa
KICW 91.1 FM

Patterson
KICP 105.9 FM

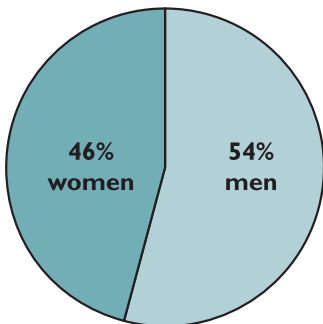
Pleasantville
KICL 96.3 FM

IOWA PUBLIC RADIO WHO'S LISTENING

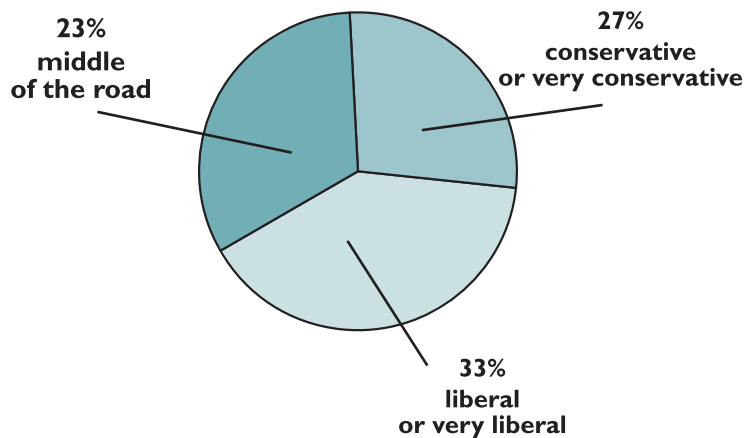


- 203,900** number of lowans who **turn to Iowa Public Radio every week**¹
- 21** number of stations in our network, covering every corner of the state
- 18,000** number of members of Iowa Public Radio
- \$50,000+** **median household income of 77 percent of NPR listeners**,² compared to Iowa's median household income of \$48,065³
- 61** percent of NPR listeners **hold a college degree or beyond**²
- 75** percent of NPR **listeners say they voted** in a federal, state or local election last year²

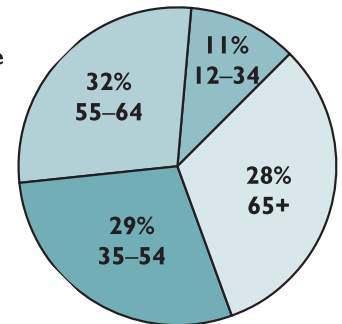
Gender of IPR Listeners⁴



Political Affiliation of NPR Listeners²



Age of IPR Listeners⁴



¹ Arbitron, Spring 2011

² GfK Mediamark Research & Intelligence Doublebase 2010

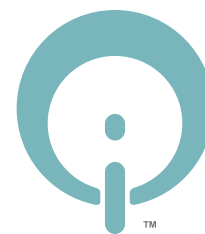
³ US Census Bureau 2010

⁴ Arbitron, Fall 2010 / Spring 2011



IOWA PUBLIC RADIO

WHO'S LISTENING BY REGION



	News West	News East	News & Studio One West	News & Studio One East	News & Classical West	Classical East
Total Cume¹	41,800	22,000	15,700	72,300	43,900	33,700
Male	56.0%	60.0%	59.0%	61.0%	45.0%	45.0%
Female	44.0%	40.0%	41.0%	39.0%	55.0%	55.0%
Age						
12 – 24	1.9%	6.4%	9.6%	5.4%	5.9%	11.9%
25 – 34	10.5%	9.1%	10.2%	19.2%	16.2%	12.2%
35 – 44	11.7%	11.4%	17.2%	19.7%	10.7%	6.2%
45 – 54	19.4%	23.6%	17.2%	20.8%	15.0%	15.1%
55 – 64	29.7%	28.6%	28.7%	20.3%	25.7%	22.3%
65+	27.0%	21.8%	17.8%	14.8%	26.7%	32.9%
Top Counties²	Polk: 45.8% Story: 6.1% Hamilton: 4.3% Madison: 2.9% Plymouth: 2.7%	Johnson: 36.6% Linn: 14.2% Knox, IL: 11.8% Scott: 8.7% Polk: 7.7%	Polk: 35.5% Hancock: 9.1% Kossuth: 8.9% Martin, MN: 7.9% Buena Vista: 5.8%	Linn: 18.4% Black Hawk: 14.1% Johnson: 10.4% Polk: 7.0% Scott: 6.6%	Polk: 48.1% Story: 12.7% Dallas: 8.3% Poweshiek: 4.0% Decatur: 3.4%	Johnson: 24.5% Linn: 20.1% Black Hawk: 14.3% Rock Island, IL: 8.6% Dubuque: 7.2%

¹ Arbitron Fall 2010 / Spring 2011

² Arbitron Spring 2011

Weekly Cume: the total number of listeners in a given week



IOWA PUBLIC RADIO

BENEFITS TO CORPORATE SPONSORS



The Public Radio Difference

- **Reach More Than 200,000 Listeners Each Week:**
IPR reaches more than 200,000 weekly listeners across Iowa.
- **Establish or Add Luster to Your Brand**
Public radio listeners support business underwriters and view them as sharing the IPR values of integrity, quality, relevance, trust and appreciation.
- **Improve Client and Employee Relations**
Your clients, employees and prospective employees will appreciate the active and vital role your business plays in the community by supporting IPR.
- **Fulfill Your Philanthropic Goals**
Because IPR is a not-for-profit organization, you can recognize your investment as a marketing expense or a charitable deduction.

An Uncluttered Medium

Your message won't get lost in a sea of advertisers. We devote a maximum of 3.5 minutes of every hour to contributor mentions, compared to up to 20 minutes per hour on commercial radio.

And, content-rich programming leads to more active listeners who are more likely to receive your message.



IOWA PUBLIC RADIO CORPORATE SPONSORS

Altoona

Prairie Meadows

Amana

Amana Colonies Convention & Visitors Bureau
Amana Furniture and Clock Shop
Amana Society Inc.
Old Creamery Theatre

Ames

Green Hills Retirement Community
Hastings, Gartin, & Boettger LLP
Jax Outdoor Gear
Mainstream Living, Inc.
Mcfarland Clinic
Reiman Gardens at ISU
Wheatsfield Cooperative

Bedford

Rainbow Iris Farm

Carroll

St. Anthony Regional Hospital and Nursing Home

Cedar Falls

Bob's Guitars
Cedar Falls Visitors and Tourism Bureau
Diedrichs & Associates, Inc
Europa Cycle & Ski
Field of Yoga
Kitchen Essentials and Gifts
University Book and Supply
World's Window

Cedar Rapids

Eastern Iowa Airport
Farmers & Merchants Savings Bank
Mount Mercy University
Orchestra Iowa
Theatre Cedar Rapids
Uptown Marion Cultural & Entertainment District

Center Point

Natural Living

Clear Lake

Clear Lake Telephone

Clive

Tartine

Coralville

Forever Green, Inc
Infinity Skin Care & Spa
Just Dogs Play Care
Paul McAndrew Law Firm
Quality Care
The Luxe Zone
West Music

Council Bluffs

Melting Pot Productions

Dallas Center

Tallgrass Theatre Company

Davenport

St. Ambrose University

Decorah

Luther College

Des Moines Metro Area

All-Pets Hospital
Anawim Housing
Back Country Outfitters
Baru 66
Campbell's Nutrition
Capitol View Credit Union
Carney & Appleby PLC
Chuck's Restaurant
Civic Center of Greater Des Moines
Civic Music Association
Des Moines Community Playhouse
Des Moines Gay Men's Chorus
Des Moines Public Library Foundation
Des Moines Symphony
Des Moines University
Des Moines Vocal Arts Ensemble
Dr. Richard Deming Charitable Foundation
Drake University
Elements Ltd.
Greater Des Moines Habitat For Humanity
Gusto Pizza Co
Guy Cook Attorney
High Life Lounge
Iowa Council of Foundations
Iowa Health System
Iowa Jewish Senior Life Center
Jett and Monkey's Dog Shoppe
Keller's Deli
La Mie Bakery
McKee, Voorhees & Sease
Mercy Medical Center
Midamerican Energy
Next Step Adventure
Optimae Life Services
Peter A. Brown Commercial Real Estate Services
Roets Notes/Leadership Publishers Inc.
Rowat Cut Stone & Marble Co
Scottish Rite Park
Stagewest Theatre Company
Stem To Stern LLC
The Cathedral Church of St. Paul
Vogue Vision
Vom Fass
Wellspring Community Church
Whitfield & Eddy P.L.C.
Zanzibar's Coffee Adventure

Dubuque

American Trust and Savings Bank
Calico Bean Market
Dupaco Community Credit Union
East Central Intergovernmental Association
Evologic, Inc
National Mississippi River Museum & Aquarium
Outside the Lines Art Gallery

Fairfield

Fairfield Concert Association
Lisco

Grinnell

Faulconer Gallery
Grinnell College

Hannibal, Missouri

Mark Twain Boyhood Home & Museum

Iowa City

Adamantine Spine Moving
Alberhasky Eye Clinic
Alex Schmidt Landscape Design, LLC
Artifacts
Beadology
Bella Vita Chiropractic & Wellness
Best Case Wines
Blank and McCune
Bluebird Diner
Brick Arch Winery
Chait Galleries Downtown
Congregational United Church of Christ
Counseling & Health Center
Crescendo Performing Arts
Devotay
Discerning Eye
Dodge Street Tire and Iowa City Tire
DPO Construction
Dr. Suzanne Stock
Dry-Basement Waterproofing
Every Bloomin' Thing
Ewers Men's Store
Fin & Feather
Friends of Historic Preservation
Friendship Yoga
Hands Jewelers
Hayek Brown Moreland and Smith
Heartland Yoga
Herteen and Stocker Jewelers
Houseworks
Iowa Artisans Gallery
Iowa Book LLC
Iowa City Community Theatre
Iowa City Farmer's Market
Iowa City Landscaping & Garden Center
Iowa City Learning Foundation
Iowa Valley Habitat For Humanity
iRenew
J. Dean Keegan P.C.



IOWA PUBLIC RADIO CORPORATE SPONSORS

Knebel Windows
Lammers Construction Service
Leaf Kitchen
League of Women Voters of Johnson County
Leash On Life
Lensing Funeral and Cremation Services
Mcdonough Structures
Mercy Hospital
Midwest One Bank
Mike Margolin Investments
New Pioneer Co-Op
Oasis Falafel
Old Capitol Screen Printers
Pagliai's Pizza
Phelan Tucker Mullen Walker Tucker Gelman
Pizza on Dubuque
Pleasant Valley Garden Center and Golf Course
Prairie Lights Books
Regeneration Factory
Second Act
Susan Shinnick Textile & Clothing
That Cellular Place
The Art Mission
The Motley Cow Cafe
The Wedge Pizzeria
Toyota Scion of Iowa City
Trumpet Blossom Cafe
University of Iowa Community Credit Union
University of Iowa Community Homecare
University of Iowa Confucius Institute
University of Iowa International Programs
University of Iowa Mindfulness-Based Programs
University of Iowa Museum of Art
University of Iowa Performing Arts
University of Iowa Press
University of Iowa Tippie College of Business
University of Iowa Tippie School of Management
White Dog Imported Auto Service
World of Bikes

Kalona
Iowa Mennonite School
Max Cast

Lamoni
Graceland University

Marion
Culver's Garden Center & Greenhouse
Weber Paint and Glass

Marshalltown
Marshalltown Convention & Visitors Bureau

Mason City
Bergland and Cram Architects
North Iowa Area Community College

Milford
Sackett & Sims-Taylor PC

Mineral Point, Wisconsin
Mineral Point Chamber of Commerce

Moline, Illinois
Johnny's Italian Steakhouse
McLaughlin Volvo

Mount Vernon
Gary's Foods
Mount Vernon-Lisbon Community Development Group
Silver Spider

Muscatine
Muscatine Urgent Care

New York, New York
Half Price Books

Newton
Iowa Sculpture Festival

North Liberty
Metal Monsters, Inc.

Pella
Pella Historical Society

Peosta
Trappist Caskets

Pueblo, Colorado
Word Unlimited

Rock Island, Illinois
Augustana College

Scales Mound, Illinois
River Cruises

Sedalia, Missouri
Scott Joplin Foundation

Urbandale
Merit Resources
Taki Steakhouse

Washington
Cafe Dodici

Waterloo
FSB Warner Financial
Plaid Peacock
Roth Jewelers
Veridian Credit Union
Waterloo Convention & Visitors Bureau

Waverly
Wartburg College

West Branch
Herbert Hoover Presidential Library - Museum
Main Street Antiques and Art
Scattergood Friends School
The Family Pet Veterinary Clinic

West Des Moines
Care Consultants for the Aging
Des Moines Embassy Club
Greater Iowa Credit Union
HCI Care Services
Wells Fargo Financial Advisors

Windsor Heights
Premium Solutions



IOWA PUBLIC RADIO TESTIMONIALS



As the home of the Department of Theatre at UNI, Strayer-Wood Theatre creates innovative productions which enrich and entertain audiences throughout the University Community and the Cedar Valley. So, it's a natural fit for us to partner with Iowa Public Radio, where they, too, have a commitment to community building, informing audiences, and enhancing the cultural landscape of Iowa and the Cedar Valley. I know that information about our productions is ready for the air weeks in advance, and that through IPR, we're reaching an audience that appreciates thought-provoking work.

Traci Gaydos,
Marketing Director/Production Manager
Strayer Wood Theatre
Cedar Falls, IA

I began sponsoring Iowa Public Radio over 10 years ago and it is still an important part of my advertising media mix today. I have gotten tremendous positive feedback and many thank you's from my customers for sponsoring Iowa Public Radio.

Diane Lahodny,
Owner,
Campbell's Nutrition
Des Moines, IA

Iowa Public Radio is a great way to reach engaged listeners across the state. Here at the National Mississippi River Museum & Aquarium, we know that Iowa Public Radio Listeners are very likely to support the businesses that underwrite the great programming offered.

John Sutter,
Director of Sales & Marketing
National Mississippi River Museum & Aquarium
Dubuque, IA

As a private practice physician in the field of family psychiatry I want listeners of Iowa Public Radio to know that I support smart and accurate reporting of the news. With my message of support I know that I am reaching an audience that wants news that affects our families, where we live, and our nation as a whole.

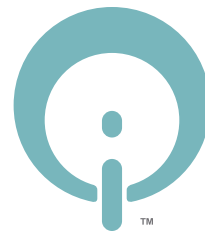
Dr. David Drake
Des Moines, IA



IOWA PUBLIC RADIO™
NEWS | CLASSICAL | STUDIO ONE

IOWA PUBLIC RADIO

ANNOUNCEMENT GUIDELINES



Iowa Public Radio supports the Federal Communications Commission (FCC) Guidelines for underwriting announcements. The FCC permits underwriting announcements which identify, but do not promote the products, services or facilities of a for-profit entity.

FCC underwriting guidelines include the following restrictions:

- announcements containing price information
- announcements containing a “call to action”
- announcements containing an inducement to buy, sell, rent or lease
- announcements containing comparative or qualitative language
- announcements containing more than three trade names, products or service listings.

Sample Announcements

*Support comes from the **Des Moines Playhouse**, presenting “The Wedding Singer.” When Robbie Hart’s fiancée leaves him at the altar, he becomes a wedding planner’s worst nightmare, taking his bitterness out on stage. June 3rd through 26th, tickets and information at dmplayhouse.com.*

*Support comes from the **Amana Colonies**, offering a place where parents can unwind and kids can unplug. Featuring locally crafted foods, one-of-a kind shops, arts, entertainment and recreation — all within seven historic villages. More information at amanacolonies.com.*

*Support comes from **Bob’s Guitars** in Cedar Falls, supporting local and regional music since 1996. Offering guitar lessons to the public. More information at 319 277 TUNE or bobsguitars.com*

*Support comes from the **Iowa Beef Industry Council**, reminding listeners to consider beef when firing up the grill this summer. Beef offers 29 lean cuts, including strip steak and sirloin. Recipes, grilling tips and an interactive meat case is available at iabeef.org.*

*Support comes from **New Pioneer Co-Op**, where fresh food is just the beginning. Striving to help customers nourish their families, discover local foods and build a strong community. Everyone’s welcome at New Pioneer Co-op — community-owned for forty years. Online at newpi.co-op.*

Creating Announcements

Iowa Public Radio will work with you to create a 15-second announcement that best reflects your community relations and marketing goals. We will then produce your announcement at no additional cost using the IPR voices our listeners know best.



IOWA PUBLIC RADIO

FREQUENTLY ASKED QUESTIONS



What's the difference between public radio and commercial radio?

Public radio differs from commercial radio in several ways:

- public radio is not-for-profit.
- public radio produces and distributes primarily educational, cultural and informational programs.
- public radio may accept gifts, grants, donations and contributions for the production, acquisition and broadcast of those programs.

What's the difference between underwriting agreements and commercials?

Underwriting is a way of supporting Iowa Public Radio and introducing your business to our listeners. More than just a commercial announcement, underwriting makes it clear that programming would not exist without your support — something our audience notices and appreciates. Underwriting announcements (15-seconds in length) have to maintain a “non-commercial” feel and may include the business name, a brief description of the business or service and a location or contact information.

Can underwriting be used as a tax write off?

Yes, you have a choice. Because IPR is a not-for-profit organization, you can recognize your investment as a marketing expense or a charitable deduction.

Do we need to send Iowa Public Radio pre-produced spots?

No. IPR produces all spots in our studios with our professional on-air talent. You may submit copy ideas and IPR will produce the announcement at no charge.

What kind of language can we use in our announcements?

- Established slogans or logograms that identify the underwriter, but are not overtly promotional and which do not refer to a specific product or service.
- Factual, value-neutral descriptions of a sponsor or its products or services.
- Internet addresses and dates for specific events, performances or appearances.

What kind of language is not allowed in our announcements?

- Any language that is promotional in nature.
- Language that is qualitative or comparative, or statements based directly or indirectly on someone's opinion.
- Language that could be perceived as an advocacy position.
- A call to action to consume a product or service, or inducement to buy, sell, rent or lease.
- Pricing information or indication of associated savings or value.

Can we use more than one messaging campaign for our broadcast flight?

Certainly. You may submit entirely different pieces of copy that can be rotated over the course of your broadcast flight in order to convey different messages.

