

Underwriting is NOT Traditional Radio Advertising

Your message stands out! (Station name) does not clutter its airwaves with needless or distracting chatter.

Underwriting messages are really *Thank You's* to our sponsors for providing financial and in-kind support for our programs and programming. Our listeners hear and appreciate underwriting announcements because *you* are supporting *their* station.

Public radio listeners are more likely to purchase products and services from companies that support public radio than those who do not. Source: MRI Spring 2003

**NOTE: FOR
DEMONSTRATION OF
DESIGN AND COPY ONLY**

80% of public radio listeners are more likely to purchase products and services from companies that support public radio than those who do not. Source: MRI Spring 2003

**INFORMATION
CONTAINED HEREIN
IS NOT INTENDED TO
REFER TO A SPECIFIC
RADIO STATION**

Underwriters' messages are often perceived as an endorsement from a credible source, are changed easily, and the station's reputation helps create frequency with the listener - and that's a good thing.

Benefits:

1. High time spent listening
2. Highly targeted
3. Superior listener loyalty
4. Enhanced ad recall and message retention
5. Inferred credibility through award-winning programming
6. Low clutter environment
7. Philanthropic marketing - holistic, organic relationship between consumer and business. Good corporate citizenship - "Halo effect"