



**PUBLIC RADIO FOR THE  
HEART OF ALABAMA**

Corporate  
Citizen Package

**WBHM 90.3 FM**

**More information: [sponsorship@wbhm.org](mailto: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.

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.**

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### **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+.

WBHM is a member-supported service of the University of Alabama at Birmingham.



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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 **Little Mendelson**, 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.

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## **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

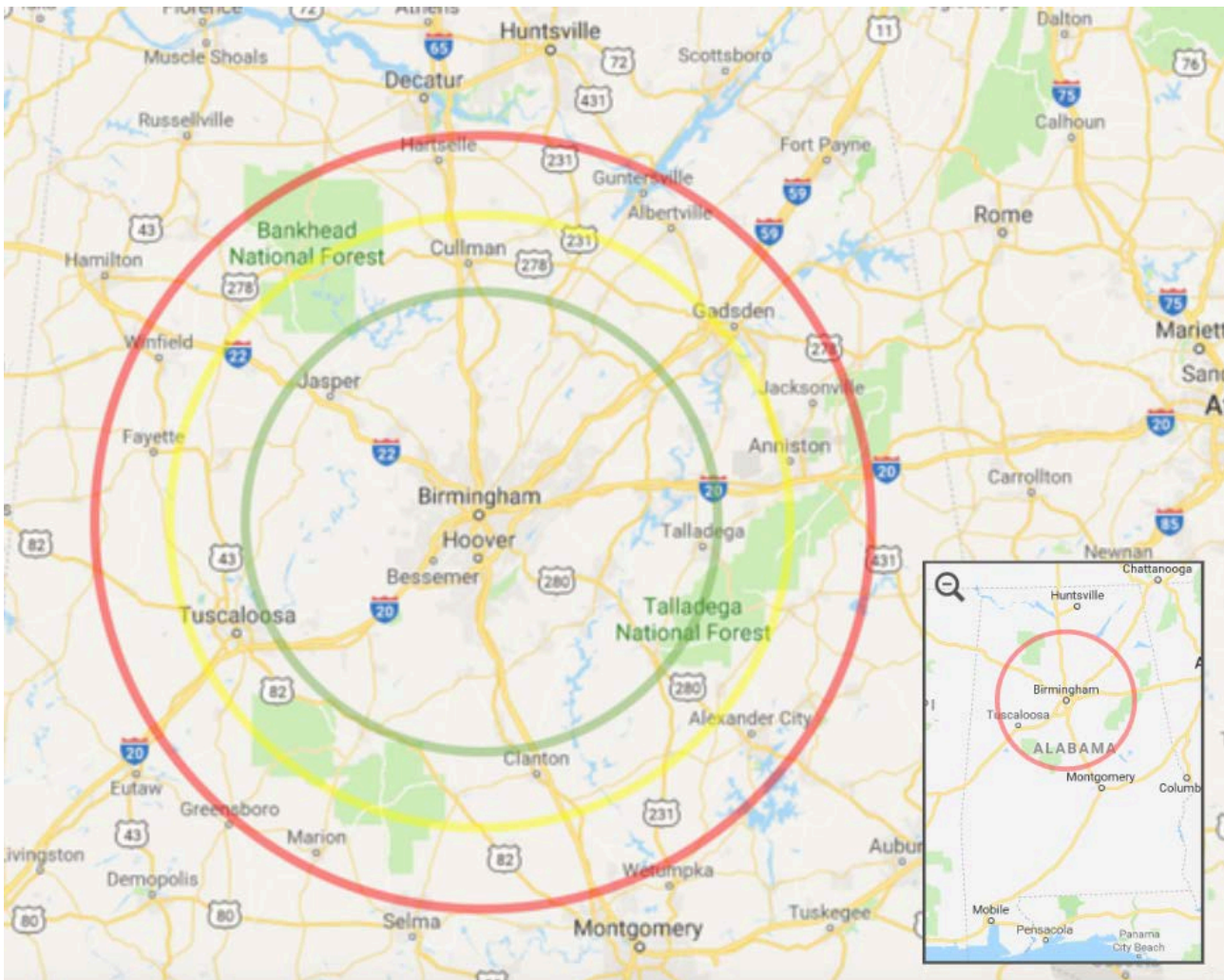
### PERCEPTION OF SPONSORSHIP

Credible and commitment  
to our community



## Coverage

Our signal reaches across the heart of Alabama.



**AND WE'RE STREAMED GLOBALLY  
THROUGH OUR APP AND AT [WBHM.ORG](http://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. Rates are net per spot.

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

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## 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.