

BE LINKED...

ON WKSU.ORG

WKSU listeners increasingly log onto wksu.org to learn more about and listen to favorite programs, broadcast personalities, and the daily news. It is a direct interaction with their public broadcasting station.

TENS OF THOUSANDS OF VISITORS EACH MONTH

Your organization will 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.

Over the last 12 months wksu.org averaged:

- Over 58,500 visitors each month
- Over 24,300 unique visitors each month
- 39.8% new visits each month

Source: Google Analytics, April 2010

Visitors to wksu.org also are more likely to patronize companies and organizations that support WKSU. With a sponsorship tile ad on the WKSU website, our visitors will experience your support of WKSU first-hand and learn about the products and services you provide.



BE PRESENT...

AND HIGHLY VISIBLE IN E-NOTES

At least twice monthly, E-Notes delivers timely and engaging content in a concise format that draws in readers and works to guarantee that your tile ad will be seen. E-Notes, WKSU's online newsletter is sent on the first and third Thursdays of each month to more than 13,000 opt-in subscribers.

LISTENERS' GUIDE TO THE WKSU COMMUNITY

WKSU's E-Notes offers listeners first-hand news delivered to their inbox and includes:

- Highlights from NPR news programs
- Content about WKSU's programs, special reports and feature stories
- Features on upcoming events and discounts available to WKSU members and listeners
- Links to area arts organizations, NPR, WKSU and our underwriters



Visit www.wksu.org to subscribe and/or view a sample issue. Ask your WKSU representative how you can be online with WKSU.

BE HEARD...

THROUGHOUT THE REGION

Paid Promotional Announcements (PPAs) for non-profits are an excellent way to reach WKSU's upscale and culturally diverse listening audience in an environment that is free from commercial clutter. PPAs are available only to non-profit organizations that feature arts and cultural messages deemed acceptable to WKSU programming. Messages typically publicize concerts, performances, exhibits, and similar events. Events and messages other than cultural and/or arts will be reviewed and accepted on a pre-approval basis.



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 pre-produce your PPA (using a WKSU announcer voice) with a music "bed"

PPAs must include:

- Organization name
- Factual description of production, event, or exhibit
- The phrase: "A message from (organization name)" must end the message and fit into the 30-second spot time

PPAs may include:

- Organization's slogan
- Organization phone number and/or website address
- Mention of one or two (max) for-profit sponsors

All PPA content and music is subject to approval by WKSU management. Additionally, it is recommended that copy NOT contain questions and ticket or admission prices.

Copy and music are due five business days before airtime.

PPA Rates:

- \$75 Live announcement airing during music programming
- \$85 Pre-produced* or live announcement airing during music, news, and NPR programming (ROS schedule)
- \$95 Pre-produced* or live announcement airing during drive-time NPR news

*Arts organizations qualify for a \$10 discount per spot.

Sample PPA Copy

Navigate storms, tempests, and earthquakes with Apollo's Fire in performances of "Earth, Wind & Fire" — extraordinary musical depictions of nature by French and Italian composers.

Friday, April 17 through Friday, April 24 — in Cleveland Heights, Rocky River, Fairlawn, and Chagrin Falls — supported in part by Glenmede Trust Company.
A message from Apollo's Fire.



BE IDENTIFIED...



Underwriting on WKSU is a partnership

PUBLIC RADIO IS DIFFERENT

The charter of Public Radio is to enrich the lives of people in the region. Listeners can find and experience:

- Award-winning news
- Analysis and commentary
- Classical and folk music
- In-depth coverage of social issues
- Cultural offerings
- Entertainment and humor
- Emotion and soul

What listeners won't find is commercial radio that is profit-driven. WKSU is funded entirely by the people it serves: listeners, government institutions, non-profit organizations, and corporate underwriters, each sharing in the commitment to make this unique non-profit service possible.



WKSU'S LISTENERS ARE

- Well-educated
- Affluent
- Influential community supporters

YOU'LL GAIN CREDIBILITY WITH OUR LISTENERS

The "Halo Effect"

A study by Jacobs Media identified a phenomenon known as the "Halo Effect," which revealed that underwriting messages are taken more seriously by listeners. Sponsors demonstrate shared interests with listeners and 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

Convey your message to affluent, educated, and active listeners in the region. Underwriters are viewed as socially conscious and involved in making the region a better place. It's a connection, supported by research, which results in listener support for your business.

Partial List of Underwriters on WKSU:

Business to Business

Meaden & Moore
NEOTEC
Omnova Solutions

Financial and Investment

Home Savings
KeyBank
Third Federal Savings

Legal and Accounting

Brockman, Coats & Gedelian
Perantinides & Nolan
Vorys, Sater, Seymour & Pease, LLP

Personal Services

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

Retail

Don Drumm Studios
Gasser Fine Jewelers
Lehman's

Arts and Entertainment

Akron Art Museum
Akron Symphony Orchestra
Apollo's Fire
Canton Symphony Orchestra
Cleveland Museum of Natural History
The Cleveland Orchestra
Lakeside
Live Nation
Oberlin Conservatory
PlayhouseSquare
Stan Hywet Hall & Gardens
Wooster Symphony Orchestra

Health Care

Akron General Hospital
Aultman Health Foundation
Children's Hospital Medical Center of Akron
Summa Health Systems

Retirement Living

Judson Smart Living
Kendal at Home
Kendal at Oberlin
Laurel Lake

Education

Kent State University
Spring Garden Waldorf School
The University of Akron
School of Law
University School
Western Reserve Academy

Home and Garden

Dayton Nursery
Levin Furniture
Suncrest Gardens
Wayside Furniture

Recreation

Cedar Point
Holden Arboretum
Metro Parks, Serving Summit County

Automotive

Cascade Auto Group
Kempthorn Motors

Restaurants/Food Services

Great Lakes Brewing Company
Hartzler Family Dairy
The J.M. Smucker Company
Mustard Seed Market & Café
Smith Dairy
The Wooster Inn

Photo: Marblehead Lighthouse (Photo by: David Mullins)

BE CONNECTED...

TO CLEVELAND, AKRON, CANTON, AND THE SURROUNDING REGION



- WKSU's signal reaches nearly four million people in all or part of 22 counties in Ohio—more than 1/3 of the state's population
- WKSU is geographically the largest FM station in Ohio
- WKSU is the fourth largest classical station in the country

WKSU DELIVERS...

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	29.6%
Dance or Ballet	7.1%
Live Theatre	41.3%
Professional Sporting Event	44.8%
Symphony/Opera	15.6%
Zoo	34.7%

Specifically:

Blossom Music Center	21.6%
Bridgestone (PGA Tour)	5.5%
Cleveland Indians Game	29.5%
Cleveland Metroparks Zoo	23.0%
Cleveland Museum of Art	17.2%
The Cleveland Orchestra	9.1%
Great Lakes Science Ctr.	7.2%
IX Home & Garden Show	13.2%
Quicken Event/Concert	11.1%
PlayhouseSquare Center	20.6%
Stan Hywet Hall & Gardens	5.9%

Hot Zip Codes

44122	Beachwood/ Shaker Heights/ University Heights
44718	Canton/Jackson Belden
44022	Chagrin Falls/ Moreland Hills
44118	Cleveland Heights/ Shaker Heights/ South Euclid/ University Heights
44223	Cuyahoga Falls
44333	Fairlawn
44236	Hudson
44240	Kent
44124	Lyndhurst/Mayfield Heights/Pepper Pike
44646	Massillon
44256	Medina
44720	North Canton
44120	Shaker Heights
44139	Solon
44224	Stow/Silver Lake/ Cuyahoga Falls
44281	Wadsworth
44303	West Akron
44313	West Akron
44321	West Akron/Copley
44691	Wooster

WKSU listeners participated in (in past year)

Adult Education	14.4%
Biking	34.0%
Gardening	52.3%
Hiking/Backpacking	21.2%
Local Election	75.4%
Photography	39.6%
State Election	82.3%
Volunteer Work	31.1%

Photos: The Corkscrew at Cedar Point;
Pro Football Hall of Fame

Source: 2009 Scarborough

BE VALUED...

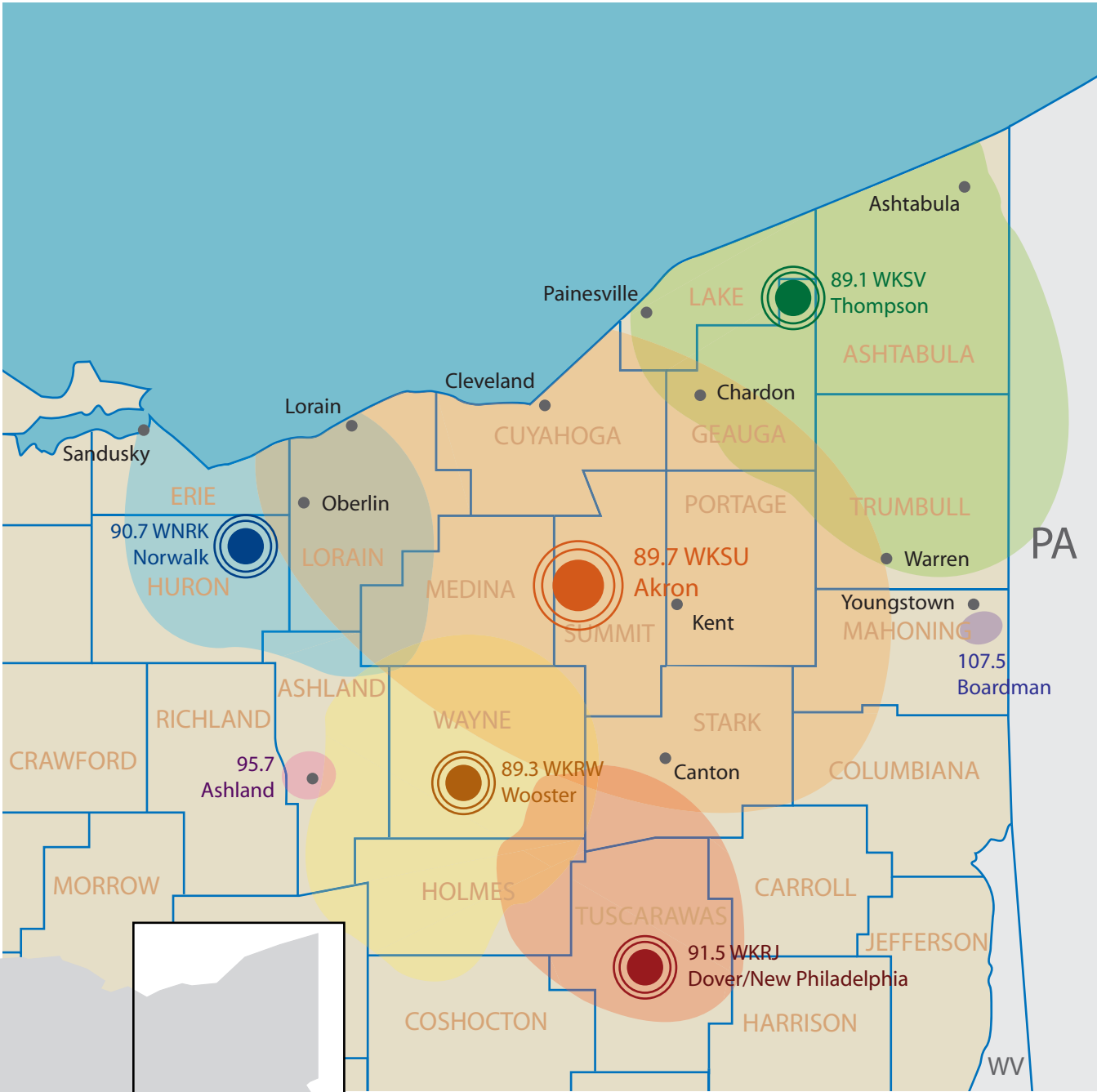


BY AN AUDIENCE THAT APPRECIATES UNDERWRITERS

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

Age					
35 and older	99.4%	Household Income	More than \$50,000	61.9%	Travel
35 - 44	20.2%	More than \$75,000	43.4%	Personal Air Travel in	37.7%
45 - 54	19.7%	More than \$100,000	23.1%	Continental U.S. (past year)	
55 - 64	35.0%			Business Air Travel in	12.6%
65+	24.5%	Home Ownership		Continental U.S. (past year)	
Sex		Owns Home	89.2%	Business Outside	4.8%
Male	56.4%	Home value over \$150,000	53.1%	Continental U.S. (last 3 yrs)	
Female	43.6%	Home value over \$200,000	30.2%	Other Media Usage	
Marital Status/Children		Home value over \$300,000	7.4%	Read NY Times (Sun)	15.0%
Married	67.9%	Banking/Investments		Read Wall Street Journal (M-F)	6.9%
Divorced/Widowed	19.5%	Mutual Funds	47.1%	Read Plain Dealer (M-F)	35.8%
1+ children under 18	22.2%	Stocks/Stock Options	39.7%	Read Akron Beacon Journal	24.3%
Education		Bonds	22.7%	(M-F)	
Some College	79.8%	Money Market Funds	30.3%	Places Visited (in past year)	
College Graduate	40.0%	Second Home/ Real Estate Property	12.2%	Michigan	13.3%
Post Graduate Work	25.0%	Other Securities/Investments	29.4%	North Carolina	16.1%
Occupation		Uses Financial Planner	24.0%	South Carolina	15.9%
White Collar	54.4%	Uses Credit Union	13.2%	New York	9.0%
Professional/Specialty	32.8%	Contributions (past year)		Pittsburgh	10.0%
		Arts/Cultural Organization	24.9%		
		Social Care/Welfare Org.	30.6%		

BE HEARD... THROUGHOUT THE REGION



WKSU's signal reaches nearly four million people in all or part of 22 counties

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 | |

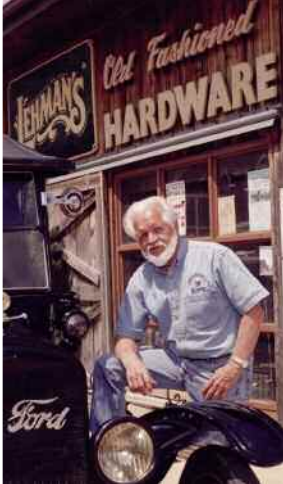
BE ENGAGED...

YOUR ORGANIZATION CAN BE HEARD BY THE MOST INFLUENTIAL PEOPLE IN THE REGION

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

	MON	TUES	WED	THURS	FRI	SAT	SUN				
5:00 am	Morning Edition®					Nightaire SM with David Roden					
6:00 am						Inside Europe®		Other Voices®			
7:00 am						Living On Earth®		Krista Tippet on Being			
8:00 am						Weekend Edition® Saturday		Weekend Edition® Sunday			
9:00 am	Classical Music with Mark Pennell					Car Talk®					
10:00 am						Wait Wait...Don't Tell Me®		A Prairie Home Companion® with Garrison Keillor			
11:00 am						Whad'Ya Know?® Radio Hour		The Baroque Era®			
12:00 pm	Here and Now®					The Splendid Table®					
1:00 pm	Classical Music with Sylvia Docking					Marketplace Money®					
2:00 pm						On the Media®		Classical Music			
3:00 pm	Fresh Air® with Terry Gross					In Performance					
3:30 pm						This American Life®		Travel with Rick Steves®			
4:00 pm						All Things Considered®		All Things Considered®			
5:00 pm	Marketplace®					A Prairie Home Companion® with Garrison Keilor					
5:30 pm						The Regina Brett Show®		Other Voices®		All Things Considered®	
6:00 pm	Classical Music					American Routes®					
6:30 pm						Folk Music		Folk Music		The Thistle & Shamrock®	
7:00 pm						Folk Music		Folk Music		Folk Music	
8:00 pm						Folk Music		Folk Music		Folk Music	
9:00 pm	Nightaire SM with David Roden					Folk Alley TM with Elena See					
10:00 pm						Folk Music		Folk Music		Nightaire SM with David Roden	
11:00 pm						Folk Music		Folk Music		Nightaire SM with David Roden	
12:00 am						Folk Music		Folk Music		Nightaire SM with David Roden	
1:00 am	Nightaire SM with David Roden					Folk Alley TM with Elena See					
2:00 am						Folk Music		Folk Music		Nightaire SM with David Roden	
3:00 am						Folk Music		Folk Music		Nightaire SM with David Roden	
4:00 am						Folk Music		Folk Music		Nightaire SM with David Roden	

BE MORE...



Local support for WKSU is provided by...

Cascade Auto Group. Offering the full line of Porsche, Audi, Mazda, and now Subaru products. Serving Ohio for 33 years.

Cascadeautogroup.com

Meaden & Moore. Full service accounting and consulting. Ohio offices in Cleveland, Akron, Wooster, and Columbus. Meaden & Moore, "Creating Value."

meadenmoore.com

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.

WKSU is a non-commercial station, and adherence to FCC underwriting guidelines is required. The station may identify your organization but cannot "promote it." Your message is integrated into WKSU's regular programming and there is no tune-out factor as with commercial stations. Your organization's reputation is consistent with the high level of quality listeners have come to expect from WKSU.

SPOT LENGTHS

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

Telephone numbers = two words

Web addresses = three words

SLOGANS/TAG LINES

Your company's slogan or tagline can be used, as 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; and/or non-comparative, factual information about your business.

SAMPLE UNDERWRITING COPY

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.

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. 3,600 acres near Kirtland providing four seasons of beauty where you can "learn, be inspired, and connect with nature." 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 five acres of furniture and custom-crafted cabinetry. Online at wayside-furniture.com.

Key. Bringing together commercial banking, investment banking, and asset management to help businesses reach their goals.

"Key—achieve anything."