

# WOI AM/FM

Public Radio for Iowa

## Why Become a WOI Underwriter?

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### The Iowa Home, Car, and Office Companion

#### Background:

The WOI stations are listener and community-supported nonprofit, non-commercial public radio stations, with a weekly audience of more than 80,000 listeners. WOI Radio was the nation's first public educational broadcast station. Licensed to Iowa State University, WOI stations are among the oldest in the country. WOI-AM was established in 1911 (as experimental Station 9YI); WOI-FM was added in 1949. Both stations broadcast 24 hours a day. In 2000, KTPR-FM 91.1 public radio station in Fort Dodge was added to the WOI Radio Group.

#### A Public-Private Partnership:

Each year approximately 9,000 loyal listeners voluntarily support their WOI stations, and more than 150 volunteers donate their time. Funding is also provided by Iowa State University and the Corporation for Public Broadcasting. WOI-AM/FM also offers on-air underwriting announcements on both stations. These announcements are available to both nonprofit and for-profit businesses.

#### Non-Commercial Radio:

Although public radio is regulated by the Federal Communications Commission to be non-commercial and non-promotional, public radio stations across the country are now able to offer on-air underwriting announcements. WOI-AM/FM is a nonprofit organization, therefore, businesses can benefit by choosing to deduct their underwriting investment as either a business expense or as a charitable contribution.

#### Programming:

WOI-AM primarily broadcasts news and information programs. These include the award-winning *Morning Edition*, *All Things Considered* and *Marketplace*, as well as popular local programs such as *Talk of Iowa* and *Midday*.

WOI-FM features a wide range of entertainment programs, with an emphasis on classical music and jazz. The majority of programs are locally produced, including *The Morning Report*, *The Music Shop*, *The Book Club*, and *Stage and Screen*.

The stations' objective is to go beyond the standard news and music functions of most radio stations, offering information that enlightens and entertainment that inspires.