

((91.3)) WYSO

our community. our nation. our world.



Connect with the
Most Influential
Radio Audience in the
Miami Valley



The WYSO Difference

Underwriting on WYSO provides you with access to the

- Most Influential
- Highly-Educated
- Affluent

Radio Audience in the Miami Valley.

WYSO listeners look to 91.3 WYSO as a reliable source of news, information, and entertainment.

We are a public radio station made up of thousands of diverse listeners coming together in a shared community with unparalleled loyalty to the station and its unique programming, a level of loyalty that no other local

INFLUENTIALS

The WYSO audience is more likely to be influential. Audience data provider Mediemark defines an “influential” as one who participates in three or more public activities that demonstrate uncommon engagement with their community (for instance, serving on a committee, participating in fund raising, or writing something that has been published).

A large body of research suggests that influentials are significantly more likely than other Americans to drive social trends, influence mass opinion, and create word of mouth for ideas and products.

NPR listeners are nearly **THREE TIMES** more likely than the average adult to be an influential. Indeed, NPR reaches one of the highest concentrations of key community

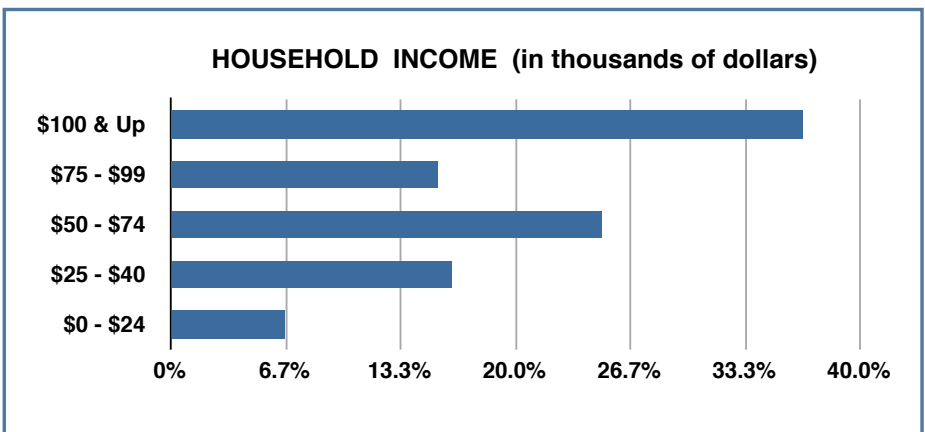
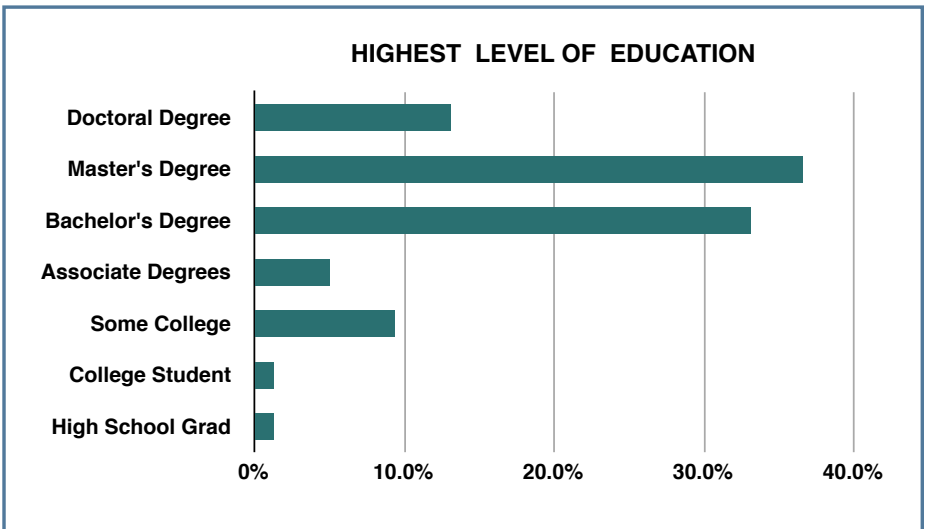


The WYSO Audience

According to the 2014 WYSO Listener Survey **ONE HALF** of respondents have Master's or Doctoral degrees.

More than **ONE THIRD** have a household income of \$100,000 or more.

Compare WYSO's audience to any other medium in the area. Underwriting on WYSO reaches the most affluent, highly-educated, and influential audience in the Greater Dayton Region.



65,000 – 70,000 weekly listeners with a potential audience of more than one million.

We reach **NINE** counties in Southwest Ohio.

According to Nielsen* WYSO is the **#1** station in the Greater Dayton market for time spent listening and the most listened-to news/talk station during afternoon drivetime.

- We are growing in listenership
- Our audience listens longer
- Our listeners are loyal

We are consistently a Top 10 station among 35 – 54 year-old listeners.

*Nielsen Audio, Winter, 2014

Marketing Opportunities

UNDERWRITING, the public radio form of advertising, places your business, product or service in a unique position by clearly separating your brand from the clutter inherent in other forms of advertising and media.

How does it work?

We provide Broadcast Announcements:

- 20 seconds in length
- Voiced by station talent
- Written in an objective style that listeners expect and appreciate

There is an average of just 4 minutes of underwriting per hour on WYSO.

On commercial radio advertising segments can be as long as 20 minutes.

In the clutter-free environment of WYSO your message stands out and triggers action.

85% of listeners have taken direct action as a result of a public radio sponsorship.

Take Your Business Public With WYSO

To get your message on the air,
please contact:

Luke Dennis

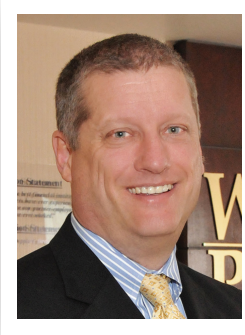
Development Director

ldennis@wyso.org / 937-769-1379



Technical Operations
Center at the WYSO
Studios in Yellow Springs

Satisfied Clients

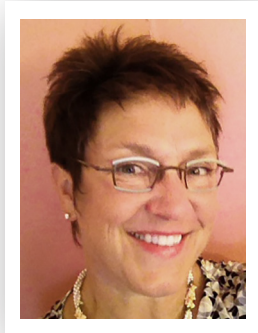


"We find WYSO to be great business. At Wright-Patt Credit Union, our members demand we earn a return on our investment of their dollars. And with WYSO, we can point directly to business results from our investment in local public radio. I know it's a cliché to say win-win, but that's exactly what we have with WYSO."

– Doug Fecher, President,
Wright-Patt Credit Union

"We have come across people in our business dealings that say, 'Hey, I heard Garrigan's on WYSO this morning! I didn't know you advertised. I didn't know you listened to that station.' And then we find that it's a good way to quickly establish rapport – there's an instant trust with that name recognition."

– Julie Garrigan, CEO of Garrigan's,
office supplies distributor, Springfield

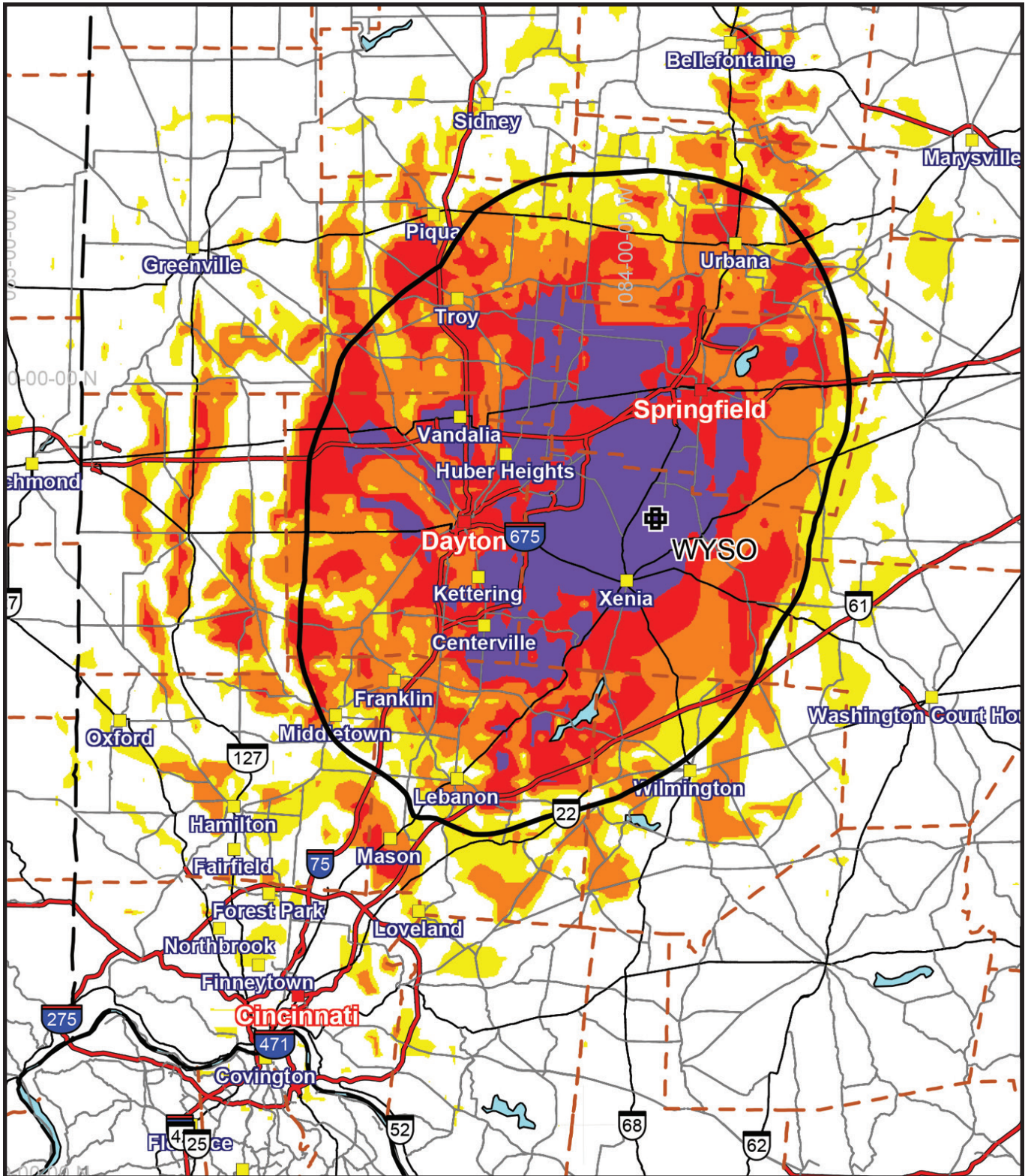


"WYSO is instrumental in helping the Greene County Public Library ensure that our community knows about our offerings. Thanks to WYSO, Greene County Public Library has top-of-mind awareness with 70,000 WYSO listeners each day."

– Karl Colon, Director,
Greene County Public Library



WYSO Coverage Area



((91.3WYSO)) Program Schedule

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY										
5:00am	Morning Edition from NPR (featuring local news, weather and traffic)					BBC World Service		5:00am									
6:00am						Alternative Radio		Rise When the Rooster Crows		6:00am							
7:00am						Book Nook				6:30am							
8:00am						BBC News Hour					Weekend Edition		7:00am				
8:30am															7:30am		
9:00am					8:00am												
10:00am	On Point					Car Talk	WYSO Weekend	10:00am									
11:00am										Book Nook		10:30am					
11:00am	Excursions with Niki Dakota					Wait Wait Don't Tell Me	Wait Wait Don't Tell Me	11:00am									
Noon										This American Life	You Bet Your Garden	11:30am					
1:00pm						Fresh Air with Terry Gross					Noon		12:30pm				
2:00pm															Studio 360	The Splendid Table	1:00pm
3:00pm															The Moth Radio Hour	Selected Shorts	1:30pm
4:00pm	All Things Considered from NPR (featuring local news, weather and traffic)					TED Radio Hour	Radiolab	2:00pm									
5:00pm										On the Media	Documentary Hour	2:30pm					
6:00pm										All Things Considered		3:00pm					
7:00pm	Marketplace							3:30pm									
8:00pm										The Dear Green Place	American Routes	4:00pm					
9:00pm	PRI's The World							4:30pm									
10:00pm												5:00pm					
11:00pm	Hall of Fame Blues	Jazz Night	Kaleidoscope	Jazz Forward	Around the Fringe with Rev Cool	Down Home Bluegrass	Alpha Rhythms	5:30pm									
11:00pm	TED Radio Hour	Selected Shorts	The Moth Radio Hour	Snap Judgment	Behind the Groove	The Midnight Ramble	Radiolab	6:00pm									
11:00pm	Fresh Air with Terry Gross							7:00pm									
11:00pm												7:30pm					
Midnight	The Midnight Special							8:00pm									
1:00am												8:30pm					
2:00am - 5:00am	BBC World Service							9:00pm									
2:00am - 5:00am												9:30pm					
	Locally produced programming							10:00pm									
												10:30pm					
	Locally produced programming							11:00pm									
												11:30pm					
	Locally produced programming							Midnight									
												12.30am					
	Locally produced programming							1:00am									
												1:30am					
	Locally produced programming							2:00am - 5:00am									