

The logo for GC 90.7 FM/HD is displayed in a bold, sans-serif font. 'GC' is in dark blue, '90.7' is in yellow, and 'FM/HD' is in dark blue. The background features a light blue, wavy, grid-like pattern that resembles a stylized radio signal or sound waves.

GC 90.7 FM/HD

THE BENEFITS OF UNDERWRITING ON PUBLIC RADIO

VS.

ADVERTISING ON COMMERCIAL RADIO



**THIS IS YOUR AD ON
COMMERCIAL RADIO**

LOST in the clutter of the multi-spot break! When will it air in the commercial block? Fourth? Last?

Many local radio stations run 6...8...as many as **10** commercials in a single break.

And you know what happens then...



According to a recent industry survey*, 79% of the listening audience changes their radio station when a commercial stopset comes on.

THAT'S NEARLY 8 OUT OF 10!

*Pandora/Added Value survey, 2012

So what's the difference between **ADVERTISING** and **UNDERWRITING**?

ADVERTISING can and often does say anything.

UNDERWRITING must conform to laws regarding its content.

Underwriting spots cannot:

Make quantifying statements (“The BEST in the business,”
“Nobody beats our prices,” etc.)

Make specific offers (“Save 25% this week,” “Shop at our March
Madness Sale,” etc.)

Give a call to action (“Hurry in today,” “Contact us by email at
bobsbikes@gmail.com,” “ Call 873-3555 right now,” etc.)

ADVERTISERS are often perceived by the listener as a
nuisance...an intrusion on their entertainment.

UNDERWRITERS on the other hand are often held in higher
regard by the public radio listener. **UNDERWRITERS** are seen as
more trustworthy and credible by the station's membership, sharing
their values. **UNDERWRITERS** are thought of more as supporters
than just another business trying to make a sale.

MOST OF ALL, WHEN YOU UNDERWRITE on



You can **EDUCATE** your prospective customer.

HOW?

By discussing subjects that may be of interest to the listener that your business deals with. Such as:

Doctors: Health Tips

Attorneys: Legal Advice

Financial Consultant: Money Minute

Insurance: Hurricane Preparedness Tips

Now you've actually helped the listener with expert advice...advice that they will now associate with **YOUR** business.

In Tune with... *your Mind.*



Coverage Map for GC90.7FM/HD

MONDAY through FRIDAY

SATURDAY

SUNDAY

AM 5:00	Morning Edition <i>(and Local News w/ Emily Balazs)</i>	Jazz	Jazz
6:00		E-Town	
7:00		Weekend Edition	Rapline ▲ / All Songs Considered
8:00	Jazz		Harmonia
9:00		From the Top	Classical Guitar
10:00		Ask Me Another	Sunday Baroque
11:00		TED Radio Hour	
PM 12:00	Soul with C.C. ▲ <i>(and Local News @ 12:00)</i>	Only A Game	
1:00		Jazz	
2:00			The Score
3:00	All Things Considered		Jazz
4:00			Travel with Rick Steves
5:00	Jazz <i>(and Local News w/ Emily Balazs)</i>		River City Folk
6:00	Rapline @ 5:00 <i>(on Mondays)</i> ▲		Bluegrass Breakdown
7:00	Blues Before Midnight with C.C. ▲	The Soul of Jazz ▲	Jazz
8:00		Acid Drop ▲	
9:00		Jazz	
10:00	Jazz <i>(until 5 a.m.)</i>		
11:00			
AM 12:00			

▲ Indicates Local Programming

PUBLIC RADIO AUDIENCE PROFILE



Public radio attracts an audience notably distinguished by its educational excellence and professional success. Listeners are choice consumers, savvy business leaders, and influentials who are active in their communities.

Demographics

- 55% Men**
45% Women
- 52% Aged 25 to 54**
23% Aged 18 to 34
36% Aged 35 to 54
- 62% College degree or beyond**
31% Post graduate degree
- 75% HHI \$50,000+**
57% HHI \$75,000+
Median HHI: \$86,820
- 59% Married**
25% Never married
- 69% Employed**
52% View job as a "career"
27% Professional occupation
23% Involved in business purchases of \$1,000 or more
9% Top management

Lifestyles*

- 93% Public activities**
71% Vote
23% Fund raising
- 25% Consider self conservative or very conservative**
33% Liberal or very liberal
19% Middle of the road
- 45% Theatre/concert/dance attendance**
58% Dine out
50% Read books
33% Went to zoo or museum
- 53% Regular fitness program**
37% Walk for exercise
19% Swim
- 46% Own any financial securities**
17% Own stock or bond mutual funds
13% Own common or preferred stocks
- 63% Household owns smartphone**
43% Own tablet or e-reader
- 68% Domestic travel in past 12 months**
39% Foreign travel over past three years

READS: Over half (55%) of NPR-CPB listeners are men.

BASE: Adults 18+ who listen to a public radio station.

SOURCE: GfK MRI Doublebase 2014

** past year activities*





Make a world of difference – support NPR News programming on GC90.7 FM/HD.

Due in part to support from both local and national underwriters, NPR News has grown exponentially in the last decade, nearly doubling its staff and adding offices and bureaus around the world.

Now, NPR has correspondents based in 17 foreign bureaus and 17 domestic bureaus – up from just six bureaus in 1990. This incredible expansion comes at a time when other news media are cutting back just to remain profitable.

GC90.7FM/HD is the only radio station in Bay County with a full time News Director, who brings listeners news on both the local and state level.

Your support of GC90.7FM/HD helps Panama City listeners stay in touch with their world, and that makes a difference in your local community.

The devoted and loyal public radio audience is comprised of people who value and expect quality in their lives. In fact, 68% surveyed say that their opinion of a company is more positive when they learn that it sponsors public radio. Three in five prefer to buy products from companies that support public radio.*

Make a difference! Support GC90.7 FM/HD with your marketing dollars.

Your customers will thank you in return.

**Source: NPR Listener Omnibus Survey, Lightspeed Research, March 2013*

NPR News Listeners are Your Best Customers!

NPR News listeners strive to get the most out of life. Compared with the U.S. population as a whole, NPR News listeners are:

- 188% more likely to call or write a politician
- 140% more likely to hold a top management position
- 137% more likely to make business purchases of \$1,000 or more
- 107% more likely to have a household income of \$150,000 or more
- 97% more likely to be active in local civic clubs
- 90% more likely to have an IRA account

Source: GfK MRI, Doublebase 2013

Base: Total U.S. Adults



Please Contact: Rachel Peeples, Marketing Associate for GC90.7FM/HD at 850-872-3872 or rpeeples@gulfcoast.edu



Morning Edition



Stand out from the crowd with GC90.7FM/HD and NPR's *Morning Edition*.

Scan your radio dial during morning drive time and listen for programming that stands out from the rest. You'll find it on public radio.

Mixing humor and hard news, analysis and arts for more than three decades, *Morning Edition* draws more public radio listeners than any other program. Hosts Renee Montagne, Steve Inskeep and David Greene deftly deliver the world of perspectives that radio listeners crave to jump-start their day.

NPR "news junkies" patronize the businesses that help to provide the programming they value. In fact, 68% surveyed say that their opinion of a company is more positive when they learn that it sponsors public radio. Three in five prefer to buy products from companies that support public radio.*

In public radio's uncluttered atmosphere, listeners LISTEN.

And they hear your message of support.

Demographics for *Morning Edition***

College Educated: 73%

Household Income of \$75K or more: 54%

Gender: Women - 46%, Men - 54%

*Source: NPR Listener Omnibus Survey, Lightspeed Research, March 2013

**Source: ACT 1 based on Nielsen Audio Nationwide, Fall 2013, Persons 18+

NPR News Listeners are your best customers!

NPR News Listeners strive to get the most out of life. Compared with the U.S. population as a whole, NPR News Listeners are:

- 129% more likely to serve as an officer for some club or organization
- 145% more likely to write an article for a newspaper or magazine
- 124% more likely to visit museums
- 107% more likely to earn an annual household income of \$150,000 or more
- 95% more likely to be involved in a charitable organization
- 90% more likely to have an IRA account

Source: GfK MRI, Doublebase 2013

Base: Total U.S. Adults



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All Things Considered

The workday's end means the beginning of great sales for you, when you support *All Things Considered* on GC90.7FM/HD.

Radio listeners across the nation regard *All Things Considered* as their afternoon drive time companion. As they leave work and head for home, they tune to GC90.7FM/HD for the latest news and information. Hosts Melissa Block, Audie Cornish and Robert Siegel are joined by an array of NPR commentators, who offer some of the nation's best news analysis.

GC90.7FM/HD listeners feel our sponsors are special. In fact, 68% surveyed say that their opinion of a company is more positive when they learn that it sponsors public radio. Three in five prefer to buy products from companies that support public radio.*

By supporting *All Things Considered* on GC90.7FM/HD, you show that you're committed to quality radio programming - you operate a business in search of excellence.

GC90.7FM/HD doesn't drive traffic – we drive long-term relationships. When you market your product on GC90.7FM/HD, your customers come back again and again.

Demographics for *All Things Considered***

College Educated: 73%

Household Income of \$75K or more: 55%

Gender: Women - 45%, Men - 55%

*Source: NPR Listener Omnibus Survey, Light speed Research, March 2013

**Source: ACT 1 based on Nielsen Audio Nationwide, Fall 2013, Persons 18+

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Source: GfK MRI, Doublebase 2013

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Jump-start your weekend with GC90.7FM/HD and NPR's *Weekend Edition*.

From retail stores to consumer goods to service industries, people make their biggest buying decisions during the weekend. Make sure your message reaches them at this crucial time.

NPR's Scott Simon hosts *Weekend Edition Saturday* and wraps up the week's news with a fresh point of view, profiling notable personalities, and interviewing everyday people

On *Weekend Edition Sunday*, host Rachel Martin blends news and information with arts and cultural features, *New York Times* puzzle master Will Shortz offers a weekly brain teaser, and newspaper columnists across the country add insight.

Radio is immediate. Listeners will hear your message on *Weekend Edition* moments before running weekend errands and making big purchases.

So go public every weekend! You'll be pleased with the response.

Demographics for *Weekend Edition**

College Educated: 72%

Household Income of \$75K or more: 49%

Gender: Women - 49%, Men - 51%

*Source: ACT 1 based on Nielsen Audio Nationwide, Fall 2013, Persons 18+

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- 129% more likely to serve as an officer for some club or organization
- 145% more likely to write an article for a newspaper or magazine
- 124% more likely to visit museums
- 107% more likely to earn an annual household income of \$150,000 or more
- 95% more likely to be involved in a charitable organization
- 90% more likely to have an IRA account

Source: GfK MRI, Doublebase 2013

Base: Total U.S. Adults



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FROM THE TOP

WITH HOST CHRISTOPHER O'RILEY



Music to your ears - Take it *From the Top* on GC90.7FM/HD.

From the Top celebrates the passion, dedication and personal stories of the nation's best pre-college classical musicians through national broadcasts, live events, and education and outreach programs.

Hosted by acclaimed concert pianist Christopher O'Riley, the show features individual performances and lively interviews, and is one of the most popular weekly music series on public radio.

From the Top has been described by the *Boston Globe* as "entertaining, accessible and inspirational." *The New York Times* says: "*From the Top* gives young musicians the stage but lets them act their age. It's serious music but classically kids." And the *Los Angeles Times* exclaims, "Tune in to *From the Top* and give yourself a dose of music and hope."

68% of listeners surveyed say that their opinion of a company is more positive when they learn that it sponsors public radio. Three in five prefer to buy products from companies that support public radio.*

Take your marketing efforts higher -- make sure your message is heard weekly on *From the Top*.

Demographics for *From the Top***

College Educated: 63%

Household Income of \$75K or more: 34%

Gender: Women - 55%, Men - 45%

*Source: NPR Listener Omnibus Survey, Lightspeed Research, March 2013

**ACT 1 based on Nielsen Audio Nationwide, Fall 2013, Persons 18+

NPR Classical Listeners are your best customers.

NPR Classical listeners strive to get the most out of life. Compared with the U.S. population as a whole, NPR News listeners are:

- 443% more likely to attend classical/opera performances
- 348% more likely to purchase classical music
- 111% more likely to have an IRA account
- 77% more likely to belong to a civic organization
- 3% more likely to purchase a luxury car

Source: GfK MRI, Doublebase 2013

Base: Total U.S. Adults



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In Tune with... *your Mind.*

UNDERWRITING RATES

OPEN RATES:	Drivetime	\$20 per spot
	Run of Schedule	\$15 per spot

DRIVETIME PROGRAMS: *Morning Edition, Soul with CC, All Things Considered*

RUN OF SCHEDULE: Programs include: *Morning Jazz, Blues Before Midnight, Overnight Jazz, Weekend Edition, Ask Me Another, TED Radio Hour*

FORMAT: An underwriting spot or mention on GC 90.7FM is usually about 30 seconds long. Your spot will be produced by the staff of GC 90.7FM at no extra cost.

GC 90.7FM Does not accept or air pre-recorded spots from outside sources without screening and approval.

UNDERWRITING COPY GUIDELINES

GC 90.7FM will work with you to create an announcement that suit your marketing needs and ensures compliance with GC 90.7FM underwriting guidelines, as well as Federal Communications Commission (FCC) regulations that apply to all non-commercial radio stations.

- The copy may not contain calls to action or solicitation of direct consumer response.
- Price or value information is not allowed.
- The physical location of a business (i.e. city, town, street etc.) and phone number or website information may be included.

In Tune with... *your Mind.*

SHORT TERM SPONSORSHIP PACKAGES

- Day Sponsorship –** For a business or individual sponsorship. Guaranteed ten spots for the day with your message. Spots will run throughout the schedule including top programs such as *Morning Edition*, *Soul with CC*, & *All Things Considered*. **(Available with pledges of \$180 or more)**
- Weekly Sponsorship -** Sponsorship for the week includes guaranteed a total of 21 spots for the week, including Saturday and Sunday with your message. Spots will run in top programs such as *Morning Edition*, *Soul with CC*, & *All Things Considered*. **(Available with pledges of \$300 or more)**

LONG TERM SPONSORSHIP PACKAGES

White Package - \$500 Monthly / \$1500 Quarterly

Package includes:

- :30 spot that airs for a total of 16 times a week – 64 spots per month and 192 spots per quarter.
- Spots will run in the following programs:
 - 3 spots per week during *Morning Edition* – weekdays 5 am – 9 am
 - 3 spots per week during *Morning Jazz* – weekdays 9 am – 12 noon
 - 3 spots per week during *Soul with CC* – weekdays 12 noon – 3 pm
 - 3 spots per week during *All Things Considered* – weekdays 3 pm – 5 pm
 - 3 spots per week during *Blues Before Midnight* – weekdays 7 pm – 10 pm
 - 2 spots per weekend.

In Tune with... *your Mind.*

Blue Package - \$750 Monthly / \$2250 Quarterly

Package includes:

- :30 spot that airs for a total of 32 times a week – 128 spots per month and 384 spots per quarter.
- Spots will run in the following programs:
 - 5 spots per week during *Morning Edition* – weekdays 5 am – 9 am
 - 5 spots per week during *Morning Jazz* – weekdays 9 am – 12 noon
 - 5 spots per week during *Soul with CC* – weekdays 12 noon – 3 pm
 - 5 spots per week during *All Things Considered* – weekdays 3 pm – 5 pm
 - 5 spots per week during *Blues Before Midnight* – weekdays 7 pm – 10 pm
 - 4 spots per weekend.

Extra Value: 10 second sponsorship of local news (morning and afternoon) 3x's per week.

Gold Package - \$1000 Monthly / \$3000 Quarterly

Package includes:

- :30 spot that airs for a total of 51 times a week – 204 spots per month and 612 spots per quarter.
- Spots will run in the following programs:
 - 8 spots per week during *Morning Edition* – weekdays 5 am – 9 am
 - 8 spots per week during *Morning Jazz* – weekdays 9 am – 12 noon
 - 8 spots per week during *Soul with CC* – weekdays 12 noon – 3 pm
 - 8 spots per week during *All Things Considered* – weekdays 3 pm – 5 pm
 - 8 spots per week during *Blues Before Midnight* – weekdays 7 pm – 10 pm
 - 6 spots per weekend.

Extra Value: 10 second sponsorship of local news (morning and afternoon) 5x's per week.