OUR AUDIENCE CAN AMPLIFY YOUR SUCCESS.

our community. our nation. our world.
The **mission** of WYSO is to serve Southwest Ohio with information and inspiration that improves lives and builds community.

Our **vision** is for our programs, staff, boards and volunteers to be fully reflective of the communities we serve and strive to serve.

Our **values**:

- **Relationships** are WYSO’s superpower. We achieve our mission by building authentic relationships across the community and across the country. It is through relationships that we create content, share music, and amplify voices that have historically been excluded from mainstream media; maintain our organization, as we add staff, volunteers and board members; and position WYSO as a thought leader within our industry.

- **Equity.** WYSO has a role to play in undoing centuries of inequality in all its forms. Our news, music and storytelling further conversations about inequality and highlight solutions emerging to tackle it.

- **Independence.** WYSO is independent and belongs to this community. Independent also describes the ways we approach journalism and the music we share. Our staff, boards and hosts / producers will not be unduly influenced by corporate interests or wealthy individuals.

- **Trustworthy** journalism that is fact-based, researched, transparent, intellectually curious, pushes beyond the obvious answers, local, fair, and, when it’s called for, embraces the search for solutions. We believe an educated citizenry is essential to the functioning of our democracy.

- **Education and lifelong learning.** Our programming allows our listeners to learn and discover new things every day. And through our Center for Community Voices we provide hands-on learning opportunities for local citizens in the art of audio storytelling.
WYSO is an independent, community-owned public radio station.

We are the region’s source for many flagship NPR programs, local and state news, storytelling, entertainment, and diverse music programs. Our listeners tune in for news, information, and local programming that encourages dialogue, understanding, and engagement. We have become a media leader in Southwest Ohio by creating dynamic, local partnerships with our sponsors that deliver the results they need.

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WYSO reaches 12 counties in southwest Ohio. 43% Listen 2-3 hours per day. In a recent WYSO listener survey, 63% of the responders listen to WYSO more than any other station. NPR listeners say public radio is an important part of their lives.

UNDERWRITING ON WYSO IS GOOD BUSINESS.
According to a WYSO listener survey:

**EDUCATED**
One half of the responders have a Master’s or Doctoral degree and 83% have a Bachelor’s degree.

**AFFLUENT**
62% reported a household income of over $75,000 and 41% of over $100,000.

**COMMUNITY-MINDED**
74% contribute to worthy causes and volunteer for groups and organizations with their time and skills.

**INFLUENTIAL**
NPR listeners are three times more likely to participate in three or more public activities. WYSO listeners are engaged in our community.

85% take action based on something they have heard on NPR.

WYSO listeners are more likely to support a business that they heard on their public radio station.
THE HALO EFFECT

INTEGRATE
YOUR MESSAGING WITH THE VALUES OF PUBLIC MEDIA.

AFFIRM
YOUR SUPPORT FOR PUBLIC MEDIA RATHER THAN SIMPLY PRESENTING YOUR PRODUCT INFORMATION.

PRESENT
YOUR BUSINESS OR ORGANIZATIONS PROVIDING A SERVICE TO THE COMMUNITY.

SOURCE: JACOBS MEDIA
MARKETING OPPORTUNITIES

HOW DOES IT WORK?

We provide Broadcast Announcements:
20 seconds in length
Voiced by station talent
Written in an objective style that listeners expect and appreciate

MESSAGES STAND OUT AND PROMPT ACTION

There is an average of just 4 minutes of underwriting per hour on WYSO.

On commercial radio advertising, segments can be as long as 20 minutes.

In the clutter-free environment of WYSO, your message stands out and triggers action.
our community. our nation. our world.

((91.3 WYSO))

our community. our nation. our world.