



A listener supported service of
TROY UNIVERSITY[™]
1-800-800-6616 | troypublicradio.org

RADIO MEDIA KIT

TPR Means Business

TROY Public Radio listeners are well educated. Nearly seven in ten listeners have a bachelor's degree compared to only 27% of the U.S. population. Also, they are three times more likely than the average American to have completed graduate school.

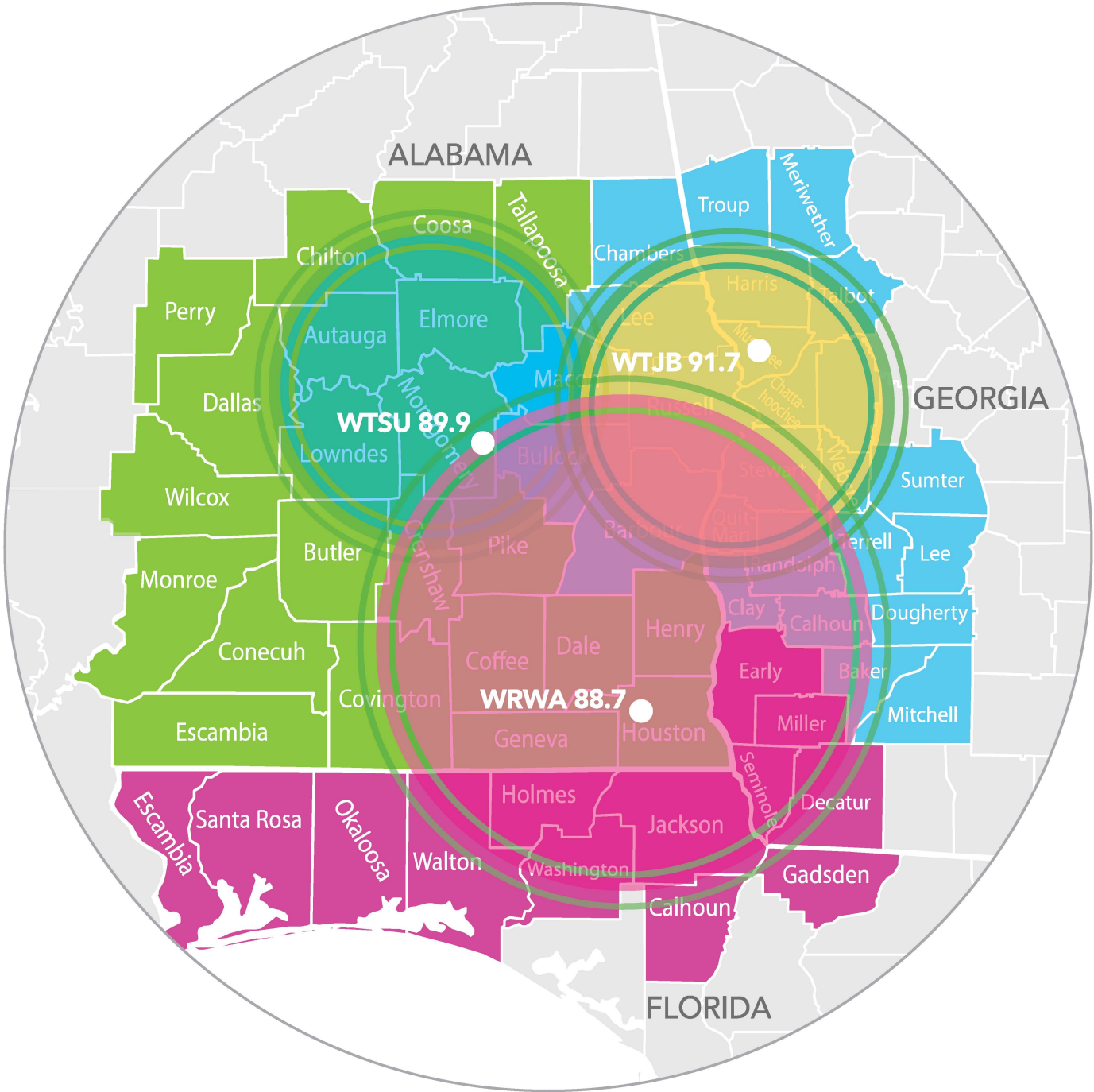
Compared to the average U.S. population, public radio listeners are:

- 147% more likely to be college graduates.
- 104% more likely to be professionals or managers.
- 47% more likely to have a higher average household income.
- 102% more likely to be the president of a company.
- 86% more likely to work as a volunteer.

CONNECTION

Underwriting on TROY Public Radio provides a real connection to NPR programming and our listeners. There are few places where companies and organizations can connect to something so organic and grassroots and become a part of the community they serve. TROY Public Radio is one of those places.

TROY PUBLIC RADIO



TROY Public Radio reaches 45,000 dedicated listeners each day.

Contact information: 800-800-6616 or publicradio@troy.edu

UNDERWRITING GUIDELINES

Underwriting announcements are public radio's version of advertising; they acknowledge support for WTSU 89.9, WRWA 88.7 and WTJB 91.7. The announcements identify businesses, individuals and organizations that sponsor programming and describe the goods/services they provide. It is important to understand that the Federal Communications Commission (FCC) has established guidelines that distinguish underwriting messages from commercial advertising. Sponsors crafting a message for broadcast should always keep in mind that the non-commercial nature of public radio is highly valued by listeners.

As a non-commercial broadcast licensee, WTSU/WRWA/WTJB has the responsibility of approving all copy that is broadcast on the station in order to be compliant with FCC regulations and avoid the possibility of fines.

FCC-RELATED

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," or, "Call now"
- Price or value information, e.g., \$59.95
- An inducement to buy, sell, rent or lease, for example, "year-end sale"
- First-person pronouns (I, me, our)

FORMAT

Underwriting announcements are approximately 25 words and generally include:

- Name of business/organization providing underwriting support
- Description of sponsor's products and/or services
- Location, phone number or web address of business/organization
- Event dates and locations

SAMPLE PROMOTIONS

"Support comes from The Wiregrass Museum of Art in Dothan, holding its annual art and music festival, Yard Party For Art, on Saturday, August 10. With interactive art, live music from regional acts, and refreshments. Ticket information at Yard Party For Art dot com.

"Support comes from Landmarks Foundation of Montgomery, founded fifty years ago to foster, encourage and lead the historic preservation movement in Montgomery. More information at Landmarks Foundation dot com."

"Support for classical music programming including Performance Today and Clarinet Corner is provided by the Chapman Foundation, making possible the broadcast of classical music to the communities served by TROY Public Radio."

WEEKDAY PROGRAMMING

5 a.m - 9 a.m	MORNING EDITION				
9 a.m - 11 a.m	ON POINT				
10 a.m - 11 a.m.	1A				
11 a.m. - 12 p.m.	FRESH AIR				
12 p.m. - 2 p.m.	HERE & NOW and IN FOCUS				
2 p.m. - 3 p.m.	MONDAY: CLARINET CORNER / TUESDAY - FRIDAY: PERFORMANCE TODAY				
3 p.m. - 5:30 p.m.	ALL THINGS CONSIDERED				
5:30 p.m. - 6 p.m.	MARKETPLACE				
6 p.m. - 7 p.m.	FRESH AIR				
7 p.m. - 8 p.m.	MONDAY - THURSDAY: 1A / FRIDAY: THE MOTH RADIO HOUR				
8 p.m. - 9 p.m.	MONDAY - THURSDAY: ON POINT / FRIDAY: 1A				
9 p.m. - 10 p.m.	TPR PRESENTS	ON BEING	ALABAMA ARTS RADIO	SUNDILLA RADIO HOUR	ON POINT
10 p.m. - 12 a.m.	PERFORMANCE TODAY				
12 a.m. - 5 a.m.	BEETHOVEN SATELLITE NETWORK				

A fully detailed program schedule is available upon request.

Contact information: 800-800-6616 or publicradio@troy.edu

UNDERWRITING RATE CARD

TIER ONE

\$25/per announcement

Monday - Friday

Morning Edition
All Things Considered
Marketplace Morning/Tech Report

Saturday - Sunday

Weekend Edition
Weekend All Things Considered
New Yorker Radio Hour
On Being
Wait, Wait Don't Tell Me
Fresh Air Weekend
This American Life
The Splendid Table
Radiolab
Opus 3
TED Radio Hour
Left, Right, and Center
The Moth Radio Hour

TIER TWO

\$20/per announcement

Monday - Friday

On Point
1A with Joshua Johnson
Fresh Air
Here & Now
Clarinet Corner
Performance Today
The Moth Radio Hour
TPR Presents
On Being
Alabama Arts Radio
The Sundilla Radio Hour

Saturday - Sunday

World Café
New Yorker Radio Hour
American Routes
Reveal
Radio Deluxe
Swinging Down the Lane
The Pulse
Bullseye

TIER THREE

\$15/per announcement

Monday - Friday

Beethoven Satellite Network

Saturday - Sunday

The Pulse
With Good Reason
A Way with Words
Travel with Rick Steves

Minimum order \$200 value per month.
Minimum contract length is one month/
four broadcast weeks.

Please inquire about program sponsorship
options. Corporate rates available.
Non-profit organizations are eligible for
2 for 1 rates. Customizable schedules
are available.

CLUTTER FREE

With a maximum of six 20 second announcements per hour, TROY Public Radio has no clutter. In today's time, radio listeners are extremely wary of commercial intrusion in their lives. TROY Public Radio has had success due, in part, to the commercial-free nature of our programming. Your announcements will stand out on TROY Public Radio.

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