



## WBGU-PBS' Underwriting Information:

Underwriting is financial support from a corporation, business, individual or foundation for a program or series on WBGU-PBS. The funds generated from underwriting help defray the production and acquisition costs associated with a program. Program underwriting can be acquired for primetime series such as "*The NewsHour with Jim Lehrer*," or for day-part programs, or for local productions such as "*NW Ohio Journal*," ([www.wbgu.org/journal](http://www.wbgu.org/journal)) or "*60 Plus*" ([www.wbgu.org/60plus](http://www.wbgu.org/60plus)).

Tucker Center For  
Telecommunications

Bowling Green  
State University

Bowling Green, OH  
43403-0060

Phone: 419-372-2700

Fax: 419-372-7048

[info@wbgu.bgsu.edu](mailto:info@wbgu.bgsu.edu)

[www.wbgu.org](http://www.wbgu.org)

Our programs are underwritten by organizations that have the desire to enhance their image by associating themselves with the most-trusted, quality programming on television today. "For the fourth consecutive year, the American public ranked PBS the most trustworthy institution in the country and elevated PBS to the highest level of value in tax dollars – tied with the United States' military defense." [2007 GfK Roper Report](http://www.wbgu.org/ropereport) ([www.wbgu.org/ropereport](http://www.wbgu.org/ropereport)). Underwriting for WBGU-PBS' programs and projects bridges businesses with community members through recognition and an affinity that only WBGU-PBS can offer.

Business and corporate sponsorship supports projects that lift up community and its members through education and information. WBGU-PBS' children's programming is often seen as unparalleled and teaches everything from educational studies to cultural acceptance with trademark shows like "*Mister Rogers' Neighborhood*" and "*Sesame Street*." Local businesses and corporations also help us underwrite the cost of producing popular local program series like "*Music's Brewing @ Coffee Amici*" and "*WBGU Fair Tour*" as well as our local documentaries.

### Common Questions:

How many Underwriters on each program?

WBGU-PBS will not exceed three underwriters per program with each having exclusivity for their industry.

What is the cost of underwriting?

An underwriting proposal will be prepared for your business or organization based on the programs you choose to underwrite and your budget with sponsorship starting at \$450.

What is the length of an underwriting agreement?

The length of the agreement is flexible though we recommend a minimum of 3 months.

When can I start underwriting?

You can start underwriting at any time, though it is best, when underwriting seasonal programs, to begin at the start of the season (usually October or January).

What benefits can I receive from underwriting?

ON-AIR: Each program in the series will carry with it an underwriting credit to be produced (at no extra cost) by WBGU-PBS that will be aired at the beginning and the end of the program. The credit will feature the name of your organization and its location, your company's logo and a non-qualitative/non-comparative statement about the service you provide. Other options are negotiable.

OFF-AIR: Benefits include a published listing in WBGU-PBS' monthly PREVIEW guide and annual report that is distributed to more than 5,000 household members, businesses and legislators. An online listing of support will also be featured on WBGU-PBS' website (under Current Underwriters) coupled with a link to the underwriter's business. In addition, the underwriter will also receive 12-free PREVIEW guide issues and a complimentary display associating the business as a supporter of WBGU-PBS. Other benefits include invitations to station events (business teleconferences, studio tapings, etc.) and special interest mailings.



### Contact information for Underwriting:

Doug Cameron, WBGU-PBS Corporate Relations Specialist  
(419) 372-7128  
[dcameron@wbgu.bgsu.edu](mailto:dcameron@wbgu.bgsu.edu)