



NPR News for the Heart of Alabama

# CORPORATE CITIZEN MEDIA KIT

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# NO MATTER WHAT DEVICE YOU'RE LISTENING TO...

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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 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 SPONSOR.

Our corporate donors support WBHM for many reasons. Some are like **Medical Properties Trust** which wants to support and advance a valuable community resource that informs, educates, and enlightens listeners.

Others, like **Bridgeworth Financial** and **Little Mendelson**, support WBHM because they wish to connect with nearly **100,000 on-air and online listeners** who are within the same demographic as their clients – affluent, educated, and active in the community.

Still others, such as **Blue Cross Blue Shield of Alabama**, view supporting WBHM as a way to give back to the community that aligns with their philanthropic goal to support initiatives that improve the health, wellness, and education of Alabamians.

## WHILE THE REASONS ARE DIFFERENT, THE RETURN IS ALWAYS THE SAME – IT'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.

**82%** have taken action specifically because of a sponsorship announcement.

**75%** say their opinion of a business is more positive when they find out it supports public radio.

**69%** prefer to buy products from businesses that support public radio when price and quality are equal.

**60%** pay attention to the sponsorship announcements they hear on public radio.

**61%** agree that public radio is selective about the businesses and products that can sponsor its programming.

**53%** feel the businesses they hear in sponsorship announcements on public radio are more credible than those they hear in advertising on other radio stations.

# OUR MISSION

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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.**



# 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

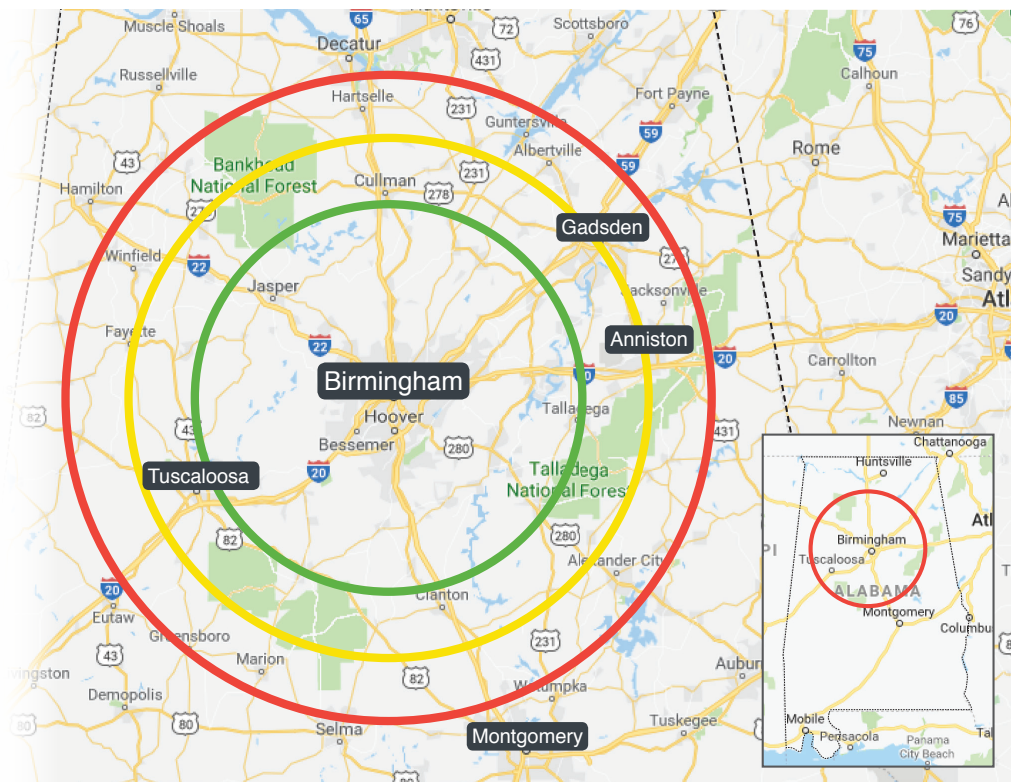
From members, corporations & grants

### PERCEPTION OF SPONSORSHIP

A commitment to our community and its well-being

## COVERAGE MAP

Our signal reaches across  
the heart of Alabama and  
is streamed globally.



# CORPORATE CITIZEN SPONSORSHIP

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As a WBHM Corporate Citizen Sponsor, 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 the heart of 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

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- Link to your company's website from WBHM's Corporate Citizen 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 they feel 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

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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 for program underwriting.

Underwriting announcements are 15 seconds (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")
- Personal 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

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Together with our listeners, support comes from:

**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.



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