

# Morehead State Public Radio

## Underwriting Benefits

### Public Radio Listeners Are Your Customers

Morehead State Public Radio listeners have many traits and characteristics that make them some of your best customers. They are community and business leaders, family-oriented and have active lifestyles. They value public radio and are less likely to be influenced by traditional advertisements.

### Capture A Growing Audience

Public radio has experienced exceptional growth in audience. Listeners place great value in our programming and support businesses that sponsor MSPR's programming. Typical public radio listeners are more likely to enjoy leisure activities such as reading, hiking and camping, engaging in their community by working as a volunteer or by attending events and activities. Public radio listeners are employed with income available for home improvement or lifestyle choices for family products and services.

### Increase Your Business Credibility

Morehead State Public Radio listeners perceive public radio sponsors to be honest, socially responsible, committed to serving the community and are believed to provide a quality product or service. Our listeners care about their community and visit businesses which support public radio.

### Listeners Will Hear Your Message

Morehead State Public Radio's message breaks are fewer and shorter than traditional radio breaks, which reduces clutter and allows your message to reach our listeners. Morehead State Public Radio's policy is not to schedule more than one underwriting message per break. Our underwriting messages are presented in a conservative, voice only style, creating an opportunity for our listeners (your customers) to hear your message without any distracting sound effects or music.

### Public Radio Listeners Are Connected To The Community

Listeners tune to Morehead State Public Radio for news and information about their community. We regularly provide information on regional events, festivals, concerts and fairs on our community bulletin board and public service announcements. We gladly accept community announcements and a listing of regional events are posted on our website ([www.msradio.com](http://www.msradio.com)).

### History of Serving the Region

Morehead State Public Radio was formed on June 15, 1965 when WMKY debuted with a four hour broadcast day. Today, the three stations in the Morehead State Public Radio network broadcasts twenty-four hours a day to forty counties in Kentucky, Ohio and West Virginia. The award-winning staff of Morehead State Public Radio includes a mix of professional, part-time and student staff members.

