UNDERWRITING

AIRING ANNOUCEMENTS ON WYOMING PUBLIC RADIO

Est 1966
WYOMING PUBLIC RADIO
Celebrating 50 years

REACH A UNIQUE AUDIENCE

Wyoming Public Media informs and entertains a statewide audience with a world of news and music, while providing its underwriting clients with unrivaled access to influential, well positioned, educated and curious public media listeners. Every underwriting announcement reaches into the homes, automobiles, and offices of consumers and business decision-makers who listen to and are loyal to the station.

INCREASE NAME AWARENESS

Wyoming Public Media will make your organization's name and message heard in an environment free of underwriting credits and they develop a favorable opinion of the organizations that support public media.

ENHANCE YOUR PUBLIC IMAGE

Underwriting on Wyoming Public Media is a tax-deductible gift which supports our mission of public service. Research by Jacobs Media concludes that Public Media sponsors are perceived as being socially responsible and providing high-end, quality products.

Wyoming Public Radio is a NPR member station and Wyoming's source for such acclaimed NPR programs as Morning Edition, All Things Considered, and Car Talk. We are also an affiliate of Public Radio International and American Public Media, bringing the award-winning A Prairie Home Companion to the state.

HONORS INCLUDE:

-Edward R. Murrow regional awards in 2007, 2010 & 2011.

-7 time Wyoming Associated Press Broadcasters' Association Station of the Year award.

-39 Associated Press awards since 1989.

-22 Public Radio News Directors Inc. (PRNDI)National Reporting awards since 2004.

-5 Native American Journalism Association (NAJA) Awards

TESTIMONIALS

"Union Wireless supports Wyoming Public Radio because their blend of unique programming appeals to an audience that is both discriminating and informed. These are people that for the most part, couldn't be reached as effectively in any other medium, radio, print, television, outdoor or on-line. It's programming that is both entertaining as well as informative, making WPR a terrific value for the business community to promote their services and products statewide. Wyoming Public Radio - it just makes sence."

- Jan Fasselin
Director of Advertising and Creative
Union Telephone/Union Wireless

"Malone Belton Abel Architects has chosen to underwrite Wyoming Public Radio because WPR provides excellent programming uninterrupted by commercials. The programming has a nice mix of news, music, and variety. I listen to Car Talk where fortunately they don't sing, and A Prairie Home Companion, where unfortunately they do; but both are funny and light. The news content is broad, varied, and fair, promoting thoughtful discussion rather than the single bias of most radio programming."

- Tim Belton
Malone Belton Abel Architects

CONTACT INFORMATION

Dianne Burner
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307-766-2401

1000 E. University Ave. | Dept 3984 | Laramie, WY 82071
Wyoming Public Media is a statewide service of the University of Wyoming and a division of the Outreach School.

WHO WILL YOU REACH

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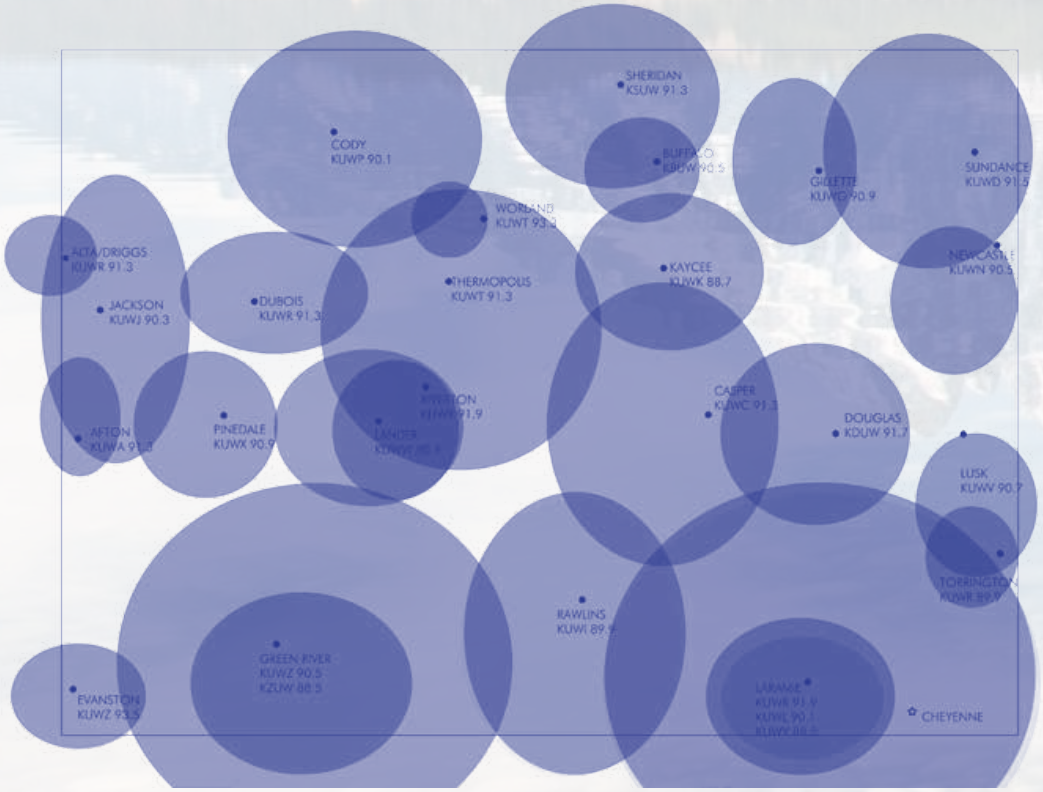
27 Stations **5,700 Members** **65,000 Listeners**



Afton	91.3	Jackson	90.3	Saratoga	89.9
Alta/Driggs	91.7	Kaycee	88.7	Sheridan	91.3
Buffalo	90.5	Lander	90.9	Sundance	91.5
Casper	91.3	Laramie	91.9	Thermopolis	91.3
Cheyenne	91.9	Lusk	90.7	Torrington	89.9
Cody	90.1	Newcastle	90.5	Worland	93.3
Douglas	91.7	Pinedale	90.9		
Dubois	91.3	Powell	90.1		
Evanston	89.7	Rawlins	89.9		
Gillette	90.9	Riverton	91.3		
Green River	90.5	Rock Springs	90.5		

Customized Regional Packages Available

(307) 766-2401 | wyomingpublicmedia.org
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LISTENERS

Affluent – Median household income of the NPR audience is approximately $92,400.

Influential– Public radio reaches one of the most educated and affluent audiences in radio.

Mindset – NPR listeners value creativity, curiosity and social responsibility.

Intention to Buy – The NPR audience anticipates more spending for travel, stocks and bonds, home remodeling, and financing their child's college education.

Public Spirit – NPR listeners are willing to devote their time and resources to issues they care about.

Politically Engaged – NPR listeners are 39% more likely than the average adult to have voted in a federal, state, or local election.

Comprehensive Media Consumer –s NPR listeners reference a repertoire of news sources to gain a more comprehensive understanding of the issues behind the news.

Curious – NPR listeners are drawn to media that satisfies their need for intellectual and artistic stimulation.
Active and Engaged – NPR listeners are more likely than the average American to participate in most types of leisure activities, including those involving sports and the arts.

Travel – NPR listeners are interested in traveling abroad and discovering new cultures.

Tech Savvy – NPR listeners are more likely than the average adult to participate in almost every kind of online activity, from communication with friends and family to purchasing goods and services.

Thoughtful Shoppers – Product quality, corporate reputation and environmental responsibility are all key drivers of NPR listeners' purchasing decisions.

Business Leaders – NPR listeners are 153% more likely than the U.S. population to be involved in the purchasing of office and business services.

Online Seekers – NPR online visitors are active seekers of all types of information on the Internet, from looking for the latest headlines to researching products.

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Wyoming Public Media administers a broad range of public media content. The Wyoming Public Radio state wide network, Classical Wyoming network, and Jazz Wyoming service offer streaming and website sponsorship opportunities.

WYOMING PUBLIC RADIO

Statewide 27 signal network featuring programming from NPR, BBC, and APM.

CLASSICAL WYOMING

Classical Wyoming is WPM's 24 hour classical music service. Our FM signal can be heard in Laramie, Rock Springs, Green River and Reliance. Classical Wyoming can also be heard via our Digital HD-2 Signal in Laramie, Cheyenne, Casper and Jackson. Streaming and Broadcast Underwriting Annoucements are available on Classical Wyoming.

JAZZ WYOMING

Jazz Wyoming is WPM's 24 hour jazz service. Our FM Signal can be heard in Laramie and streaming is available everywhere with an internet connection. Streaming and Broadcast Underwriting Annoucements are available on Jazz Wyoming.

DIGITAL MEDIA SPONSORSHIP

Website - Sponsorship of wyomingpublicmedia.org is a tool for increasing brand awareness. Sponsors of our website will have their business logo displayed on our homepage, which will link to their website if desired. Website sponsorships areavailable on a per month basis.

STREAM SPONSORSHIP

Stream - WPR's listeners are able to tune in to any of our 3 stations via wyomingpublicmedia.org. When sponsoring one of our 3 streams your message will air every time a listener tunes in online. Stream sponsorships are available on a monthly basis.

CONTACT INFORMATION

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PRICING GUIDE

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Wyoming Public Radio Underwriting plans can be designed for your target audience and tailored to your budget.

<table>
<tr><th></th><th>Monday-Friday</th><th>Saturday</th><th>Sunday</th></tr>
<tr><td>5 am</td><td rowspan="3">Morning Edition
$35/spot</td><td>BBC</td><td>Commonwealth Club</td></tr>
<tr><td>6 am</td><td rowspan="3">Weekend Edition
$30/spot</td><td rowspan="3">Weekend Edition
$30/spot</td></tr>
<tr><td>7 am</td></tr>
<tr><td>8 am</td><td rowspan="3">Morning Music with Grady Kirkpatrick
$22/spot</td></tr>
<tr><td>9 am</td><td>Car Talk
$48/spot</td></tr>
<tr><td>10 am</td><td>Wait, Wait, Don't Tell Me
$35/spot</td><td>Ted Radio Hour
$22/spot</td></tr>
<tr><td>11 am</td><td rowspan="2">Ranch Breakfast Show
$22/spot</td><td>America's Test Kitchen $22/spot</td></tr>
<tr><td>Noon</td><td>Here and Now
$22/spot (M-TH)</td><td>OpenSpaces
$28/spot</td></tr>
<tr><td>1 pm</td><td>Science Friday
$22 (F)</td><td>E-Town
$22/spot</td><td>Radio Lab
$22/spot</td></tr>
<tr><td>2 pm</td><td>BBC Newshour
$22</td><td rowspan="2">American Routes
$22/spot</td><td>Travel with Rick Steves $22/spot</td></tr>
<tr><td>3 pm</td><td>Fresh Air
$22 (M-TH)
Open Spaces
$28 (F)</td><td>A Way with Words $22/spot</td></tr>
<tr><td>4 pm</td><td rowspan="3">All Things Considered
$30</td><td>This American Life
$35/spot</td><td>Wait, Wait, Don't Tell Me
$30/spot</td></tr>
<tr><td>5 pm</td><td colspan="2">All Things Considered
$30/spot</td></tr>
<tr><td>6 pm</td><td rowspan="2">A Prairie Home Companion
$30/spot</td><td>This American Life
$35/spot</td></tr>
<tr><td>7 pm</td><td>On Point
$15/spot (M-TH)
Radiolab
$15/spot (F)</td><td>Bob Edwards Weekend
$15/Spot</td></tr>
<tr><td>8 pm</td><td rowspan="3">Classical Wyoming
$15/spot</td><td rowspan="2">UnderCurrents
$15/spot</td><td>Thistle & Shamrock
$15/spot</td></tr>
<tr><td>9 pm</td><td rowspan="3">Jazz Wyoming
$15/spot</td></tr>
<tr><td>10 pm</td></tr>
<tr><td>11 pm</td><td>BBC The World Today</td></tr>
<tr><td>12 am</td><td colspan="3" rowspan="5">BBC World Service</td></tr>
<tr><td>1 am</td></tr>
<tr><td>2 am</td></tr>
<tr><td>3 am</td></tr>
<tr><td>4 am</td></tr>
</table>

UNDERWRITING PACKAGES

FULL MIX = $20/spot
Monday - Sunday 5am-10pm

THE DRIVE = $40/spot
Monday - Friday 6-8am or 5-6pm

PRIME NEWS = $25.00/spot
One announcement to air run of schedule on Morning Edition, All Things Considered, Here and Now, BBC Newshour, Fresh Air or Weekend Edition

MUSICAL VARIETY = $17.00/spot
One Annoucement to air run of schedule on Morning Music, Ranch Breakfast Show, UnderCurrents, Thistle & Shamrock, E-Town or AmericanRoutes

DIGITAL MEDIA PACKAGE = $500/month
Website Tile, Mobile App Banner & Tile

CUSTOMIZED REGIONAL SPONSORSHIPS AVAILABLE

ADDITIONAL OPPORTUNITIES

BUSINESS CHALLENGES
Underwriting Support during our Spring and Fall Membership Drives. Pledge a one-time donation of at least $200, and we will use those funds as an on-air matching Challenge for listener pledges

UNDERWRITING CONTACT

Ask your Underwritng Representative for details on utilizing these opportunities as part of your marketing plans:

Dianne Burner
dburner@uwyo.edu
307-766-2401

ANNOUNCEMENT GUIDELINES

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Wyoming Public Media 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 prohibit the use of:

- price information
- "calls to action"
- inducements to buy, sell, rent or lease
- comparative or qualitative language
- more than three trade names, products or service listings

These guidelines benefit the underwriter through:

- A media environment free of commercial clutter
- Airing a few select messages per hour so your message stands out
- Concise messages keep listeners engaged
  The most successful underwriters have messages that are elegant and direct. These messages...
  - State the name of the underwriter
  - Describe the business, organization or special event hosted by the underwriter
  - Offer listeners a means to contact the under writer (location or website)
  - Are written in an objective style that listeners expect and appreciate

CREATING ANNOUNCEMENTS

Wyoming Public Media 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 WPM voices our listeners know best.

SAMPLE ANNOUNCEMENTS

-Wyoming Public Radio supporters include JEFFREY'S BISTRO...offering an eclectic menu including Thai, Indian, vegetarian and other dishes. Served Monday through Saturday in downtown Laramie. Jeffreys Bistro dot com.

-Wyoming Public Radio supporters include the GRAND TETON MUSIC FESTIVAL in Jackson Hole... raising the curtain on their Golden Anniversary season with the Black, White and Gold Anniversary Gala with the music of Berlioz, Gershwin, Mozart and Bernstein. Saturday, July 2nd. G-T-M-F dot org.

-Wyoming Public Radio supporters include WYOMING CARDIOPULMONARY SERVICES...utilizing the technology of echocardiograms, nuclear stress testing, 64 Slice CT scanner and more – to diagnose, monitor and treat patients. W-Y-O heart dot com.

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