

# What is underwriting?

*By underwriting with WRVO, you are able to support your local public radio station while also reaching a large audience*

- **An underwriting message is a short, on-air announcement detailing the services or product you supply to the public.**
- **Businesses, organizations, and individuals use these announcements to share new products, changes in location, special events, or to maintain a continued presence in their community.**
- **Our underwriters choose to have announcements scheduled throughout the day or to underwrite their favorite program.**
- **The announcements fit seamlessly into the programs that listeners already enjoy.**

## The Facts

Audience surveys have shown that 80 percent of public radio listeners hold a more positive image of companies that support their choice medium and 70 percent say that support of public radio has a positive influence on their decision to purchase products or services from underwriters.

WRVO underwriting representatives are available to help your business or organization reach our highly desirable radio audience with your marketing message.

**WRVO Public Media** is a non-profit, non-commercial, multi-platform news and information service serving central and northern New York state.

WRVO operates ten FM broadcast transmitters serving portions of **20 counties** in upstate New York. Additional coverage is provided over three internet streams available on our website. Free apps for smart phones and tablets are also available.

To learn more about underwriting, contact WRVO at **(315) 312-3690** or toll-free at **1-800-341-3690**.

A list of current and former WRVO corporate and institutional underwriters is available at:

[wrvo.org/underwriter](http://wrvo.org/underwriter)

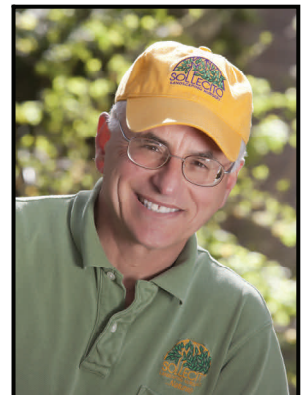
*"Even though I have been in business now for 40 years, I have always felt that if you stop growing, then you start dying. I have worked with WRVO for the past decade, and have been surprisingly pleased by the number of new clients we have generated.*

*Recognizing that branding your company is a journey, not a destination, having a constant yet softer presence on NPR has reached people conventional stations were not able to accomplish for my business.*

*The bonus is that I am dealing with quality people at WRVO, and if I were to feel like a number, indeed it would be Number One.*

*My plans are to keep planting, planning, and participating in WRVO until I am planted myself."*

*-Jim Sollecito*



**WRVO**  
PUBLIC MEDIA

