

UNDERWRITING



Wyoming Public Radio
Classical Wyoming
Jazz Wyoming
Wyoming Sounds
wyomingpublicmedia.org

AIRING ANNOUNCEMENTS ON WYOMING PUBLIC RADIO ENABLES YOUR BUSINESS TO:

REACH A UNIQUE AUDIENCE

Wyoming Public Media informs and entertains the statewide Wyoming audience with a world of news and music, while providing underwriting clients with unrivaled access to influential, well positioned, educated and curious public media listeners. Underwriting announcement reach 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 presents your organization's name and heard message in an uncluttered environment, free of advertising. Research shows public radio listeners develop a favorable opinion of the organizations that support public media.

ENHANCE YOUR PUBLIC IMAGE

Wyoming Public Radio is a National Public Radio (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.

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.

WPM HONORS INCLUDE:

- ➤ 2016 Wyoming Legacy Award, presented by Wyoming Business Alliance and the Wyoming Heritage Foundation
- ➤ 2016 National Headliner Award, regionalized, for "Blackout: Reinventing the Grid"
- ➤ 2015 Wyoming State Historical "Judge and Mrs. Percy W. Metz" Memorial Award
- ➤ Since 2004, recipient of 30 Awards of Public Radio News Directors Incorporated Awards and Recognitions
- ➤ 2016 and 2015 Edward R. Murrow Awards for Sports and Investigative Reporting

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 sense."

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

"Black Hills Energy supports Wyoming Public Media because they inspire, educate and connect with listeners. Their news team provides balanced reporting about Wyoming's energy industry including new energy concepts and technologies. Wyoming Public Media's statewide reach, news reporting and overall programming is a valuable resource to us all as we live, work and travel across this great state."

- Sharon Fain
Sr. Program Manager
Community Affairs--Wyoming
Black Hills Corporation

CONTACT INFORMATION

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WYOMING PUBLIC MEDIA
Celebrating 50 Years

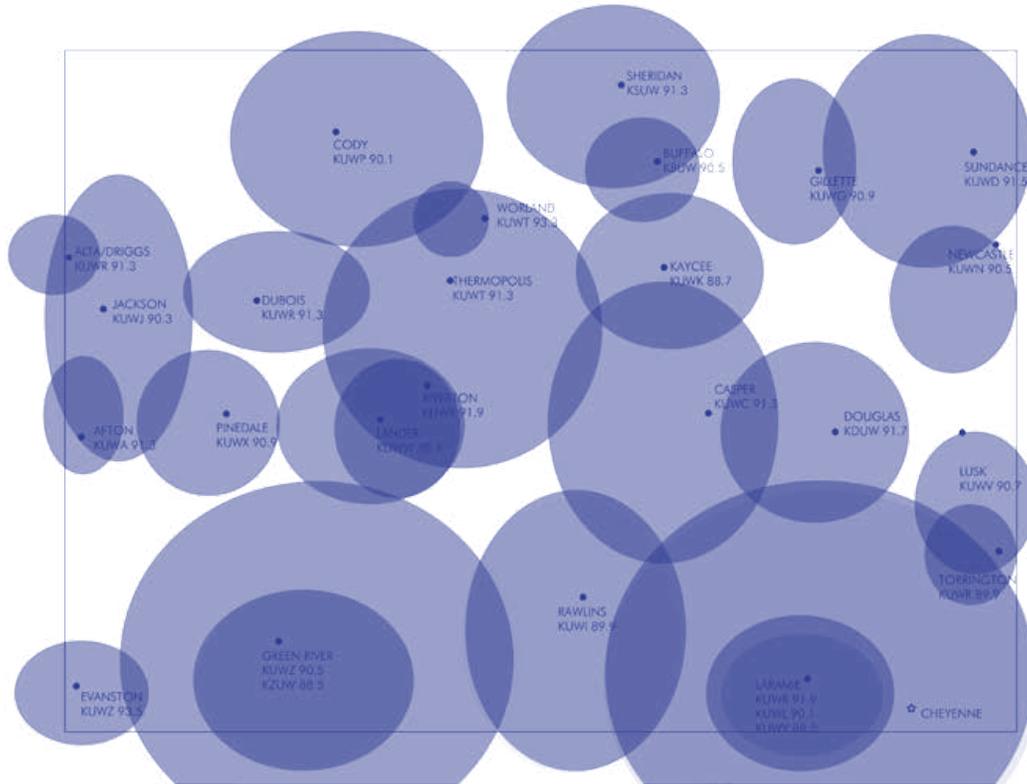
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WHO WILL YOU REACH?

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		

CONTACT INFORMATION

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WYOMING PUBLIC RADIO REACHES AN IDEAL AUDIENCE:

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.

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

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

Comprehensive Media Consumers - 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.

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

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

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

Personal – NPR listeners value the non-commercial aspect of public radio and expect it to be an oasis from the more aggressive nature of commercial radio.

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.

Travelers – 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.



Wyoming Public Media administers a broad range of state wide public media content and a variety of music services--all of which are offered via radio broadcasts or streaming from the WPM website.

WYOMING PUBLIC RADIO

The flagship of Wyoming Public Media, this statewide, 27 signal network, features well known programming from National Public Radio, the British Broadcasting Corporation and American Public Media.

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.

WYOMING SOUNDS

An all-music service, Wyoming Sounds adds elements of Americana along with Wyoming and regional musicians. It serves the growing music scene happening across the state and collaborate with Wyoming artists, organizations and events.

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.



CONTACT INFORMATION

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PRICING GUIDE

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

	Monday-Friday	Saturday	Sunday
5 am	Morning Edition \$35/spot	BBC	Commonwealth Club
6 am		Weekend Edition \$30/spot	Weekend Edition \$30/spot
7 am			
8 am			
9 am	Wyoming Sounds \$22/spot	Car Talk \$48/spot	TED Radio Hour \$22/spot
10 am		Wait, Wait, Don't Tell Me \$35/spot	
11 am		Ranch Breakfast Show \$22/spot	The Splendid Table \$22/spot
Noon	Here and Now \$22/spot (M-TH)		OpenSpaces \$28/spot
1 pm	Science Friday \$22 (F)	E-Town \$22/spot	Radio Lab \$22/spot
2 pm	BBC Newshour \$22	American Routes \$22/spot	Travel with Rick Steves \$22/spot
3 pm	Fresh Air \$22 (M-TH)		A Way with Words \$22/spot
	Open Spaces \$28 (F)		
4 pm	All Things Considered \$30	This American Life \$35/spot	Wait, Wait, Don't Tell Me \$30/spot
5 pm		All Things Considered \$30/spot	
6 pm		A Prairie Home Companion \$30/spot	This American Life \$35/spot
7 pm	On Point \$15/spot		Snap Judgment \$15/Spot
8 pm	Classical Wyoming \$15/spot	UnderCurrents \$15/spot	Thistle & Shamrock \$15/spot
9 pm			
10 pm			
11 pm	BBC The World Today	Jazz Wyoming \$15/spot	
12 am	BBC World Service		
1 am			
2 am			
3 am			
4 am			

(307) 766-2401 | wyomingpublicmedia.org
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 Wyoming Public Media is a statewide service of the University of Wyoming.



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 News-hour, Fresh Air or Weekend Edition

MUSICAL VARIETY = \$17.00/spot

One Announcement to air run of schedule on Wyoming Sounds, Ranch Breakfast Show, UnderCurrents, Thistle & Shamrock, E-Town or AmericanRoutes

DIGITAL MEDIA PACKAGE = \$500/month

Website Tile, Mobile App Banner & Tile

ADDITIONAL OPPORTUNITIES

BUSINESS CHALLENGES:

Underwriting Support during our Spring and Fall Member-ship Drives. Pledge a one-time donation of at least \$250, and we will use those funds as an on-air matching Challenge for listener pledges.

UNDERWRITING CONTACT

Ask your Underwriting Representative for details on utilizing these opportunities as part of your marketing and or advertising plans:

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ANNOUNCEMENT GUIDELINES



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 underwriter (location or website)
 - Are written in an objective style that listeners expect and appreciate

CREATING ANNOUNCEMENTS

Wyoming Public Media works with you to create a 15-second announcement of approximately 35-45 words to best reflect your community relations and marketing goals. Announcements are produced at no additional cost using the WPM voices our listeners know best.

SAMPLE ANNOUNCEMENTS

-Wyoming Public Radio supporters include The Made in Anytown Festival, February 10th, 11th and 12th—on Fifth Avenue in old town Anytown. Featuring local art, food and other products. 10am to 5 pm all three days. Details at 1-2-3 artfest dot com.

-Supporters include the Anytown George Street Playhouse, presenting Red, centered around Abstract Impressionist painter Mark Rothko, and his paintings commissioned for the Four Seasons Restaurant. Tickets and info at 111-222-3333 or A G S P online dot org.

-Local support for Marketplace comes from Anytown State University’s Executive MBA Program at Smith Business School, now accepting applications for the weekend format. Details at an open house on Thursday, September 15th at 6:30 pm at b-u-s dot anytown state u dot edu slash open house.



WYOMING PUBLIC MEDIA

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Listen Statewide from 88 FM to 104 FM | streaming at wyomingpublicmedia.org

 & Wyoming News & Music

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