



OUR AUDIENCE
CAN AMPLIFY
YOUR SUCCESS.

((91.3WYSO))

our community. our nation. our world.

npr MEDIA KIT

THE MISSION, VISION AND VALUES OF WYSO

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.





|| A TRUE PARTNERSHIP ||

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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CONNECT WITH MORE THAN 80,000 WEEKLY LISTENERS



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.

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THE WYSO AUDIENCE

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.

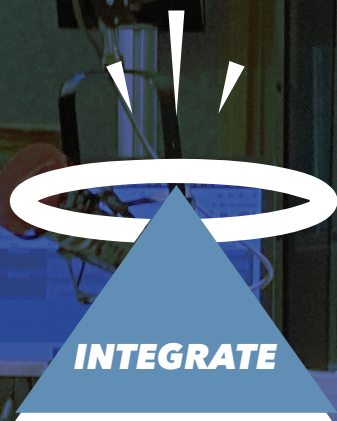
WYSO listeners are more likely to support a business that they heard on their public radio station.

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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 ORGANIZATION AS PROVIDING
A SERVICE TO THE COMMUNITY.**

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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.



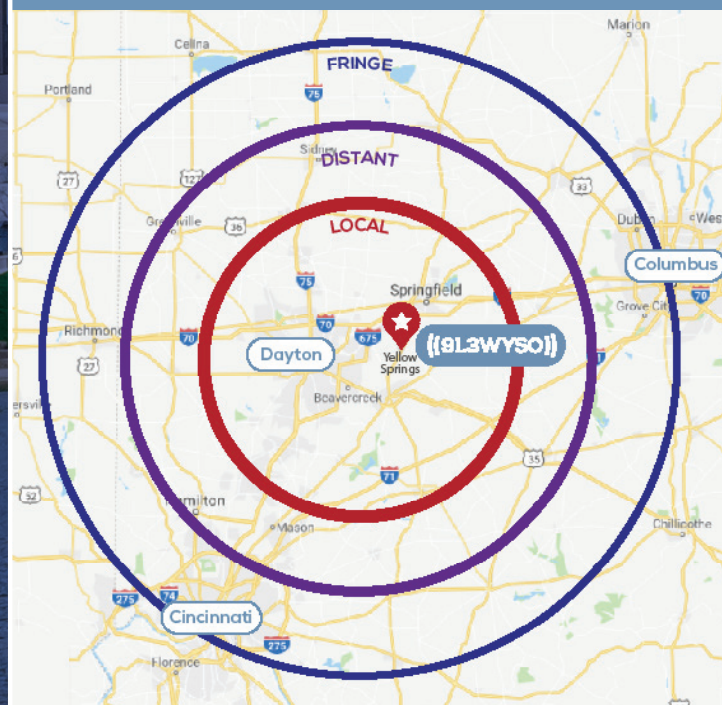
In the clutter-free environment of WYSO, your message stands out and triggers action.

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((91.3WYSO)) COVERAGE

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