



Public Media

MEDIA KIT



TELEVISION:



398,000 VIEWERS A WEEK
(ADULTS 18+)

LIFESTYLE PROGRAMMING



RADIO:

90.1 FM HD1

166,000 LISTENERS PER WEEK
*PPM FEBRUARY 2019

90.1 FM HD2

MUSIC, STORYTELLING AND LOCAL

CHALLENGE GRANTS

— Six membership drives per year
TV (4) and Radio (2)



DIGITAL:

WFYI MEMBERS MAGAZINE

- 15,000 printed (*sent monthly*)
- 3,500 digital subscriptions (*sent monthly*)

WFYI.ORG

- 87,019 unique visitors (*average per month*)*
- 54,168 weekly visitors to streaming radio*

WFYI E-NEWS

— Over 37,000 subscribers (*sent every other Thursday*)



EVENTS:

- WFYI Ice Miller Wine Fest - March - 1,300+ attendees
- WFYI News & Brews - Quarterly - 100+ attendees
- Listen Up Speaker Series - 500 - 800 attendees each
- Character Meet & Greet - Summer - 100 - 200 attendees
- British Telly Club - Annual Events - 100+ attendees

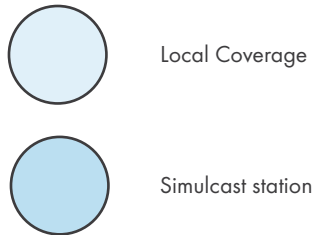


SOURCE: *Google Analytics 1/1/2019 - 4/1/2019 and StreamGuys Data 2019

Increase your visibility before a large and loyal audience.

"I budgeted for a break even point at 100 in attendance and we had three times that many. So, it was a very successful event."
(In reference to an event that was promoted on WFYI) — Reba Boyd Wooden Executive Director, Center for Inquiry Indiana

Radio Coverage



Within this area, you should be able to receive WFYI on almost any radio with moderately good to very good reception.



Television Coverage



Service does not stop at the FCC contour line. In most cases, TV stations can be received at locations well beyond the location of the mapped contour, with interference-free reception becoming less likely at greater distances. However, reception in areas outside of this service contour is not protected from interference caused by other authorized stations.

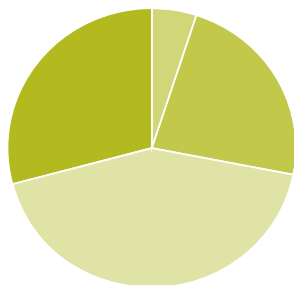


Listeners favor sponsors because they sponsor NPR.

62% of NPR listeners prefer to buy products or services from NPR sponsors.

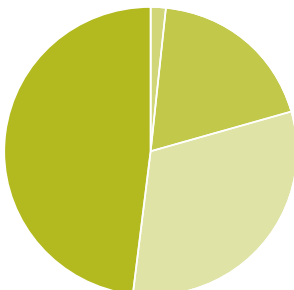


AGE



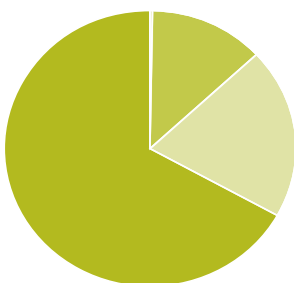
UNDER 18	16%
18 - 24	4.3%
25 - 34	19.3%
35 - 54	36.1%
55 +	24.3%

ANNUAL INCOME



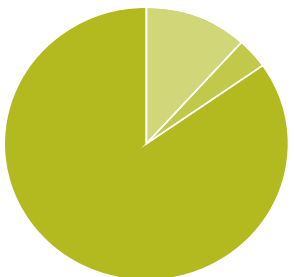
< \$25K	1.8%
\$25K - 50K	18.9%
\$50K - 75K	31.3%
\$75K +	48%

EDUCATION



H.S. OR LESS	0.4%
H.S. GRADUATE	10.6%
SOME COLLEGE	16.8%
COLLEGE DEGREE	56.2%
POST-COLLEGE DEGREE	16%

ETHNICITY



BLACK	11.9%
HISPANIC	3.5%
OTHER	84.6%

GENDER



MALE	54.2%
FEMALE	45.8%

SOURCE: PPM FEBRUARY 2019

THE FACTS:

WFYI's radio audience is more likely than the average Indianapolis radio listener to...

• BE AN ARTS PATRON

- 180% more likely to have attended live theatre in the last year.
- 178% more likely to collect art or attend an arts festival
- 265% more likely to have visited an art museum in the last year.

• HAVE AN ADVANCED DEGREE

- 164% more likely to have a college degree.
- 293% more likely to have an advanced college degree.

• BE ENGAGED IN THEIR COMMUNITIES

- 72% more likely to have volunteered for a charitable organization in the last year.
- 193% more likely to contribute to a charitable organization.
- 133% more likely to have voted in a local election.

• INFLUENCE BUSINESS BANKING DECISIONS

- 81% more likely to be involved with business purchases worth \$1,000,000+.

• BE A BUSINESS DECISION MAKER

- 171% more likely to be a business owner, partner or self employed.
- 129% more likely to work in management

SOURCE: Nielsen Mediaview TAPSCAN Jan 2017 - Feb 2018

THE HALO EFFECT:



SOURCE: *Jacobs Media 2010 & 2013

Break through the media clutter.

WFYI 90.1 FM HD-1 Public Radio contains 3:30 minutes of non-programming time per hour, compared to 16-26 minutes of non-programming time per hour on commercial radio.

WFYI 90.1 HD RADIO SCHEDULE



MONDAY - FRIDAY	
5 am	Morning Edition
9 am	BBC Newshour
10 am	1A
Noon	Fresh Air
1 pm	On the Media (Mon) J
	No Limits (Tuesday & Thursday) J
	TED Radio Hour (Wednesday)
	Freakonomics Radio (Friday) J
2 pm	Here & Now
4 pm	All Things Considered
6 pm	Indiana Week in Review (Friday) J
6:30 pm	Marketplace
7 pm	Fresh Air
8 pm	The Moth (Monday)
	Stolen Moments (Tuesday) J
	A Cultural Manifesto (Wednesday) J
	Curious Mix (Thursday) J
	This American Life (Friday)
9 pm	Specials (Monday)
	Conversations from the World Cafe (Tues.)
	Snap Judgment (Wednesday)
	On Being (Thursday)
	Radiolab (Friday)
10 pm	Indianapolis Chamber Orchestra (Monday) J
	Indianapolis Symphony (Tuesday) J
	Harmonia (Wednesday) J
	Classics by Request (Thursday) J
	Alt Latino/All Songs Considered (Friday)
11 pm	BBC News

SATURDAY	
5 am	BBC World Service
6 am	Monthly Specials
6:30 am	Indiana Week In Review J
7 am	The Pulse
8 am	Weekend Edition
10 am	Planet Money/How I Built This
11 am	Wait Wait...Don't Tell Me
Noon	TED Radio Hour
1 pm	This American Life
2 pm	Snap Judgment
3 pm	The Moth
4 pm	Radiolab
5 pm	All Things Considered
6 pm	Live From Here with Chris Thile
8 pm	The Blues House Party J
10 pm	A Cultural Manifesto J
11 pm	Alt Latino/All Songs Considered
12 am	BBC News

J Local Production
J Featured Program

Simulcast on 89.7 WISU, Terre Haute, 89.5 WFCL,
Franklin, and 91.3 WNDY, Crawfordsville

TUNE IN ONLINE
wfyi.org for live streaming and podcasts



PRI Public Radio International



SUNDAY	
5 am	BBC World Service
6 am	Rick Steves
7 am	On Being
8 am	Weekend Edition
10 am	A Way with Words
11 am	Ask Me Another
Noon	Wait, Wait...Don't Tell Me
1 pm	Live Wire
2 pm	It's Been a Minute
3 pm	Curious Mix J
4 pm	The Splendid Table
5 pm	All Things Considered
6 pm	Stolen Moments
7 pm	Conversations from the World Cafe
8 pm	Live From Here with Chris Thile
10 pm	Indianapolis Symphony Orchestra J
11 pm	Hearts of Space
12 am	BBC News

WFYI 90.1 HD2 - THE POINT

MONDAY - FRIDAY	
5 am	XPoNential Radio
10 am	Film Soceyology (Monday) J
	Specials (Tuesday) J
	A Cultural Manifesto (Wednesday) J
	@ The Point (Thursday) J
	Eat Drink Indiana Radio (Friday) J
2 pm	Joyful Noise Hour (Tuesday and Friday) J
11 am - Overnight	XPoNential Radio
SATURDAY	
5 am	XPoNential Radio
7 am	Curious Mix J
10 am	Film Soceyology J
11 am	Eat Drink Indiana Radio J
1 pm	Cultural Manifesto J
2 pm	Specials J
3 pm	@ The Point J
4 pm	Weekly Special
5 pm - Overnight	XPoNential Radio
SUNDAY	
5 am	XPoNential Radio
Noon	Fresh Air Weekend
1 pm	Travel with Rick Steves
2 pm	Film Soceyology J
3 pm	The Treatment/All Songs Considered
4 pm	Folk Tales
5 pm	Bonjour Chanson
6 pm	Classics by Request J
7 pm	Hearts of Space
8 pm - Overnight	XPoNential Radio

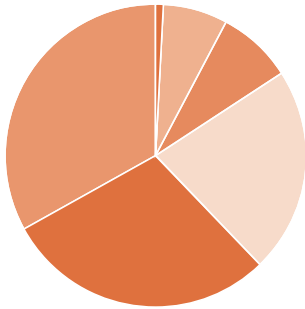


Radio schedule is likely to change, please contact your Account Executive for more information.

Associate your brand with engaging programming.

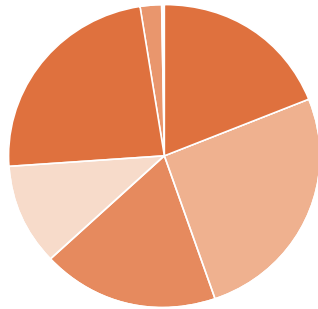
We enjoy watching and listening to intelligent Television and Radio. Your programming helps us engage our minds and grow in knowledge. Keep up your good work. —
WFYI Member in Carmel

AGE



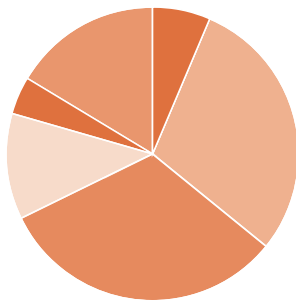
18 - 20	1%
21 - 34	7%
35 - 49	8%
50 - 54	22%
55 - 64	29%
65 +	33%

ANNUAL INCOME



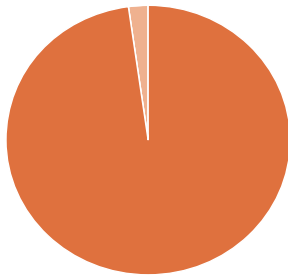
<\$35K	18.3%
\$35 - 49K	28.4%
\$50 - 74K	11.7%
\$74 - 99K	10.3%
\$100 - 249K	28.4%
\$250K +	3%

EDUCATION



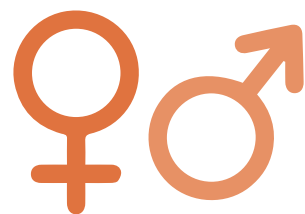
H.S. OR LESS	8.3%
H.S. GRADUATE	32.1%
SOME COLLEGE	24.1%
COLLEGE DEGREE	14%
SOME ADV. DEGREE	7.2%
ADV. DEGREE	14.3%

ETHNICITY



WHITE	95%
OTHER	5%

GENDER



FEMALE	55%
MALE	45%

SOURCE: Nielson/Prime Lingo - Indianapolis Release 2, January 2018 M-SAT & 111P CUME

THE FACTS:

WFYI's television audience is more likely than the average Indianapolis television viewer to...

BE AN ARTS PATRON**

103% more likely to attend art galleries and shows.
126% more likely to attend a live theatre show, classical music or opera performances.

BE A LIFE LONG LEARNER**

8% more likely to attend adult education courses of some kind.

HAVE AN ADVANCED DEGREE**

166% more likely to have an advanced degree.

SOURCE: *NIELSEN PRIME LINGO DATA JANUARY 2018

NATIONAL STUDIES CONFIRM PBS IS #1 IN PUBLIC TRUST*

#1 in public trust.

An "excellent" use for tax dollars.

The most fair network for news and public affairs.

REACH YOUR TARGET AUDIENCE

When it comes to high-quality, award-winning television, WFYI has the best sponsorship opportunities on TV, including primetime series like Antiques Roadshow, MASTERPIECE and NOVA, an award-winning children's lineup, and your favorite lifestyle shows.

CHILDREN'S PROGRAMMING | DRAMA & PERFORMANCE
 HISTORY & DOCUMENTARIES | NEWS & PUBLIC AFFAIRS
 SCIENCE & NATURE | LIFESTYLE | LOCAL DOCUMENTARIES

Masterpiece:
Sherlock



Antiques Roadshow



WFYI 3: CREATE

More often called "do-it-yourself", the program genres seen on Create TV include viewers' favorite public television series and specials on cooking, travel, arts and crafts, gardening, home improvement and other lifestyle interests.

LIFESTYLE PROGRAMMING:

COOKING | TRAVEL | ARTS & CRAFTS
 GARDENING | HOME IMPROVEMENT | LOCAL

Break through the media clutter.

WFYI 1 Public Television contains 2:07 minutes of non-programming time per hour, compared to 14:04 minutes of non-programming time per hour on commercial television.



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30PM	BBC WORLD NEWS AMERICA					SPECIALS	RICK STEVES' EUROPE
6:00PM	PBS NEWS HOUR					PBS NEWS HOUR WEEKEND	PBS NEWS HOUR WEEKEND
6:30PM						ARTS & ENTERTAINMENT PROGRAMMING	NEWS & PUBLIC AFFAIRS
7:00PM	NIGHTLY BUSINESS REPORT					THE LAWRENCE WELK SHOW	LIFESTYLE & TRAVEL
7:30PM	A CHEF'S LIFE	LOCAL PROGRAMMING	LIFESTYLE & TRAVEL	LOCAL PRODUCTIONS	INSIDE INDIANA BUSINESS	BRITISH TELLY CLUB PROGRAMMING	MASTERPIECE PROGRAMMING
8:00PM	ANTIQUES ROADSHOW	SPECIALS	NATURE	THIS OLD HOUSE HOUR	INDIANA WEEK IN REVIEW		
8:30PM	ANTIQUES ROADSHOW	SPECIALS	NOVA	SPECIALS	ARTS & ENTERTAINMENT PROGRAMMING		
9:00PM	POV	FRONTLINE	SPECIALS	SPECIALS			
9:30PM	ARE YOU BEING SERVED?				NEWS & PUBLIC AFFAIRS		
10:00PM	AMANPOUR ON PBS				WASHINGTON WEEK	ARE YOU BEING SERVED?	AUSTIN CITY LIMITS
10:30PM							
11:00PM							
11:30PM							

PROGRAM CATEGORIES

NEWS & PUBLIC AFFAIRS	SCIENCE & NATURE
LIFESTYLE & TRAVEL	BRITISH
ARTS & ENTERTAINMENT	VARIABLE

Television schedule is subject to change - check wfyi.org for up to date information.

PBS NATIONAL PROGRAMMING HIGHLIGHTS

FRONTLINE – Frontline is investigative journalism that questions, explains and changes our world, telling stories others can't or won't. Since it first aired, there have been over 600 in depth documentaries. (NEWS)

MASTERPIECE – Masterpiece presents beloved programming from classics such as Bleak House, popular favorites Downton Abbey and Sherlock, as well as mysteries including Endeavour, Inspector Lewis, Wallander, starring Kenneth Branagh and more. (ARTS)

NATURE – Nature delivers the best in original natural history films to audiences nationwide. Over the years, NATURE has brought the beauty and wonder of the natural world into American homes, becoming in the process the benchmark of natural history programs on American television. (HUMAN EXPERIENCE)

For more information on WFYI's programming, please visit wfyi.org/programs

Great source for the arts, entertainment and current events.

"I have yet to find a better source of arts, entertainment and current events. I do not know what I would do without public radio and television. Thank you for providing such a vital resource to Indianapolis." — WFYI Member in Indianapolis



WFYI 1

6:00 AM	Dinosaur Train
6:30 AM	Peg + Cat
7:00 AM	Wild Kratts
7:30 AM	Ready Jet Go!
8:00 AM	Nature Cat
8:30 AM	Curious George
9:00 AM	Daniel Tiger's Neighborhood
9:30 AM	Daniel Tiger's Neighborhood
10:00 AM	Sesame Street
10:30 AM	Peg + Cat
11:00 AM	Dinosaur Train
11:30 AM	Sid the Science Kid
12:00 PM	Super Why!
12:30 PM	The Cat in the Hat Knows a Lot About That!
2:00 PM	Thomas & Friends
2:30 PM	Bob the Builder
3:00 PM	Arthur
3:30 PM	Nature Cat
4:00 PM	Martha Speaks
4:30 PM	Odd Squad
5:00 PM	WordGirl



POWER PARENTS*

- Over 40% of PBS KIDS Viewers are adults over the age of 18
- 76% of parents watch at least half the time with their kids.
- 79% of Children ages 2-11 watch PBS.
- 85% of mothers would purchase products and services from a company that sponsors PBS KIDS, all other things being equal.

SOURCE: NTI Oct. 10-11

#1 IN PUBLIC TRUST**

Recent national studies confirm that PBS is:

- #1 in public trust.
- An "excellent" use of tax dollars.
- The most fair network for news and public affairs.
- The #1 educational TV/media brand, for PBS KIDS.
- The safest on-air and online destination, for PBS KIDS.

SOURCE: **CARAVAN ORC International, January 2014

PBS is America's largest classroom.

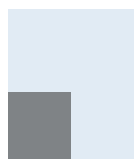
"PBS Kids is the #1 educational media brand. And is a trusted and safe place for children to watch and visit online."

WFYI 2



6:00 AM	Fetch! With Ruff Ruffman
6:30 AM	Cyberchase
7:00 AM	Cyberchase
7:30 AM	WordGirl
8:00 AM	Arthur
8:30 AM	Arthur
9:00 AM	Peg + Cat
9:30 AM	The Cat in the Hat Knows a Lot About That!
10:00 AM	Super WHY!
10:30 AM	Clifford
11:00 AM	Thomas & Friends
11:30 AM	Thomas & Friends
12:00 PM	Caillou
12:30 PM	Sid the Science Kid
1:00 PM	Bob the Builder
1:30 PM	WordWorld
2:00 PM	Super WHY!
2:30 PM	Sesame Street
3:00 PM	Sesame Street
3:30 PM	Dinosaur Train
4:00 PM	Dinosaur Train
4:30 PM	Daniel Tiger's Neighborhood
5:00 PM	Daniel Tiger's Neighborhood
5:30 PM	Splash and Bubbles
6:00 PM	Nature Cat
6:30 PM	Ready Jet Go!
7:00 PM	Wild Kratts
7:30 PM	Wild Kratts
8:00 PM	Odd Squad
8:30 PM	Odd Squad
9:00 PM	Arthur
9:30 PM	Arthur
10:00 PM	Super WHY!
10:30 PM	Sesame Street
11:00 PM	Sesame Street
11:30 PM	Dinosaur Train
12:00 AM	Dinosaur Train
12:30 AM	Daniel Tiger's Neighborhood
1:00 AM	Daniel Tiger's Neighborhood
1:30 AM	Splash and Bubbles
2:00 AM	Nature Cat
2:30 AM	Ready Jet Go!
3:00 AM	Wild Kratts
3:30 AM	Wild Kratts
4:00 AM	Odd Squad
4:30 AM	Odd Squad
5:00 AM	Arthur
5:30 AM	Arthur

INSIDERS' MAGAZINE



1/4 PAGE - LISTINGS
\$500 net

3.625" W x 4.5"H
(Vertical)



1/2 PAGE - INSIDE
\$750 net

7.5" W x 4.5"H
(Horizontal)



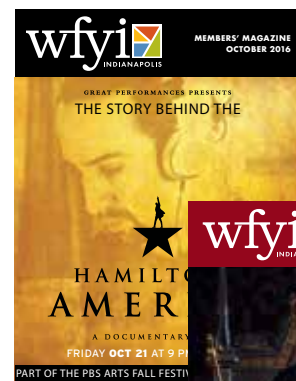
FULL PAGE - INSIDE COVER
\$1,500 net

8.625 x 11.375 with the bleed;
trims to 8.375 x 10.875
(Vertical)



FULL PAGE - TABLE OF CONTENTS (PAGE 2)
\$1,500 net

8.625 x 11.375 with the bleed;
trims to 8.375 x 10.875
(Vertical)



GUIDELINES:

- PLEASE SUBMIT YOUR AD AS A PDF, EPS, JPG OR TIF AT 300 DPI
- THESE MAY BE E-MAILED TO YOUR ACCOUNT EXECUTIVE

ART DEADLINES ARE THE 1ST OF THE PRECEDING ISSUE MONTH. IF YOU HAVE QUESTIONS OR CONCERNS, PLEASE CONTACT YOUR ACCOUNT EXECUTIVE.

THE WFYI MEMBERS' MAGAZINE REACHES OVER 15,000 HOUSEHOLDS MONTHLY, AND 3,500 DIGITALLY THROUGH EMAIL.

INTERACTIVE

WFYI.ORG AND SCHEDULE PAGE SPONSOR:

- 728 x 90 pixel leaderboard ad on the radio and tv schedule pages of WFYI.org. The ad may be linked to an appropriate website.
- 300 x 250 medium rectangle ad on all pages of WFYI.org. The ad may be linked to an appropriate website.

ONE WEEK: \$350 NET

(Rotates evenly with up to three additional sponsors)

LISTEN NOW STREAMING AD & PRE-ROLL SPONSOR:

- 300 x 250 medium rectangle ad on the Listen Now page of WFYI.org and (:15) pre-roll 2-channel stereo, MP3 at 128kbps starting before the live stream begins. The ad may be linked to an appropriate website.
- The pre-roll is streamed in the following locations: www.wfyi.org/listen-now, Tune-In Radio app, NPR mobile app, Windows Media Player radio stream and Internet Radio.

OVER 13,000 IMPRESSIONS WEEKLY

MORE THAN 6,000 UNIQUE USERS

ONE WEEK: \$500 NET

(Rotates evenly with up to three additional sponsors)

WFYI DIGITAL BUNDLE SPONSORSHIP:

- 300 x 250 pixel medium rectangle ad on all pages of WFYI.org. The ad may be linked to an appropriate website.

Rotates evenly with up to three additional sponsors.

OVER 13,000 IMPRESSIONS WEEKLY (PER SPONSOR)

AVERAGE CLICK-THROUGH-RATE IS 0.13%

- 300 x 250 pixel medium rectangle button ad in-between articles in our 'TOP 5' e-Newsletter. The ad may be linked to an appropriate website.

37,339 SELF-SUBSCRIBERS*

DELIVERY RATE OF 99.7%*

OPEN RATE OF 14.1%*

ONE WEEK: \$400 NET

(WFYI Digital Bundle could include up to three additional sponsors)

*As of January 17, 2019

WFYI PASSPORT PICKS PACKAGE:

- Banner Ad (468x60 pixels) in the Passport Best Bets monthly email. The ad may be linked to an appropriate website.
- Banner ad featured and rotating on the wfyi.org/passport web page for a month

57,000 SELF-SUBSCRIBERS* 3.2%* CTR
OPEN RATE OF MORE THAN 30%*

2 AVAILABLE PER MONTH: \$1,200

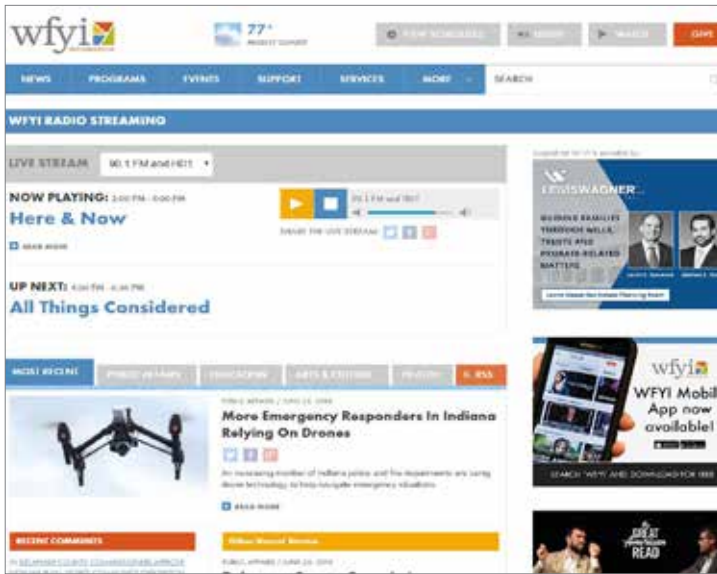
(Could include up to one additional sponsor)

*As of January 17, 2019

WFYI keeps people informed.

"WFYI radio is my main source of information. It's how I stay connected with what's going on in the country and the world."

— WFYI Member in Carmel



NPR LISTENERS ARE...*

- 250% more likely to be an arts patron (advanced degree, \$100K+ income and attend cultural events)
- 150% more likely to have an advanced degree
- 100% more likely not to be exposed to TV in an average week
- 100% more likely to influence business banking decisions
- 100% more likely to be a B2B decision maker

SOURCE: Sources: (On air reach) Fall 2018 ACT 1 based on Nielsen Nationwide, Persons 12+, Mon-Sun. © 2018 The Nielsen Company. May not be quoted or reproduced without the prior written permission of Nielsen. (Online reach) Google Analytics, 3-month average, October-December 2018. (Engagement): (NPR Listeners) Lightspeed Research, State of Sponsorship Survey, March 2017; *NPR Impact Study, NPR Listens, January 2017; (NPR.org Users) Local-National Survey on NPR.org, May 2017; NPR Impact Study November 2015; (NPR Podcast Users) NPR Podcast User Surveys, Fall 2016..

NPR AUDIENCE INFORMATION

LISTENERS CONNECT WITH NPR SPONSORS:

83%

of listeners take action in response to an NPR sponsorship announcement...

76%

of NPR podcast users have taken action based on NPR sponsorship announcement...*

87%

of listeners discuss contest with friends, family, and colleagues.**

75%

of users hold a more positive opinion of companies that support NPR.org**

54,168

UNIQUE VISITORS TO STREAMING RADIO (AVERAGE PER MONTH)

261,048

ACCESSES OF STREAMING RADIO

(PER MONTH VIA WFYI.ORG/LISTEN-NOW, TUNE IN RADIO APP, NPR APP, WINDOWS MEDIA PLAYER AND INTERNET RADIO)

1,021

AVERAGE VISITORS A DAY TO WFYI.ORG/LISTEN-NOW

13:09

AVERAGE ONLINE LISTENING DURATION

OUR AUDIENCE STREAMS 90.1 WFYI IN THE FOLLOWING AREAS:

INDIANAPOLIS, CARMEL, FISHERS, BLOOMINGTON, ZIONSVILLE, NOBLESVILLE, GREENWOOD, AVON. BROWNSBURG, AND COLUMBUS.

SOURCE: *Google Analytics Reports and Stream Guys Reporting from Jan 1 - March 31, 2019

NPR takes you across the world with great reporting.

"I have a predictable, isolated desk position. I nearly lost my mind until I discovered NPR. From my little cubicle, I travel the world, speak with fascinating people and expand my mind. I am very happy to support WFYI. It's cheaper than therapy!" — WFYI Member in Westfield



WE ARE HERE TO HELP :

We work with sponsors every step of the way - from ideas to finished production - to make sure the underwriting announcements convey a desired message and comply with FCC guidelines.

ON-AIR MESSAGES MAY CONTAIN :

- THE ORGANIZATION NAME
- BRIEF, NON-QUALITATIVE, VALUE-NEUTRAL DESCRIPTION OF PRODUCTS OR SERVICES
- LOCATION
- THE ORGANIZATION'S WEB ADDRESS OR PHONE NUMBER

ON-AIR MESSAGES MAY NOT CONTAIN :

- QUALITATIVE LANGUAGE OR FACTS THAT CANNOT BE PROVEN
- COMPARATIVE LANGUAGE (BETTER, BEST, OLDEST, LARGEST, ETC.)
- A CALL TO ACTION (VISIT OUR STORE, ORDER NOW ETC.)
- REFERENCES TO PRICE OR VALUE
- PERSONAL PRONOUNS (YOU, YOUR, WE, OUR ...)

WFYI PUBLIC MEDIA

317-636-2020

1630 N. Meridian Street
Indianapolis, IN 46202

WFYI is governed by regulations and policies pertaining to non-commercial broadcasts adopted by the Federal Communications Commission and the Corporation for Public Broadcasting.

Our audience values this characteristic as part of what makes public media unique in sound and substance.

ON-AIR GUIDELINES:

- Underwriters must be identified by name (almost always at the beginning of the spot due to the pre-ambles that precedes it)
- The message may include factual, value-neutral descriptive information about the underwriter's products, product line or services
- The information may not be qualitatively or promotionally descriptive, but may include location, phone number, website, etc.
- The message may include the underwriter's well-established, trademarked corporate tag line
- The message may include brand or trade names that help identify the underwriter, but that do not promote nor induce to buy
- Talent from WFYI will voice underwriting messages either pre-recorded or as a live read during broadcast
- Radio Scripts: To help preserve the NPR sound, limit the number of syllables in a :15 script to 60-70 syllables.

Radio on-air messages may be purchased in :10 and :15 live reads. Television on-air messages may be purchased in :10, :15 and :30 pre-produced spots.

Underwriting schedules can be purchased for any length of contract. Your Account Executive can suggest specific programs and frequencies to meet your organization's goals.

WFYI reserves the right to refuse any underwriting messages or sponsorships that may offend its audience or are in conflict with WFYI's image, mission or interest. All messages are subject to FCC guidelines and decisions are made on a case-by-case basis. WFYI will not accept underwriting from companies who solely deal in distilled spirits, tobacco or firearms, and cannot air messages that express a view with respect to a matter of public interest.

Listeners connect with public radio sponsors.

"65% of NPR listeners hold a more positive opinion of sponsors that support NPR. 62% agree NPR is selective about companies that sponsor its programming. 59% prefer to buy products or services from NPR sponsors."