



Underwriting at KWWH

Seize the Day - Don't let this opportunity pass you by!

Let KWWH help put your business in the spotlight.

KWWH is the secret weapon for building your brand equity in the Texas Hill Country.

It's good for your business, good for your image and great for our community.

Underwriting is an acknowledgment of your business's support of Wimberley Valley Radio. We use noncommercial on-air announcements about you and your business.

The FCC regulations limit KWWH's on-air underwriting to value-neutral scripts. We play your specific marketing message of:

- location,
- business hours,
- products
- and contact information
 - Often in a fun, unique way that is aurally stimulating!
 - Visit kwwh.org/sample to hear what we mean!

Radio's greatest strength is frequency.

Frequency is the rate at which something repeats over a particular period of time.

This repetition results in the listeners' increased awareness, familiarity, recall and having a positive association with your business.



Marketing your business through underwriting at community radio stations has been proven to be effective.

Is it the right move for your business?

Consider:

Radio really is the best medium for building name and brand awareness. It is pervasive and subliminal (in a good way). Even when you are not actively listening, you are hearing information and it is being absorbed.

The key to radio marketing is the frequency of your message – the more often it's heard, the more effective it will be. Radio should be an integral part of any well-designed marketing plan.

Our listeners are tuned in at home, at work, and while driving in their cars. Your on-air underwriting spots will reach hundreds (if not thousands) of listeners and shoppers in and around the Wimberley Valley area.

Our audience is educated, creative, and local

They are:

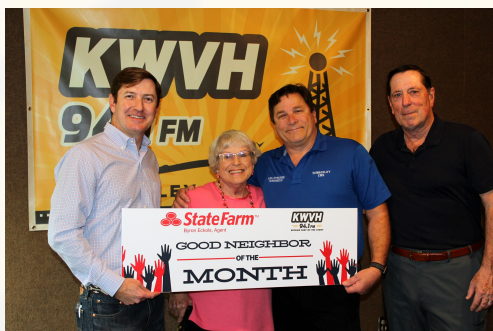
- discerning listeners,
- community members,
- donors,
- and other underwriters

They support a community radio station that offers consistent, high-quality independent radio programming.

The biggest reason underwriting works...

Positioning

By supporting KVVH, you are making a statement about your business and how it fits into the listening community.



Positive Influence on Listeners' Decisions

A company's support of community radio has a positive influence on the listener's decision to purchase your products or services.

When your business gives financial support to KWWH, you are seen as part of our community radio family.

And underwriting on KWWH really is affordable!

KWWH also promotes your business within our community through a number of available avenues:

- 150 on-air mentions / month
- name and logo on our website
- recognition and mentions on our social media networks,
- and special PSAs of community events your business may offer.

I look forward to creating a mutually beneficial, and prosperous business partnership!

Contact me today before our slots fill up with your competitors!

Daniel Bisett



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