

WOI AM/FM

Public Radio for Iowa

What Is Underwriting?

Underwriting = Acknowledgment + Value-added Benefits

Underwriting Goals:

The goal of the WOI stations in seeking program underwriting and in broadcasting underwriting announcements is:

- To enhance the stations' ability to provide the highest quality music, cultural affairs, news and information programming to our audiences.
- To preserve editorial control over our programming and to avoid any appearance of compromise concerning our free and independent journalistic judgment.
- To comply in all respects with the rules and policies of the Federal Communications Commission regarding underwriting acknowledgments.

A 20-second underwriting credit on WOI is an effective, efficient method of reaching the audience you want to reach—our more than 80,000 educated, affluent, and influential listeners:

- Educated (50% more likely to have four-year college degrees than the local population in general)¹
- Affluent (almost two times more likely than average to have annual household incomes of \$75,000 or more)¹
- Entrepreneurial (nearly 50% more likely than average to be a small business owner)¹
- Culturally active (nearly three times more likely than average to attend symphonies, concerts and operas, and nearly two times more likely than average to visit art galleries and museums)¹

¹ Source: Scarborough Research 2000-2001

² Source: Audience 98 @, Public Radio Recontact Survey of Arbitron Diary Keepers

Consider the other compelling reasons for underwriting on WOI-AM & FM!

Lack of Clutter:

Unlike advertising on commercial stations, WOI airs no more than 4 local underwriting credits per hour. This helps to set your message apart.

Additional Acknowledgments:

We offer ways to enhance your underwriting, such as listings in *Rhythm & News* (WOI's quarterly program guide), on our website at www.woi.org, and in other appropriate promotions. Talk to us about these and other ideas you might have.

Support for WOI:

Your underwriting not only delivers your message directly to the audience you want to reach, but also provides support for WOI-AM & FM stations.

Positive Opinion of Underwriters:

An *Audience 98*² research survey found that 83% of public radio listeners indicated their opinion of a company is more positive when they find out that it supports public radio.