



## ***Your Business Can Make Waves with KISU-FM***

### **Underwriting on KISU**

About 15% of KISU's funding comes from local businesses and organizations that support what we do. Our 16,000+ weekly listeners are successful and well-educated, and their attitudes toward businesses which support the station they love are very favorable.

### **What is Underwriting?**

"Underwriting" is the term used to describe the type of support that businesses and organizations give to public radio and television programming. We think of underwriting as station membership for businesses. But instead of sending a business a mug or a t-shirt to thank them for their generous and consistent support, we put a message about them on our air, and feature them on our website. Messages on KISU identify the underwriting supporter; outlines what the business or organization does; and indicates how to get more information and details about them.

### **Contact Information**

For more information about becoming an underwriting supporter of KISU, contact:

Connie "CJ" Bajerski	208-282-5939	<a href="mailto:bajecons@isu.edu">bajecons@isu.edu</a>
Jamon Anderson	208-282-2688	<a href="mailto:andejamo@isu.edu">andejamo@isu.edu</a>