

The WRVO Stations are Central and Northern New York's source for **National Public Radio** (NPR) News.

As a non-commercial, public station our mission is to provide for the needs and interests of the listeners in our area. By delivering programs that entertain, challenge, provoke, and educate, WRVO ensures our region is well informed.

The WRVO Stations offer significant programs on significant issues to a significant audience.

As a supplement to WRVO's quality programming, we also publish "Listen!" a quarterly newsletter listing corporate supporters and outlining upcoming program highlights. "Listen!" is distributed across the region to over 5,500 WRVO contributors.

WRVO corporate sponsors are also recognized on-line at: www.wrvo.fm. Click on "Support WRVO."

The WRVO Stations are:

WRVO-89.9 FM

Oswego/Syracuse

WRVD-90.3 FM

Syracuse University area

WRVN-91.9 FM

Utica

WRVJ-91.7 FM

Watertown

WRCU-90.1 FM

Hamilton, part-time

WSUC-90.5 FM

Cortland, part-time

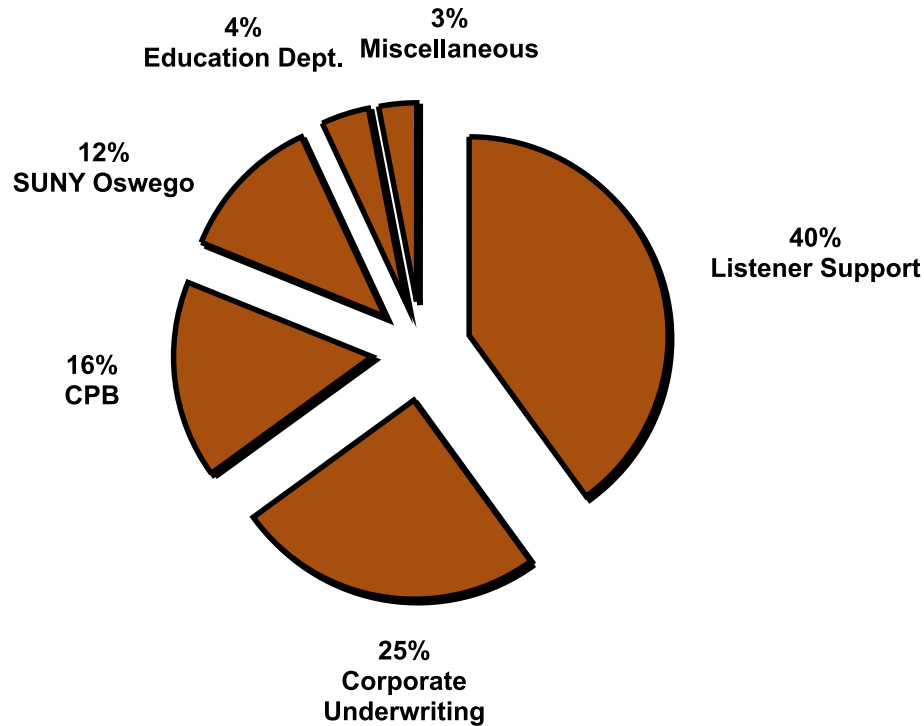
For more information, contact:

WRVO

7060 State Route 104

Oswego, NY 13126-3599

Call: 1-800-341-3690



The WRVO Stations are a non-profit organization. Much of our funding, **nearly 40%, comes from individual memberships** which are obtained through direct mailings and on-air fundraising. Special events and used vehicle donations account for another 3%.

Underwriting by business and organizations, in which companies receive on-air credit in return for their investment, **provides over 25% of WRVO's operating budget.**

The remainder of WRVO's funding comes from **SUNY Oswego, the New York Department of Education**, in addition to the **Corporation for Public Broadcasting (CPB).**

Underwriters can support our general program fund or can be identified within a specific program. Because we generally have only one, or at most, two brief credit breaks an hour, your on-air message will stand out. They're not lost in a sea of competing messages.

Compared to advertising on commercial radio, underwriting is an superb value. With the money you might spend in less than one week on Central New York's most widely-heard commercial station, you can purchase several months of underwriting credit on WRVO.

In addition to on-air credits, you'll be thanked in print with WRVO's quarterly newsletter "Listen!" and on-line at: www.wrvo.fm.

Audience surveys have shown that 80% of public radio's listeners hold a more positive image of companies that support their choice medium. Seventy percent say that a company's support of public radio has a positive influence on their decision to purchase that company's products and services.

To reach a great audience, support a community resource, and generate good public relations, join the "Good Company" of WRVO.

According to audience research, WRVO listeners are an older, better educated and socially upscale audience. They are decision makers in the public, private and educational sectors; a group any business or organization wants to reach.

An analysis of public radio listeners shows that WRVO's NPR programming reaches one of the most well educated audiences in media. Listeners are twice as likely to have attained at least a bachelor's degree and three times more likely to have attended professional or graduate school.

NPR listeners exhibit affluence. Nearly one-third have individual incomes of over \$50,000, and 15% report income of \$75,000 and higher. The median household income of an NPR listener is about \$70,000. These results put the earning power of public radio listeners above the national average.

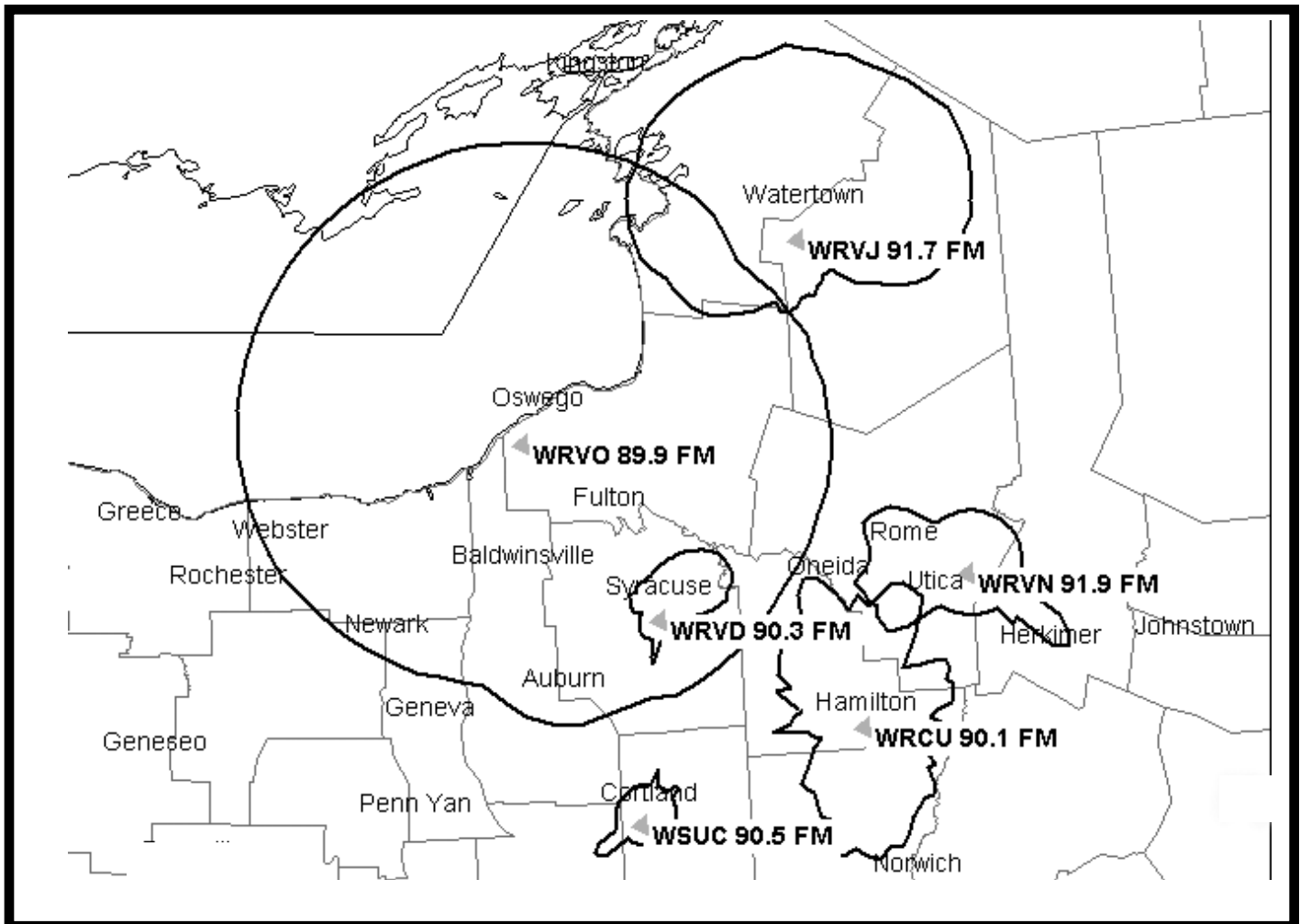
NPR listeners tend to reside in homes of above average value. Thirty percent of listeners live in homes valued between \$200,000 and \$499,000.

WRVO listeners are more likely to think of their work as a career. NPR listeners have the authority to make changes in their company's policies and to decide what products or services their company uses. Many WRVO listeners own their own businesses or operate in a supervisory capacity.

Those who tune to NPR have a strong appreciation for creativity and curiosity, and are drawn to the arts and other intellectual pursuits. They are 26% more likely to enjoy learning about art, culture, and history. The average NPR listener is 56% more likely to express a desire in traveling to a foreign country.

In today's media-rich society, it's often difficult to reach these busy and active people. Because time is important to them, they select their media carefully. For this reason, the media they do select are cluttered with messages vying for their attention. There is, however, one medium that they prefer that is not cluttered with commercial messages, one that speaks clearly to them and provides the entertainment and information they want, need, and enjoy.

That medium is public radio. You can reach this attentive, high quality public radio audience with corporate underwriting of the WRVO Stations.



WRVO's main transmitter on 89.9 FM boasts 50,000 watts and serves Central and Northern New York. It is supplemented by repeater stations throughout the region.

Around the Syracuse University area, and sections of Onondaga County, WRVO is also heard on 90.3 FM.

In Utica and portions of the Mohawk Valley, WRVO is heard on 91.9 FM. In Watertown and parts of the North County tune to WRVO on 91.7 FM.

WRVO is also heard during morning and afternoon drive and at other times on WRCU 90.1 FM Hamilton and WSUC 90.5 FM Cortland. For an up to date schedule on these stations please contact us.

Listeners tune to WRVO from as far away as Rochester, Ithaca, Southern Ontario and the Adirondacks.

According to recent Arbitron surveys, The WRVO Stations have a weekly audience of nearly 100,000 listeners. WRVO consistently ranks as one of the top ten stations in the Syracuse radio market.

WRVO listeners tune in for news, conversation, and interviews with fascinating people. Each day through the joint resources of WRVO and NPR, listeners are informed, enlightened, and entertained about the world around them.

From studios in Oswego, WRVO broadcast 24 hours a day. Our daily schedule is comprised of programs provided by **National Public Radio (NPR)**, other public radio producers and the staff of the WRVO Stations.

Each weekday listeners wake up with the news and commentary of **Morning Edition**. At mid-morning news veteran **Diane Rehm** takes to the airwaves to talk with leading newsmakers, artists and celebrities. Listeners take a breath of **Fresh Air** at Noon as Terry Gross sits down with the authors, musicians and newsmakers of our time. At 1:00 NPR's **Day 2 Day** gives listeners their afternoon news fix. Then at 2:00, Neal Conan takes the mic with **Talk of the Nation**.

At 4:00 p.m. the aptly named **All Things Considered** does just that, considers all things that made news. Listeners head north of the border at 7:00 for news with a Canadian twist on **As It Happens**. The **BBC** brings an international perspective starting at 8:00. For your evening enjoyment old time radio takes center stage with The WRVO Playhouse.

WRVO also keeps listeners informed on the weekends. Saturday mornings are among our most listened to hours.

Saturday's start with **Weekend Edition** and the wit and wisdom of Scott Simon. At 10:00, Tom and Ray Magliozzi take over WRVO with **Car Talk**. Our most popular program, the Car Guys cackle is occasionally interrupted for some sound automotive advice. At 11:00 am, **Wait, Wait... Don't Tell Me!** puts a comic twist on the week's news. Other highlights of Saturday include: **On the Media** and **Garrison Keillor's A Prairie Home Companion**.

On Sunday mornings, WRVO listeners are awoken with the Sunday paper of the air, **Weekend Edition with Liane Hansen**. Each week Liane is joined by New York Times Puzzlemaster Will Shortz. Sundays also feature: **This American Life, Says You, and encore editions of Car Talk, Wait, Wait... Don't Tell Me! and A Prairie Home Companion**.

WRVO is not "background" radio; we are radio in the foreground, providing listeners with vital news and information. Our listeners tune in because they want to listen directly to what we have to say, because we're important to them, because we're "Good Company."

Be proud of the company you keep. Have your business or organization partner with the WRVO Stations. **Become an underwriter today!**

WRVO Copy Guidelines for Underwriting Messages

WRVO's listeners value the non-commercial nature of public radio. Our goal is to not only comply with FCC regulations for underwriting copy, but to avoid the "sound" of a commercial station. This meets the expectations of our audience and assures that your message will have maximum impact with WRVO's listeners.

According to the FCC, the purpose of an underwriting message is to "identify, rather than promote" public radio donors. Each public broadcaster is expected to make reasonable good faith judgments about language used in underwriting copy to ensure that the station adheres to this basic principle. Non-compliance can lead to stiff penalties from the FCC.

WRVO underwriting copy guidelines

- ☛ Maximum length is 15 seconds.
- ☛ A station announcer reads underwriting announcements.
- ☛ The name of the donor business or organization may be included a maximum of twice (not including its web address).
- ☛ Second person references such as you, your, or you're are excluded.
- ☛ FCC regulations prohibit comparative or qualitative language; calls to action; or enticements to buy; or price information in underwriting messages.
 - ▶ Comparative or qualitative descriptions include "best" - "most reliable" - "largest selection" - "nationally acclaimed" - "award-winning" - "exclusive dealer"
 - ▶ Specific awards are acceptable if granted by an independent entity not related to the donor or industry association.
 - ▶ Price related information includes discounts, interest rates, or references such as "free" - "on sale" - "specials"
 - ▶ Examples of Calls to Action are "call us" - "come by" - "try brand x"
 - ▶ Inducements to buy, sell, rent or lease include "this week only" - "a gift for first 20 customers" - "six months service included" - "limited lifetime warranty"
- ☛ Logo phrases or slogans must have been in general use by the donor for sufficient time to become recognizable by the typical listener. These must also comply with FCC regulations about underwriting content.
- ☛ WRVO will not accept phrases that promote a cause or point of view: political, religious, social, etc.

WRVO reserves the right to edit underwriting copy so that it complies with FCC regulations and station policy.

Suggested elements to include in your underwriting message:

- Business name
- Address
- Phone number *or* Web site link.
- A brief description of products and services you offer. (Brand names can be included.)
- Length of time in business
- Names of parent company, subsidiaries, or specific divisions of your company.
- A previously established slogan that meets both FCC regulations and WRVO guidelines.