



# UNDERWRITING GUIDE

## INCREASED NAME RECOGNITION AND BRAND AWARENESS

WRBH's FM broadcast is transmitted over a 90 mile wide radius that covers 8 parishes and has a potential of 1.2 million listeners. According to 2012 Arbitron data, WRBH's FM broadcast has over 11,000 weekly listeners, not including the unlimited potential reach that our Internet streaming services provide.

## LOW CLUTTER

FCC Regulations limit the number of underwriting credits per program break, meaning your message will stand alone rather than get lost in a crowded commercial break. According to the Pandora Added Value Survey (2012), 79% of listeners change the radio station when a commercial set comes on.

## HIGH INTEGRITY

Public radio underwriting credits are perceived as more trustworthy and reliable due to FCC regulations that govern public radio. For example, sponsorship messages may not include quantifying statements, specific offers or calls to action.

## CULTIVATE A POSITIVE COMMUNITY IMAGE

Devoted listeners often experience a "halo effect" whereby their positive sentiment toward public radio extends to all of it's associated entities as it is believed the entity stands for the same values as the station. A partnership with WRBH means your business or organization can benefit from the sense of trust and loyalty our name has earned through 44 years of local public service.

## EDUCATE YOUR POTENTIAL CUSTOMER

Regional and national businesses as well as non-profits can benefit from sponsoring programming that is both relevant to your business or organization and of interest to the listener. Traditional radio ads are viewed as an intrusion on the listener's entertainment, while sponsorship of our programming is perceived as educating the listener.

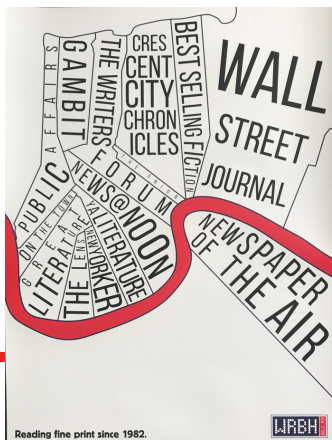
## REACH A TARGETED AUDIENCE

On-air messaging directed to a highly sought-after public radio audience, that is active in the community, highly informed and on the cutting-edge of culture. WRBH Surveys revealed that our listenership is aged 40-75, has a gym membership, eats out 2-3x a week, owns a pet, regularly gives to charities and earns over \$50,000 of annual income.

## What does your **UNDERWRITING SPONSORSHIP** include?



- Script draft and studio production of a 15-30 second message to be played on-air.
- Your logo displayed on wrbh.org and in our Annual Report.
- A "Welcome" mention in our monthly newsletter
- Your company mentioned across WRBH's social media platforms.
- Chance to win a pair of tickets to WRBH's Annual Gala, a unique blindfolded dinner known as *A Blind Taste*. In 2017, St. Charles Magazine named it the city's *Most Inspiring Social Event*. One lucky sponsor will be randomly selected to experience the magic with us, free of charge!



### Example Announcement

"This edition of the Newspaper of the air is brought to you by Villere and Company, a 100- year old family firm with deep New Orleans roots. With more than one million dollars under management, Villere offers investment advisory services to high net worth individuals and operates an independent mutual fund. Learn more at Villere.com or by calling 877-V-i-l-l-e-r-e."

## Be Part of the Story!

Promote your business or organization through clear, concise 15- 30 second messages that typically air before and after a program that speaks directly to your target listeners.

## OUR RATES

**NEWSPAPER OF THE AIR  
&  
THE WALL STREET JOURNAL**

**\$250/ month**

ON-AIR PROGRAMMING CREDIT  
DURING OUR PRIME DRIVE TIME



**ALL OTHER  
HOUR-LONG  
LENGTH SHOWS**      **\$200/ month**

**ALL OTHER  
HALF-HOUR  
LENGTH SHOWS**      **\$150/ month**



Don't see something you like? No problem!

We will work with you to create highly tailored packages & rates.

**News:**

*The Newspaper of the Air:* Headline news, sports news, living, opinions, etc. taken from The Times-Picayune, The New Orleans Advocate, and the Associated Press

*The News at Noon:* News from the morning news cycle. Times-Pic, Advocate, AP, WSJ, etc

*The Wall Street Journal:* Articles from the Wall Street Journal

**Books:**

*Best selling Fiction:* Current or very recent best sellers

*Best selling Non-Fiction:* Current or very recent best sellers

*Great Literature:* Classical Lit

*Bookshelf, Non-specific:* Catch-all for books that do not fit into other categories

**Magazines:**

*Christian Science Monitor:* a reading from the most current issue of the magazine by the same name

*The Magazine Rack:* readings from magazines published bi-weekly, monthly, quarterly, etc.

*The New Yorker:* a reading from the most current issue of the magazine by the same name

*The Weekly Magazine:* readings from magazines published weekly (Time, People, SI, etc).

**Foreign Language:**

*Vietnamese:* Vietnamese news, information, etc

*Spanish Show:* Spanish Literature

*La Voix d'Haiti:* Haitian music and community interest

**Interview programs:**

*Charlie's Music Show:* Musician/Music industry interviews; hosted by Charles Smith!

*The Writers' Forum:* Author interviews and readings hosted by David Benedetto

*Nola by Mouth:* Chefs/Food industry interviews hosted by Chef Amy Sims

*Public Affairs:* Community Issues hosted by Lynn Koppel

*Figure of Speech:* Poet interviews and readings

**General programming:**

*After Dark:* Romance, late night

*Bits and Bytes:* Tech reviews and news

*Biographies:* Daily segment from a book in the biography genre

*Book Reviews:* New York Times and Washington Post book reviews

*Business Section:* Articles from TP and Advocate business sections

*Children's Magazine:* Highlights magazine, Cricket magazine

# WRBH PROGRAMMING DESCRIPTIONS

## **General programming, cont'd:**

*Children's Stories:* Literature for young children

*Creature Feature:* Pet and animal news/advice

*Crescent City Chronicles:* Historical and New Orleans Heritage

*Dollars And Sense:* Readings from Money magazine

*Gambit:* Readings from Gambit

*Going Green:* Environmental news, sustainable living, etc.

*Grey Matters:* News and info for older adults

*Healthways:* Health and wellness news/advice

*Lagniappe:* Readings from the Lagniappe section of the TP

*The Lens:* Readings from The Lens (investigative journalism)

*The Lift:* Uplifting and inspirational

*New Horizons:* Science

*Makin' Groceries:* Weekly grocery ads

*Make It Work:* Workplace and employment news/advice

*Military History:* Readings from military history books

*The Monday Mystery:* Weekly segment from a book in the mystery genre

*Movie Goer:* Movie reviews and news

*Music Rewind:* Music reviews and news

*Old Time Radio:* Classic radio recordings (The Shadow, Bob Hope, Lux Radio theater, etc)

*On the Town:* Local events, openings, festivals, etc

*Psychology:* Readings from Psychology Today

*Serenity:* Religion, Spirituality

*Short Stories:* Short Stories

*Sunday Comics (energetic):* Reading of the comics section for the TP

*Sunday Satire:* Satire articles

*Staff Picks:* The best/most interesting articles that the staff has been reading recently

*Thrilling Thursday:* Weekly segment from a book in the thriller genre

*Tales of Terror:* Weekly segment from a book in the horror genre

*The Traveller:* Travel news, info, and advice

*Vintage Radio:* Vintage "style" radio shows: CBS Radio Theater

*Wall Street Journal:* Weekend Edition essays and other "non news" items taken from the WSJ over the past week

*YA Lit:* Readings from young adult literature