### 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 its 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 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


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

*Children’s Magazine*: Highlights magazine, Cricket magazine
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 fro the WSJ over the past week
YA Lit: Readings from young adult literature