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:

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

**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.

Contact information: 800-800-6616 or publicradio@troy.edu
TROY Public Radio reaches 45,000 dedicated listeners each day.

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

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)

"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

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

A fully detailed program schedule is available upon request.

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

---

**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

---

**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.

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