



**PUBLIC RADIO FOR THE
HEART OF ALABAMA**

Corporate
Citizen Package

WBHM 90.3 FM

More information: sponsorship@wbhm.org



Public Radio for the Heart of Alabama

Journalism Code of Integrity

Public trust and confidence are essential to WBHM's mission.

WBHM, public radio for the heart of Alabama, is a reliable source of independent, fact-based journalism and public affairs programming across broadcast and online platforms. Free from political and commercial influence, we explore the diverse interests of greater Birmingham and Alabama and tell stories relevant to the lives of people here. We reflect and lead conversations in our communities to inform people and encourage their civic engagement.

OUR JOURNALISM

As an NPR member station, we recognize the quality and integrity our audience expects from WBHM and its journalists. Our newsroom makes its decisions independently from WBHM's business and fundraising operations.

- **Fairness.** Our aim is always to be open, honest, and fair.
- **Accuracy.** We strive always to get the facts and convey them accurately and with context.
- **Understanding.** We work every day to understand better our community's needs, issues, and interests.
- **Civility.** Our conversations are civil and constructive – on-air, online, and at public events.
- **Transparency.** We are transparent about how we conduct our work. We are accessible and responsible to our audience.
- **Accountability.** We quickly and publicly acknowledge our mistakes.

These standards apply to all employees of WBHM and independent contractors who report, edit, produce or supervise the production of content across WBHM's platforms and social media channels. Likewise, in editorial collaborations with other organizations, we require that our partners embrace these values.

WBHM's staff are employees of the University of Alabama at Birmingham and follow its [Code of Conduct](#). WBHM's employees also abide by the standards encompassed in the [NPR Ethics Handbook](#).

This includes exercising careful judgment about actions in our personal lives that could jeopardize WBHM's reputation for editorial independence. Above all, we seek to avoid conflicts of interest and are mindful of and transparent about connections and relationships that could create the appearance of journalistic impropriety.

OUR BUSINESS

Our ethical standards extend well beyond the newsroom into every aspect of operations at WBHM.

- **For the Common Good.** We will govern WBHM in ways that promote the public interest and that reflect our commitment to integrity and trustworthiness. These obligations supersede personal and institutional agendas.
- **With Respect and Civility.** We will manage WBHM with the overarching goal of contributing to the civic, educational, and cultural life of our communities by respecting a range of ideas and cultures and without advocating or endorsing a particular point of view.
- **Inclusion and Diversity.** WBHM recognizes and respects diversity and reflects it in our daily operations, our journalism, our programming, and our hiring practices.
- **Transparency in Fundraising and Spending.** We seek mutually respectful relationships with our donors and a clear understanding of the integrity of our fundraising operations and our stewardship of financial contributions to WBHM. We will acknowledge the sponsors of our programming and disclose the terms on which we obtain such support.
- **Avoiding Undue Influence.** We work to ensure that our business operations do not influence our journalism by maintaining clear lines of authority to protect the editorial process. We also avoid potential conflicts of interest by taking care in deciding from whom we seek and accept contributions and by clearly managing the expectations of our contributors consistent with this Code of Integrity.

The University of Alabama at Birmingham holds the FCC broadcast license of WBHM and is responsible for the station's management, operations, and the fidelity of its broadcast signal. UAB is proud to support this public service for the people of Alabama.

Upholding these principles is the shared responsibility of WBHM's management and employees, the University of Alabama at Birmingham (UAB), the station's financial supporters (individuals, corporations, nonprofit organizations, and grant-making foundations), and its advisory boards and volunteers. In exchange for their support, UAB, other sponsors of WBHM programming, and volunteers to the station's boards should not – and cannot – expect to exert influence on WBHM's journalists and its independent editorial process.



(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.

Our business model is unique. As an NPR member station and a non-profit entity, the vast majority of our funding comes not only from advertising but from corporate/business sponsors and listener contributions – it comes from our community.

THAT'S WHY WBHM WOULD LIKE TO INVITE YOU TO BECOME A CORPORATE CITIZEN UNDERWRITER.

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+.

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WBHM is much more than a radio station.

It is an essential public resource that enlightens and enriches our audience and makes strong connections to our communities through journalism that is fair, credible, accurate, and honest.

Free from commercial and political influence, WBHM seeks to make Birmingham and Alabama a better place to live by educating, engaging, and entertaining the people of our metro area and our state.

WBHM is dedicated to the idea that an informed citizenry is vital to democracy and a thriving economy, and it celebrates diversity, innovation, and lifelong learning.



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Our corporate donors support WBHM for many reasons. Some are like **Thompson Tractor** which has supported the station since its inception in 1976. Thompson believes that their support provides an excellent opportunity to enhance and advance its corporate image and mission.

Others, like **Bridgeworth Financial** and **Richardson Clement**, support WBHM because they wish to connect with our **109,000+ listeners** who are within the same demographic as their clients – affluent, educated, and active in the community.

Still others, such as **Medical Properties Trust** and **Blue Cross Blue Shield of Alabama**, view supporting WBHM as a good public relations tool through which to brand their company.

WHILE THE REASONS ARE DIFFERENT, THE RETURN IS ALWAYS THE SAME – IT'S CALLED THE HALO EFFECT.

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.

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.

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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



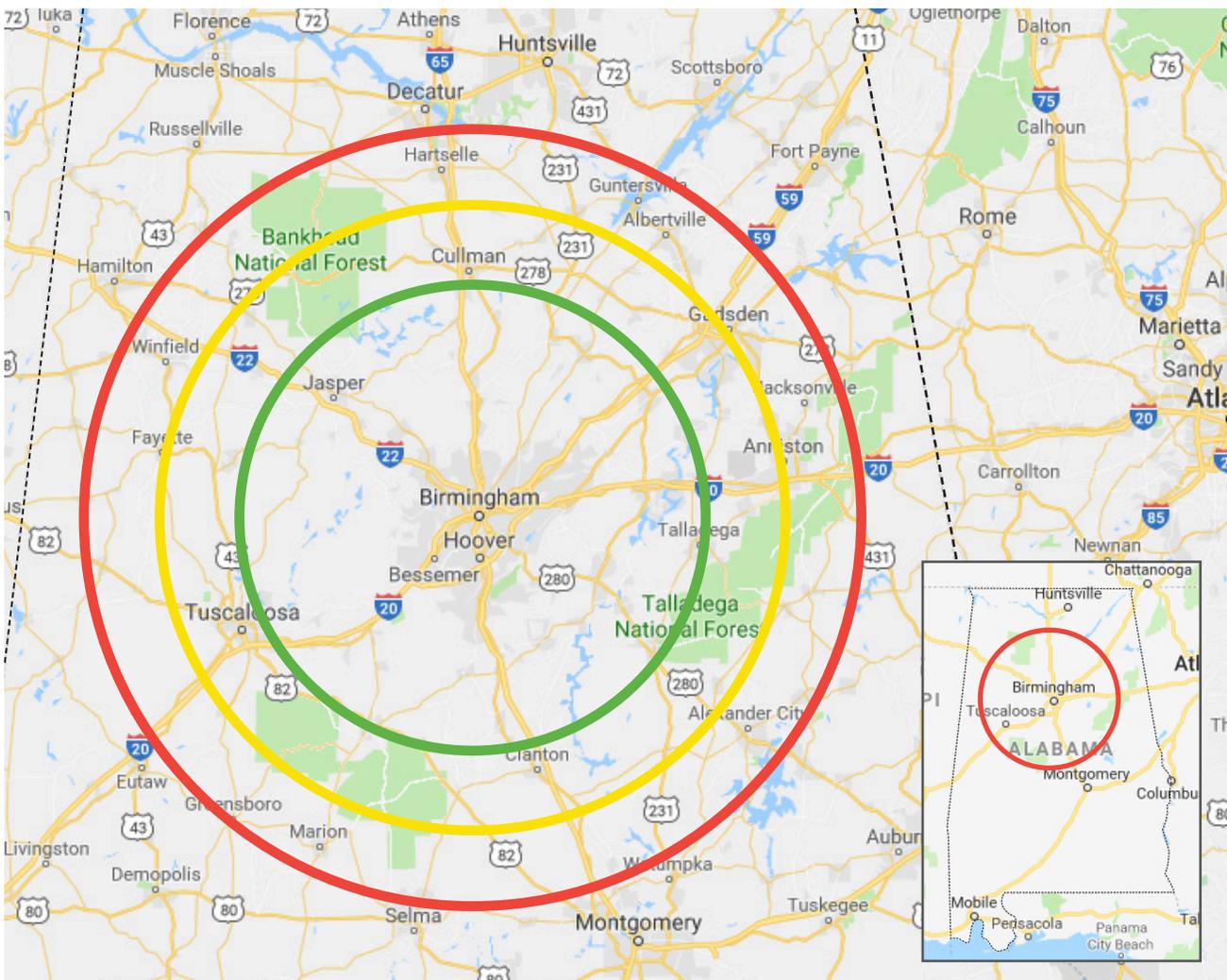
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THE HEART OF ALABAMA



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Coverage

Our signal reaches across the heart of Alabama.



**AND WE'RE STREAMED GLOBALLY
THROUGH OUR APP AND AT WBHM.ORG.**

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CORPORATE CITIZEN PACKAGE

As a WBHM Corporate Citizen Underwriter, your company will realize the advantages of traditional radio marketing with the added benefit of supporting a well-respected, non-profit media institution. It is a powerful way to brand your company and build business while supporting the news, music, and entertainment programming listeners in North Central Alabama value and rely on each week.

Our package offers maximum exposure throughout the day. All announcements are :15 seconds in length.

90/year x Monday-Friday, 5 a.m. to 9 a.m.	@	\$38
250/year x Monday-Friday, 9 a.m. to 3 p.m.	@	\$38
70/year x Monday-Friday, 3 p.m. to 7 p.m.	@	\$38
120/year x Saturday-Sunday, 7 a.m. to 7 p.m.	@	\$38
75/year x Bonus announcements "Best Time Available"		

Total of 605 :15 second announcements

Average rate: \$33

Total investment: \$20,000/year

Additional benefits:

- Link to the company's website from WBHM's Corporate Citizens webpage to include the company's name, logo, and brief description of goods or services
- The opportunity for the company's CEO or other top executive to record a testimonial to air at least 3 times a week explaining why he or she feels it is important to give back to the community by supporting WBHM and public radio in North Central Alabama.

Thank you for supporting WBHM!



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:

VP Funds. VP Funds supports causes that encourage kindness, consideration, and common sense. VP Funds, a proud sponsor of public radio and its mission.

PNC Grow Up Great, providing grants for early childhood education to help kids learn during a critical age - birth to five years old. PNC Grow Up Great dot com slash anniversary.

The Melville Charitable Trust, supporting solutions to prevent and end homelessness. On the web at Melville Trust dot org.