

WBHM *Means Community*

Public Radio WBHM 90.3 FM's 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 underwriting and listener contributions – it comes from our community.

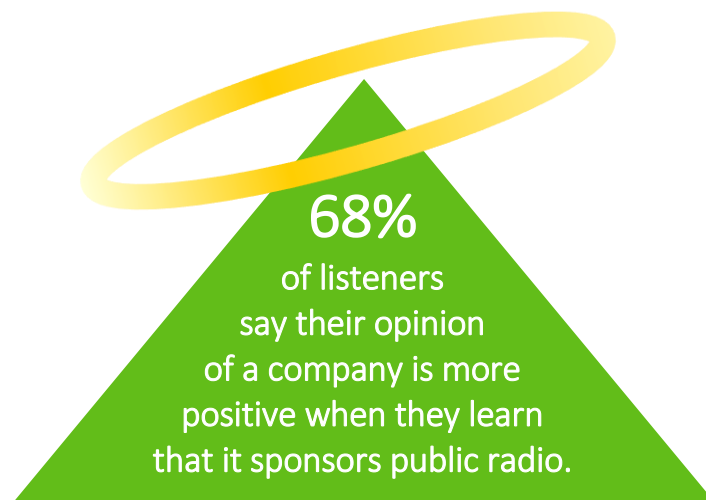
That's why WBHM would like to invite you to become a Corporate Citizen Underwriter.

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 supporting WBHM and public radio in North Central Alabama provides it with an excellent opportunity to enhance and advance its corporate image and mission.

Others, like **Oakworth Capital Bank** and **Little Mendelson**, support WBHM because they wish to connect with our listeners who are within the same demographic as their clients – affluent, educated, and active in the community.

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

While their reasons are different, the return is always the same – it's called "the halo effect," and it is a unique benefit that public radio supporters get that cannot be found in commercial advertising.



Share your corporate message where it will stand out in an uncluttered environment to a community of public radio listeners who will appreciate your support of the programming they rely on and value.

WBHM *Means Sharing*

As a Corporate Citizen Underwriter with WBHM, you will receive on-air announcements as acknowledgement of your contribution to public radio in Birmingham and North Central Alabama.

These announcements communicate to WBHM's 90,000+ weekly listeners that your company sees the importance of supporting something our listeners value – programming that informs, inspires, and also entertains. We believe our underwriters are special – and our listeners do, too.

Integrate your underwriting credits with the values of WBHM's programming.

Affirm your support for public broadcasting rather than presenting product information.

Present your company as providing a service to the community.

Your message could sound like this:

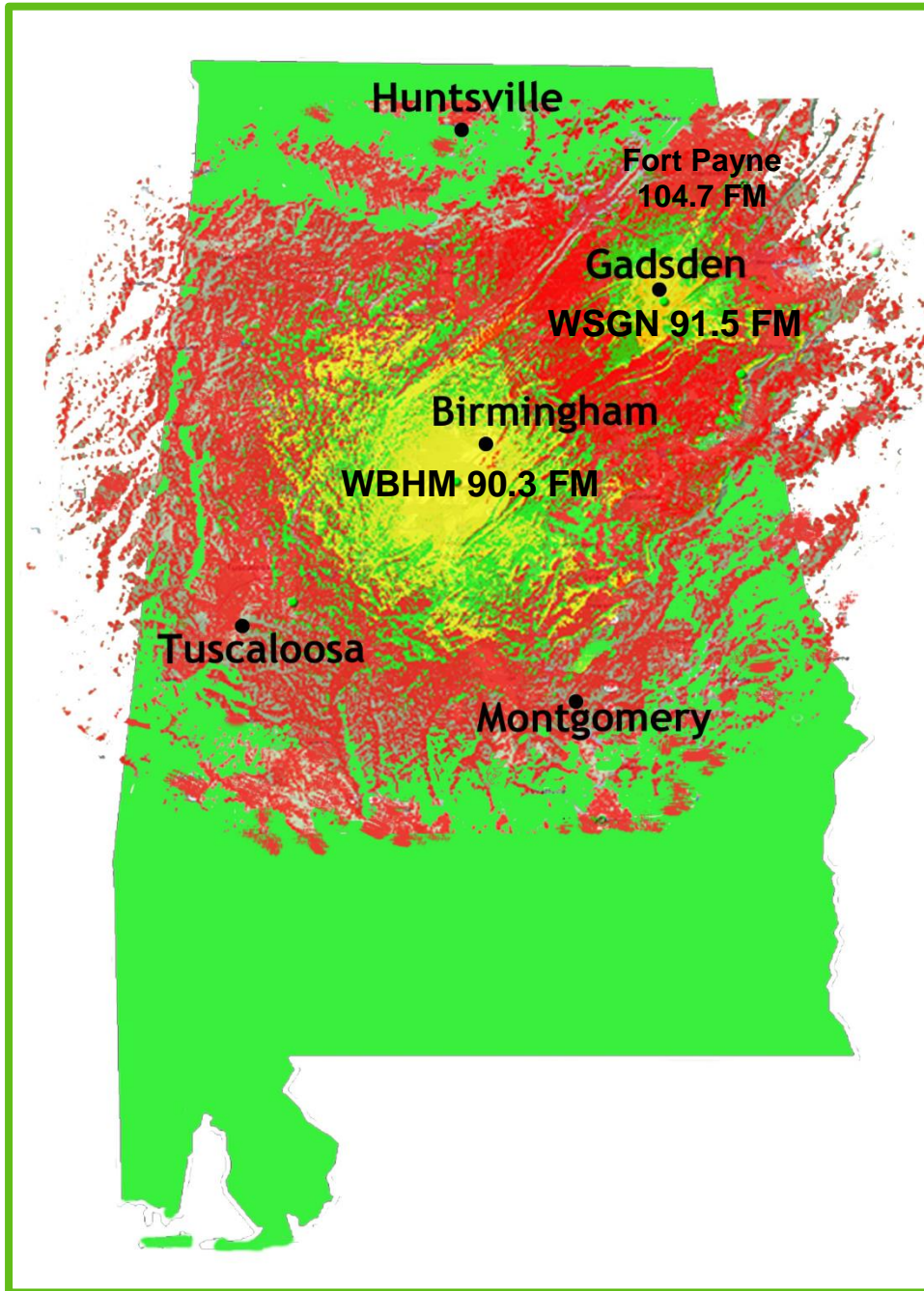
Support for WBHM comes from our listeners and VP Funds. VP Funds supports causes that encourage kindness, consideration and common sense. VP Funds, a proud sponsor of public radio and its mission.

Support for WBHM comes from our listeners and 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.

Support for WBHM comes from our listeners and The Melville Charitable Trust, supporting solutions to prevent and end homelessness. On the web at Melville Trust dot org.

North Central Alabama is where your clients live, work and play. Share your involvement in our community with our listeners. Share your involvement in education, arts and culture, and economic development. Share your mission to help improve our community by providing resources and services to those in need.

WBHM *Means Alabama*



Public Radio WBHM 90.3 FM
Your NPR News Station
205-934-2606 • wbhm.org • underwriting@wbhm.org

Underwriting *Guidelines*

Underwriting announcements are public radio's version of advertising – they acknowledge the generous support underwriters provide for Public Radio WBHM 90.3 FM through the identification of the supporting person or entity and a brief description of the goods and services they provide. It is important to understand that the Federal Communications Commission (FCC) has established guidelines that distinguish underwriting messages from commercial advertising. Underwriters crafting a message for broadcast should always keep in mind that the non-commercial nature of public radio is highly valued by listeners.

Format

Underwriting announcements are approximately 25 words, and generally 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

Sample Announcements

Support for WBHM comes from our listeners 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.

FCC Guidelines

Announcements may not include:

- Promotional, comparative or qualitative language such as best, most reliable, award-winning
- A call to action, for example "Come to this event," "Call now," or "Visit our website"
- Price or value information, e.g., \$59.95
- An inducement to buy, sell, rent or lease, for example "year-end sale"
- Personal pronouns (I, me, our)
- A list containing more than three items

We will work with you to create an announcement that meets your needs while adhering to the designated FCC guidelines for public radio. As a non-commercial broadcast licensee, WBHM reserves the right to approve or reject all copy broadcast on the station in order to be compliant with FCC regulations and avoid the possibility of fines.

WBHM *Programming*

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday						
5 a.m.	Morning Edition With NPR's Steve Inskeep, David Greene, and Renee Montagne and WBHM's Andrew Yeager					Classical	Classical	5 a.m.					
6 a.m.							With Heart and Voice	6 a.m.					
7 a.m.						The Diane Rehm Show					Weekend Edition		7 a.m.
8 a.m.											8 a.m.		
9 a.m.	Fresh Air with Terry Gross					The Best of Car Talk		9 a.m.					
10 a.m.						Wait Wait... Don't Tell Me!		10 a.m.					
11 a.m.	Here & Now With Robin Young and Jeremy Hobson					TED Radio Hour	A Prairie Home Companion	11 a.m.					
12 p.m.						This American Life		12 p.m.					
1 p.m.	All Things Considered With NPR's Melissa Block, Robert Siegel and Audie Cornish and WBHM's Rachel Osier Lindley					Science Friday	Studio 360	Says You!	1 p.m.				
2 p.m.						RadioLab	Studio 360	2 p.m.					
3 p.m.	All Things Considered With NPR's Melissa Block, Robert Siegel and Audie Cornish and WBHM's Rachel Osier Lindley					On the Media	This American Life	3 p.m.					
4 p.m.						All Things Considered		4 p.m.					
5 p.m.						On the Media		5 p.m.					
6 p.m.	Marketplace with Kay Ryssdal				Says You!	A Prairie Home Companion	TED Radio Hour	6 p.m.					
	All Things Considered												
7 p.m.	World Café					Conversations from the World Cafe	Echoes	7 p.m.					
8 p.m.											8 p.m.		
9 p.m.	Jazz					Jazz	Classical	9 p.m.					
10 p.m.	Classical								10 p.m.				
11 p.m.												11 p.m.	
12 p.m.										12 p.m.			

Public Radio WBHM 90.3 FM provides news, information, and cultural programming to nearly 90,000 weekly listeners in North Central Alabama, and its audience includes the most educated and affluent listeners in our area. They place a high value on creativity, curiosity, and social consciousness, and they have a strong attachment to nature and the environment. These beliefs are not just abstract ideals, but are evident in the products and lifestyle choices this audience makes.

WBHM *Corporate Citizen*

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's 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.

Annual Plans

Platinum Corporate Citizen - \$25,000

- 1 announcement during Morning Drive* OR 1 announcement during Afternoon Drive* each weekday as inventory allows (260 announcements per year)
- 2 run-of-schedule* announcements on Saturday AND 2 run-of-schedule announcements on Sunday each weekend for a year as inventory allows (208 announcements)
- Link to the 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 per 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

Gold Corporate Citizen - \$20,000

- 1 announcement during Morning Drive OR 1 announcement during Afternoon Drive each weekday as inventory allows (260 announcements per year)
- 1 run-of-schedule announcement on Saturday AND 1 run-of-schedule announcement on Sunday each weekend for a year as inventory allows (104 announcements)
- Link to the company's website from WBHM's Corporate Citizen webpage to include the company's name, logo, and brief description of company or services

Silver Corporate Citizen - \$15,000

- 1 run-of-schedule announcement each day (365 announcements per year)
- Link to the company's website from WBHM's Corporate Citizen webpage to include the company's name and logo

*Morning Prime is 5 a.m. until 10 a.m. weekdays.

*Afternoon Prime is 3 p.m. until 8 p.m. weekdays.

*Run-of-schedule announcements are randomly placed in the schedule between 5 a.m. and 9 p.m.

Because there are a limited number of underwriting announcements available during each day part, only one announcement per day part is allowable. Placement is subject to availability. WBHM 90.3 FM reserves the right to approve all copy broadcast by the station in order to be compliant with FCC regulations.