



## Pittsburgh Community Broadcasting Media Sponsorship Guidelines

By providing in-kind media sponsorships to local nonprofit and community organizations, 91.3 WYEP and 90.5 WESA expose listeners to a variety of cultural, artistic and community experiences that entertain, promote discourse, and increase participation in our community.

Media sponsorships include a limited number of on-air announcements throughout all scheduled day-parts; event calendar listings on the websites; and listings in email newsletters.

### How to Apply

To be considered for a media sponsorship, complete the application form and email the completed form to [hannah@wyep.org](mailto:hannah@wyep.org) or print and mail to Pittsburgh Community Broadcasting, attention: Marketing Department, 67 Bedford Square, Pittsburgh, PA 15203. Applications must be received

- by midnight, March 31 for events taking place July 1 through December 31;
- by midnight, October 15 for events taking place January 1 through June 30.

At our discretion, we may offer to sponsor up to three events per organization during any 6-month period. Only one application per organization per 6-month period will be accepted; incomplete applications may be disqualified. **Media sponsorships are not renewable**; current or previous media sponsorships or underwriting agreements do not guarantee a media sponsorship. Applicants will be notified by email of the results of their applications not later than 30 days after the deadline. Applications received after the deadline will not be considered.

### Media Sponsorships are awarded based on the following criteria

- Nonprofit status of the applicant organization and-or beneficial nature of the event or program for the community
- Event alignment with stations' mission and service to our audience
- Event target audience
- Event timing; inventory is limited and we cannot accommodate all requests.

### Media Sponsorship recipients provide 91.3 WYEP and 90.5 WESA with

- Placement of the station's logo(s) on all print, online, and press material relating to the event;
- Opportunity for on-site presence such as a table or booth, banners
- In-kind tickets to the event (if ticketed)

Advocacy or fundraising campaigns are not eligible for media sponsorship. We do not air pre-produced Public Service Announcements (PSAs). In-kind media sponsorships do not include reporting, coverage, on-air appearances, interviews, special announcements, or on-air ticket giveaways.

If you have questions about media sponsorships, email Hannah Brizzi, Marketing Coordinator, at [hannah@wyep.org](mailto:hannah@wyep.org).

For information about underwriting opportunities on WYEP and WESA, please contact Dorothy Frank, Director of Corporate Support, [dorothy@wyep.org](mailto:dorothy@wyep.org)