



**PUBLIC RADIO FOR THE
HEART OF ALABAMA**

Media kit

WBHM 90.3 FM Birmingham

WSGN 91.5 FM Gadsden

104.5 FM Fort Payne

More information: sponsorship@wbhm.org



(205) 934-2606
or (800) 444-9246
sponsorship@wbhm.org
www.wbhm.org

WBHM's award-winning news and entertainment programming provides an understanding of our diverse, complex, and ever-changing world through local reporting and programming from NPR.

Sponsors reach our audience through marketing messages across many platforms — on the radio, online, and through the WBHM app.

PUBLIC RADIO LISTENERS ARE...

147%
more likely to be college graduates.

138%
more likely to hold a top management position.

102%
more likely to be the president of a company.

107%
more likely to have a household income of \$150,000+.



The Difference Between Public Radio and Commercial Radio

COMMERCIAL RADIO

COMPETING

ANNOUNCEMENTS

16-26 minutes per hour

TAX STATUS

For profit

REVENUE

From advertising

PERCEPTION OF SPONSORSHIP

Obtrusive and pushy

PUBLIC RADIO

COMPETING

ANNOUNCEMENTS

2-3 minutes per hour

TAX STATUS

Non-profit

REVENUE

From members,
corporations & grants

PERCEPTION OF SPONSORSHIP

Credible and commitment
to our community



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BE HEARD.

71% of our surveyed listeners say their opinion of a company is more positive when they learn that it sponsors public radio. **3 out of 5** prefer to buy products from companies that support public radio.

THAT'S CALLED THE HALO EFFECT.

Because WBHM is a mission-driven, membership organization that the public sees as contributing to the local community, the sponsor is seen as supporting this community service as well — ultimately increasing awareness of your company and distinguishing you from competitors.

INDUSTRIES WE WORK WITH INCLUDE:

Arts	Financial	Lawn/garden
Auto	Grocery	Legal services
Charitable giving	Home improvement	Medical services
Dental services	Insurance	Retail
Education	Jewelry	Travel

...and more!



SPONSORSHIP GUIDELINES

Underwriting announcements are public radio's version of advertising; they acknowledge support for our station. Sponsors should keep in mind that the non-commercial nature of public radio is highly valued by listeners, and the FCC has established certain guidelines.

Underwriting announcements are approximately 25 words and **may** include:

- Name of business/organization providing underwriting support
- Brief description of sponsor's products and/or services
- Location and web address of business/organization
- Event dates and locations

Announcements may **not** include:

- Promotional, comparative or qualitative language (best, most reliable, etc)
- A call to action ("come to this event," "call now," "visit our website")
- Price or value information, e.g., \$59.95
- An inducement to buy, sell, rent or lease ("year-end sale")
- First person pronouns (I, me, our)
- A list containing more than three items
- Language that expresses a view with respect to a matter of public interest

SAMPLE ANNOUNCEMENTS

Support for WBHM comes from our members and:

The Law Firm of Vowell and Goldsmith, providing mediation, arbitration, and private judging. Information for Scott Vowell and Alex Goldsmith available online at Vowell Goldsmith dot com.

Blue Cross and Blue Shield of Alabama, providing health and dental coverage to companies and individuals throughout Alabama. Online at Alabama Blue dot com.

Opera Birmingham, presenting "Hamlet" January 23 at 7:30 at Samford University's Wright Center. Tickets and information at Opera Birmingham dot org.