

### **90.3 WSSBFM Underwriting FAQs**

What is underwriting on WSSB 90.3 WSSB acknowledges corporate contributions to the radio station with brief on-air messages called, underwriting. Since these contributions help pay for programming costs, underwriting is to public radio what advertising is to commercial stations. The value and number of on-air messages is determined by their placement during the broadcast schedule. Upon request, 90.3 WSSB provides a rate card which specifies the values of these messages throughout our program schedule.

#### **Who hears your messages?**

Underwriting on 90.3 WSSB provides your business or organization an audience notably distinguished by its education level and professional success. You will benefit from reaching an audience that is affluent, well-educated, decision-makers, community leaders, and opinion shapers.

#### **How does underwriting help your business?**

By making the decision to underwrite 90.3 WSSB programming, you can put radio to work for you in three distinct areas of marketing: advertising, public relations, and community involvement.

- **Advertising:** 90.3 WSSB reaches a very desirable and frequently hard to reach target market. By running underwriting credits strategically placed either in specific programs or throughout the 90.3 WSSB schedule, your message will be heard by an attractive potential consumer of your product or service.
- **Public Relations:** 90.3 WSSB listeners are extremely loyal to public radio and often choose to do business with fellow supporters. Your association with public radio enhances your credibility. You will create a positive image when you support programming on 90.3 WSSB.
- **Community Involvement:** 90.3 WSSB is a worthwhile, non-profit community resource, serving South Carolina for over 30 years. Your support is also tax-deductible as a philanthropic gift.

#### **How does association with public radio create a positive, emotional bond between the listener and the underwriter?**

Our audience is highly loyal and pays to support public radio. Likewise, our audience appreciates the underwriter's support. Underwriting creates an impression of quality and credibility for the sponsor by linking the underwriter's brand with the public radio brand and excellence in programming. Public radio limits the number of underwriting messages and the number of messages per program.

Traditional advertising is written in an attempt to cut through the clutter. On public radio, there isn't any clutter – the audience responds to straightforward information. Public radio stations typically air 1-2 minutes of underwriting messages per hour. Commercial stations are reported to air 16-26 minutes of commercials per hour, with individual breaks as long as 8 minutes.

#### **How can you underwrite on 90.3 WSSB?**

90.3 WSSB's Underwriting Manager will work with you to develop a custom-designed schedule of underwriting announcement to meet your organizational goals. Your plan can range from support of a specific program to a schedule that spans all segments of the day. We also offer partnerships in special events, as well as corporate challenge programs for 90.3 WSSB on-air membership drives.