

## BE IDENTIFIED...



Underwriting on WKSU Public Radio is a partnership that benefits us all.

### **PUBLIC RADIO IS DIFFERENT**

While commercial radio is profit-driven, the charter of Public Radio is to enrich the lives of the people in our community. Public Radio is the one place where listeners can find award-winning news, analysis and commentary; in-depth coverage of social issues that matter to us all; cultural offerings; and more. And it's where listeners will be entertained by humor, wit, emotion, and soul.

What they won't find is commercials. Because Public Radio is non-profit, programming decisions aren't dictated by advertising. WKSU is funded entirely by the people it serves: listeners, government institutions, other nonprofit organizations, and corporate underwriters, each sharing in the commitment to make this unique service possible.

### **REACH OHIO'S PREMIER AUDIENCE**

More than 200,000 listeners each week  
More than 13,000 listeners are members  
45.4% are 35 - 54 years old  
35.7% are over 55 years old

### **WKSU'S LISTENERS ARE EDUCATED AND AFFLUENT**

Compared to the total NE and NC Ohio population, WKSU listeners are:  
149% more likely to hold a college or graduate degree  
117% more likely to be in a professional specialty field  
86% more likely to own a home valued at over \$200,000  
88% more likely to have \$100,000 + household income  
130% more likely visit an art museum this year

### **YOU'LL GAIN CREDIBILITY WITH OUR LISTENERS**

#### ***The "Halo Effect"***

A study by Jacobs Media revealed that underwriting credits on Public Broadcasting are taken more seriously by listeners, promote an image of stability for the sponsor, and demonstrate shared interests with listeners. Public Radio sponsors are perceived as honest, socially responsible and providers of a high-quality product.



*Photos: Amish Buggies in Wayne County, Stan Hywet Hall & Gardens*

# BE RECOGNIZED...



## UNDERWRITING CONNECTS YOU TO LISTENERS

When you underwrite on WKSU, you'll have the opportunity to convey your message to more than 200,000 affluent, educated and active listeners in our community. Your support shows that you value programming that teaches, inspires, and broadens horizons, as well as entertains; that you share listeners' commitments to quality programming; and that you, too, are socially conscious and involved in making our region a better place. Our listeners will connect to you as a WKSU underwriter. It's a connection that research shows results in listener support for your business.

### Partial List of Underwriters on WKSU:

#### Business to Business

Diebold  
JumpStart, Inc.  
LuK Incorporated  
Meaden & Moore  
Neotec  
Omnova Solutions  
Team NEO

#### Financial & Investment

Fifth Third Bank  
KeyBank  
North Akron Savings  
TIAA-CREF  
Valley Savings

#### Legal and Accounting

Bruner Cox  
Buckingham, Doolittle & Burroughs  
Day Ketterer  
Perantinides & Nolan  
Schlabig & Associates, Inc.  
Vorys, Sater, Seymour & Pease, LLP

#### Personal Services

Area Agency on Aging, Inc.  
The Billow Company  
Continental Airlines  
Time Warner Cable

#### Arts and Entertainment

Akron Art Museum  
Akron Symphony Orchestra  
Canton Symphony Orchestra  
Cleveland Museum of Art  
The Cleveland Orchestra  
E.J. Thomas Hall  
Porthouse Theatre  
Stan Hywet Hall & Gardens  
Wooster Symphony Orchestra

#### Retail

Appalachian Outfitters  
Corcoran Fine Arts, Ltd.  
Lazar's Art Gallery

#### Health Care

Akron General Hospital  
Akron Plastic Surgeons  
Aultman Health Foundation  
Barberton Citizens Hospital  
Children's Hospital Medical  
Center of Akron  
Glick, Lehman & Associates  
Summa Health Systems

#### Retirement Living

Judson At University Circle  
Kendal At Oberlin  
Laurel Lake

#### Education

Canton Country Day School  
Kent State University  
Laurel School  
NEOUCOM  
Western Reserve Academy

#### Home & Garden

Chez-Del Interiors  
Dayton Nurseries  
Levin Furniture  
Suncrest Gardens  
Wayside Furniture

#### Recreation

Cedar Point  
Geauga Park District  
Holden Arboretum

#### Automotive

Cain BMW  
Cascade Auto Group  
Kempthorn Motors  
Thomas Chrysler-Jeep

#### Restaurants/Food Services

Hartzler Family Dairy  
The J.M. Smucker Company  
Lockkeepers Restaurant  
Mustard Seed Market & Café  
West Point Market  
The Wooster Inn

Photo: Marblehead Lighthouse (Photo by: David Mullins)

# BE VALUED...



## BY AN AUDIENCE THAT APPRECIATES OUR UNDERWRITERS

Listener surveys indicate that more than three-quarters of the WKSU audience thinks highly of companies that underwrite on our programming. Most surveyed said they are more likely to patronize a business or organization that underwrites on WKSU. Underwriting on WKSU increases awareness about your company and provides the added benefit of positive public relations.

<b>Age</b>					
18 - 34	14.1%				
35 - 44	13.5%				
45 - 54	29.9%				
55 - 64	23.0%				
65 +	19.5%				
<b>Sex</b>					
Male	53.9%				
Female	46.1%				
<b>Marital Status/Children</b>					
Married	68.7%				
Single (never married)	13.5%				
Divorced/Widowed	15.2%				
1+ children under 18	22.2%				
<b>Education</b>					
Some College	76.8%				
College Graduate	51.9%				
Post Graduate	34.2%				
<b>Occupation</b>					
Professional/Specialty	24.4%				
Executive/Managerial/ Entrepreneur	33.4%				
<b>Household Income</b>					
More than \$50,000	66.4%				
More than \$75,000	37.4%				
More than \$150,000	10.7%				
<b>Home Ownership</b>					
Owns Home	83.3%				
Single Family Unit	80.7%				
Condo/Townhouse	7.1%				
Home Value over \$150,000	51.9%				
Home Value over \$200,000	21.9%				
Home Value over \$300,000	10.7%				
Home Value over \$500,000	3.3%				
<b>Banking/Investments</b>					
Has Home Mortgage/ Home Equity Loan	55.8%				
Uses Online Banking	18.6%				
Uses Online Bill Payment	24.3%				
Has IRA/401(k) Plan	62.9%				
Mutual Funds	56.1%				
Stocks/Stock Options	44.1%				
Bonds	24.9%				
Certificates of Deposit (CDs)	13.7%				
Money Market Funds	22.3%				
Second Home/ Real Estate Property	12.5%				
Other Securities/Investments	23.5%				
<b>Health Insurance</b>					
Traditional	21.3%				
PPO/POS	36.9%				
HMO	14.5%				
Medicare	15.7%				
<b>Travel</b>					
Personal in Continental U.S. (past year)	75.4%				
Business in Continental U.S. (past year)	21.3%				
Personal Outside Continental U.S. (last 3 yrs)	49.0%				
<b>Dining</b>					
Visited Sit-down Restaurant (past week)	47.6%				
Visited Any Upscale Restaurant (past week)	5.5%				
<b>Purchases (past year)</b>					
Specialty Coffee (past week)	18.1%				
Red Wine (past 3 months)	34.0%				
White Wine (past 3 months)	27.8%				
Imported Beer (past month)	27.5%				
Furniture/Mattress	38.9%				
Carpet/Floor Covering	21.9%				
Hardware/Paint/ Garden Lawn	80.9%				
<b>Plans to Purchase (next year)</b>					
New Car	16.7%				
Existing Home/Condo	11.6%				
Build Home/Condo	5.0%				
Furniture	22.0%				
Computer	11.5%				
Digital Camera	16.6%				
Major Appliance	6.4%				
Mattress	17.0%				
Cellular Service	21.7%				
HD Television	7.0%				

Source: 2005 Scarborough

# BE CONNECTED...

## **WKSU SERVES CLEVELAND, AKRON, CANTON, AND THE SURROUNDING MARKETS**



WKSU has a weekly audience cume of 200,000 listeners.

Our signal reaches nearly 4 million people in all or part of 22 counties in Ohio - more than 10,500 square miles.

WKSU is geographically the largest FM station in Ohio.

WKSU is the 4th largest classical music station in the country.

## **WKSU DELIVERS THE HIGHEST CONCENTRATION OF THE MOST DESIRABLE TARGET GROUPS (by age/income/education/profession)**

Through the services of Tapscan, WKSU subscribes to Qualitap, a respondent-based qualitative system from Scarborough. Qualitap ranks radio stations against all other selected stations in the market based on coverage or index of all qualitative criteria.



### **WKSU listeners personally attended (in past year)**

Art Museum	23.3%
Casino	18.6%
Dance or Ballet Performance	8.1%
Live Theatre	41.6%
Movie (past month)	28.6%
Professional Sporting Event	54.9%
Symphony/Opera	29.6%
Zoo	31.0%

### *Specifically:*

Akron Zoo	12.3%
Blossom Music Center	17.8%
Cedar Point	12.0%
Cleveland Botanical Garden	8.0%
Cleveland Indians Game	29.5%
Cleveland Metroparks Zoo	19.5%
Cleveland Museum of Art	15.5%
Cleveland Orchestra	16.7%
Gund Arena Event	10.7%
I-X Home & Garden Show	5.1%
Playhouse Square Center	16.9%
Rock n' Roll Hall of Fame	10.4%
Stan Hywet Hall & Gardens	9.9%

### **Hot Zip Codes by Listening**

44022	Chagrin Falls
44118	University Heights/ Cleveland Heights
44122	Beachwood/ Shaker Heights
44224	Cuyahoga Falls/ Silver Lake
44236	Hudson
44240	Kent
44256	Medina
44281	Wadsworth
44303	Akron
44313	Akron
44321	Copley
44333	Fairlawn
44646	Massillon
44691	Wooster
44720	North Canton

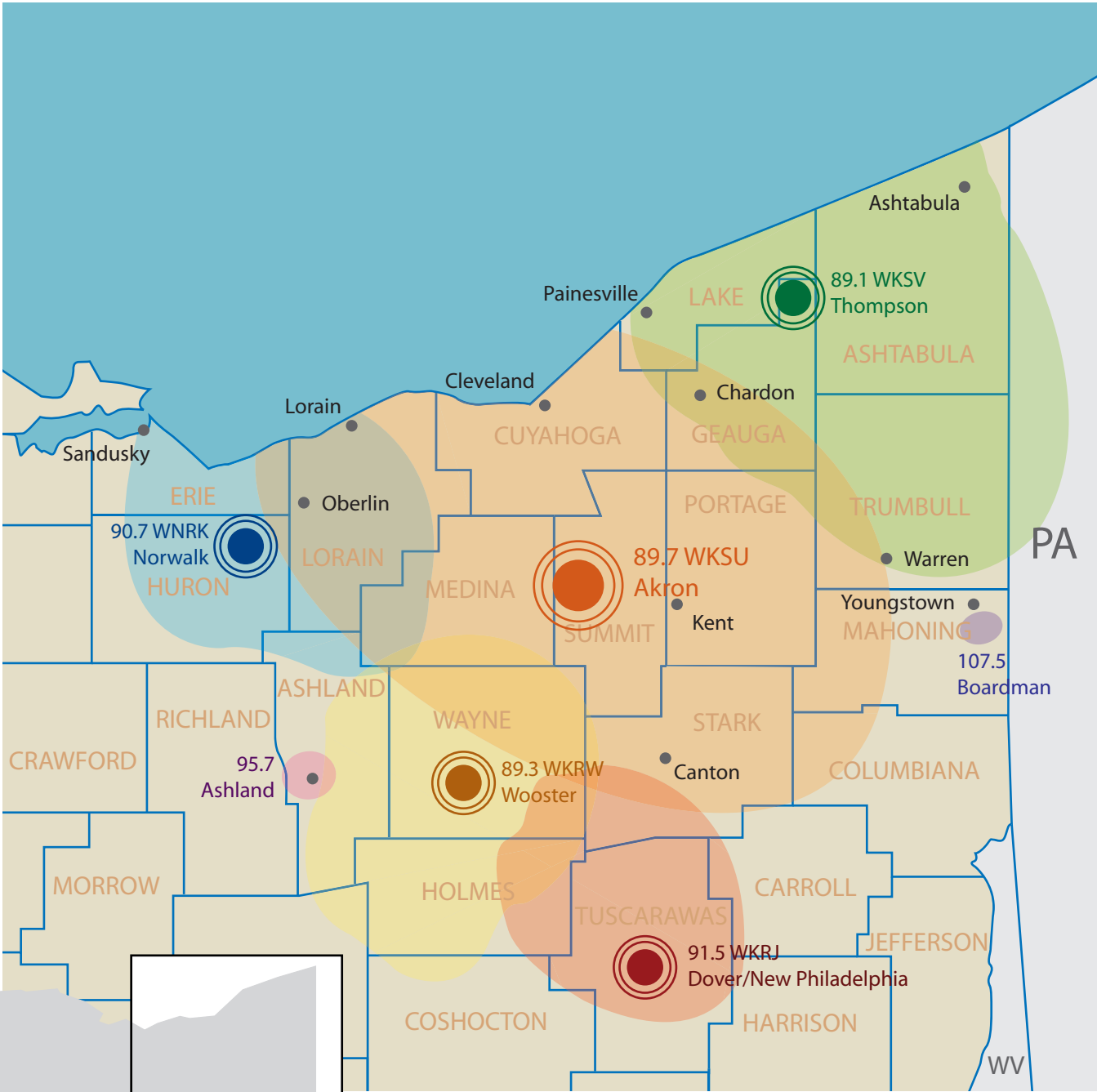
### **WKSU listeners participated in (in past year)**

Adult Education	24.7%
Biking	41.0%
Gardening	62.0%
Hiking/Backpacking	20.2%
Local Election	60.0%
Photography	30.5%
State Election	63.0%
Swimming	35.4%
Volunteer Work	40.5%

Photos: The Corkscrew at Cedar Point, Pro Football Hall of Fame  
Source: 2005 Scarborough

# BE HEARD...

THROUGHOUT NORTHEAST AND NORTHCENTRAL OHIO



WKSU's signal reaches nearly 4 million people in all or part of 22 counties—more than 10,500 square miles.

### 22 Northeast and Northcentral Counties Served by WKSU

- |            |           |        |          |            |
|------------|-----------|--------|----------|------------|
| Ashland    | Coshocton | Holmes | Mahoning | Summit     |
| Ashtabula  | Cuyahoga  | Huron  | Medina   | Trumbull   |
| Carroll    | Erie      | Lake   | Portage  | Tuscarawas |
| Columbiana | Geauga    | Lorain | Richland | Wayne      |
|            | Harrison  |        | Stark    |            |

# BE ENGAGED...

**YOUR BUSINESS CAN BE HEARD BY THE MOST INFLUENTIAL PEOPLE IN NORTHEAST AND NORTHCENTRAL OHIO**

Over 200,000 weekly listeners like the variety of programming on WKSU because it engages and inspires them. Underwrite on WKSU and you'll engage them as well.

	MON	TUES	WED	THURS	FRI	SATURDAY	SUNDAY	
5:00 am	Morning Edition®					Classical Music		
6:00 am						On The Media®	Other Voices	
7:00 am						Living On Earth®	Speaking of Faith	
8:00 am						Weekend Edition®	Weekend Edition®	
9:00 am	Classical Music					Car Talk®	A Prairie Home Companion® with Garrison Keilor	
10:00 am						Whad'Ya Know?® with Michael Feldman		The Baroque Era®
11:00 am						Weekend America	Classical Music	
12:00 pm						Fresh Air® with Terry Gross		Wait Wait...Don't Tell Me®
1:00 pm						All Things Considered®		This American Life®
2:00 pm						All Things Considered®	All Things Considered®	
3:00 pm	Your Way Home					A Prairie Home Companion® with Garrison Keilor	In Performance	
4:00 pm	Marketplace®						Live From Folk Alley	
5:00 pm	Classical Music					On The Media®	Folk Music	
5:30 pm						The Thistle & Shamrock®		Folk Music
6:00 pm						Folk Music		
6:30 pm						Classical Music	Classical Music	Classical Music
7:00 pm						Classical Music	Classical Music	
8:00 pm						Classical Music	Classical Music	Classical Music
9:00 pm						Classical Music	Classical Music	Classical Music
10:00 pm						Classical Music	Classical Music	Classical Music
11:00 pm	Classical Music	Classical Music	Classical Music					
12:00 am	Classical Music	Classical Music	Classical Music					
1:00 am	Classical Music	Classical Music	Classical Music					
2:00 am	Classical Music	Classical Music	Classical Music					
3:00 am	Classical Music	Classical Music	Classical Music					
4:00 am	Classical Music	Classical Music	Classical Music					

# UNDERWRITING...

Because WKSU is a non-commercial station, we must adhere to FCC underwriting guidelines. We may identify your organization but we cannot “promote it.” Because your message is integrated into WKSU’s regular programming, there is no tune-out factor as with commercial stations, making your organization’s image consistent with the high level of quality listeners have come to expect.

## Spot Lengths

Underwriting mentions are 20 words long, after the introduction. The announcer reads all underwriting-related information live.

Telephone numbers = 2 words

Web Addresses = 3 words

## Slogans/Tag Lines

Your company’s slogan or tagline can be used, so long as it meets FCC standards.

## FCC Guidelines

Underwriting mentions may include company name, location, telephone number, or website address; slogan or position statement; value-neutral description of your products and services; vendor or trade names; non-comparative, factual information about your business.



*Local support for WKSU is provided by...*

**Laurel School.** Where the values of tradition, innovation, connection to community and academic excellence allow girls “to dream, dare and do.”

**Jumpstart, Inc.** Working with entrepreneurs to grow bright ideas into high-growth companies through advising, assisting and investing. Application information at [jumpstartinc.org](http://jumpstartinc.org).

**Cascade Auto Group.** Offering the full line of Porsche, Audi, Mazda, and now Subaru products. Serving Ohio for 33 years. [Cascadeautogroup.com](http://Cascadeautogroup.com)

## Sample Underwriting Copy

### **The Greater Akron-Canton Area Agency on Aging Foundation.**

Dedicated to providing older adults not eligible for government assistance access to home-based care financed through private contributions. 800-421-7277.

### **Children’s Hospital Medical**

**Center of Akron.** Offering a comprehensive hematology and oncology treatment center for children and teens with cancer and blood disorders.

### **Mustard Seed Market & Café.**

Satisfying natural food customers for over 20 years. In Montrose and Solon or at [mustardseedmarket.com](http://mustardseedmarket.com).

**Suncrest Gardens.** Bringing life and beauty to gardens and homes in Northeast Ohio. Just off Route 8 between Hudson and Peninsula. 330-650-4969.

**The Holden Arboretum.** 3,400 acres near Kirtland providing four seasons of beauty where you can “learn, be inspired, and connect with nature.” [Holdenarb.org](http://Holdenarb.org).

### **The law firm of Perantinides and Nolan.**

Concentrating on medical malpractice and personal injury cases; dedicated to serving the needs of clients. Perantinides and Nolan. 330-253-5454.

### **Wayside Furniture in Akron.**

Family owned and operated since 1937. Offering 5 acres of furniture and custom-crafted cabinetry. Online at [wayside-furniture.com](http://wayside-furniture.com).

**Key.** Bringing together commercial banking, investment banking and asset management to help businesses reach their goals. “Key—achieve anything.”

## BE LINKED...

In addition to touching people through radio, WKSU listeners increasingly log onto **wksu.org** to learn more about their favorite programs and broadcast personalities, catch up on the day's news, and directly interact with their public broadcasting station.

### **TENS OF THOUSANDS OF VISITORS EACH WEEK**

Reach the tech-savvy community with a daily presence on **wksu.org**.

Underwriting on **wksu.org** gives you a highly visible way to show your support of Public Broadcasting in Ohio. **wksu.org** has:

- Over 400,000 visitors each month (over 14,300 daily)
- Over 770,000 page views each month (over 27,500 daily)

### **CONTENT THAT ENHANCES THE AUDIENCE EXPERIENCE**

Tens of thousands of people enhance their Public Broadcasting experience each day by visiting **wksu.org**. These highly engaged listeners enjoy plenty of additional content, including program profiles, music playlists, program schedules, profiles of on-air personalities, information about what's happening in the arts, special reports and news with added pictures, and much more.

These people also are more likely to patronize companies and organizations that support WKSU. With a sponsorship tile ad on the WKSU Web site, our visitors will experience your support of WKSU firsthand and learn about the products and services you provide.



Photo: Brandywine Falls

## BE PRESENT...

### **AND HIGHLY VISIBLE IN WKSU'S ONLINE NEWSLETTER**

Reach the tech-savvy community with YOUR presence in *E-Notes*.

Underwriting on *E-Notes* gives you a highly visible way to show your support of Public Broadcasting in Ohio. Usually 3-4 pages long, *E-Notes* delivers engaging content in a concise, easy-to-read format with none of the clutter that usually competes for the reader's attention, guaranteeing that your ad will be seen. A survey of public radio listeners showed that the vast majority of respondents would prefer to do business with those companies that underwrite on their station.



### **OUR LISTENERS' GUIDE TO THE WKSU COMMUNITY**

WKSU's *E-Notes* offers listeners first-hand news delivered to their e-mailboxes.

- Content about the week's NPR programs
- Content about WKSU's programs, special reports and feature stories
- Content about upcoming events and discounts available to WKSU members and listeners
- Links to area arts organizations, NPR, WKSU *and* our underwriters

### **WELL-EDUCATED, AFFLUENT, INFLUENTIAL CONSUMERS**

Well-educated

- Over 76% are college educated and over 34% have graduate degrees

Affluent

- Over 37% have household incomes over \$75,000
- Over 83% own homes
- Over 16% own homes valued at over \$250,000
- Over 62% have investment portfolios

Influential ... Consumers and Arts Supporters

- Over 60% always vote in local and state elections
- Over 40% volunteered in the community in the past year
- Over 41% attended live theater this past year
- Over 54% attended a professional sporting event this past year
- Over 68% made home improvements this past year
- Over 21% contributed to arts/cultural organizations in the past year

### **READ TWICE MONTHLY BY OVER 13,000 SUBSCRIBERS**

*E-Notes*, WKSU's online newsletter is mailed twice monthly (on the first and third Thursdays of each month) to more than 13,000 OPT-IN subscribers.

## BE HEARD...



### **THROUGHOUT NORTHEAST AND NORTHCENTRAL OHIO**

Paid Promotional Announcements (PPAs) are available only to non-profit organizations that feature arts or cultural programming. Messages describe or publicize concerts, performances, exhibits, productions, or similar events.

PPAs are great vehicles for reaching WKSU's upscale, culturally savvy listening audience and for delivering your message in an environment that is free from commercial clutter.

PPAs are 30 seconds long. Although pre-recorded announcements cannot be accepted, clients can select from one of two options:

- a WKSU announcer can read your PPA live, or
- WKSU can produce your PPA (using a WKSU announcer voice) with a music "bed."

### **PPAs must include:**

- organization name;
- factual description of production, event or exhibit;
- location and date;
- the phrase: "A message from (organization name)" must end the message and fit into the 30-second spot time.

### **PPAs may include:**

- subtle call to action;
- provided or suggested music background;
- ticket or admission prices, organization phone number, and/or website address;
- up to two event sponsors (phrased: "Sponsored by (sponsor's name)" or "Presented with the support of (sponsor's name)").
- Copy may not include a sponsor's slogan or commercial message.

Additionally, copy should not contain tag lines, slogans or questions.

Copy and music must be reserved a minimum of five business days before airtime; copy for live-read spots is required three business days before airtime. All PPA content and music is subject to approval by WKSU management.

### **PPA Rates:**

- \$60 Live announcement airing during music programming.
- \$70 Pre-produced\* or live announcement airing during music, news, and NPR programming (ROS schedule).
- \$80 Pre-produced\* or live announcement airing during drive-time NPR news.

\*Pre-produced spots are produced at WKSU (using a WKSU announcer voice) with a music "bed."

### **Sample PPA Copy**

Triumphant sounds of brass will fill E.J. Thomas Hall when Edward Zadrozny performs Lars-Erik Larsson's Concertino for Trombone. The Akron Symphony Orchestra presents music to warm a cold winter evening at their Midwinter Memories Classic Series Concert. Also on the program, Larsson's popular epilogue from A Winter's Tale and Mahler's Symphony No. 5. Saturday, January 12th at 8. Call the box office at 330-972-7570 or Ticketmaster for tickets. A message from The Akron Symphony Orchestra.