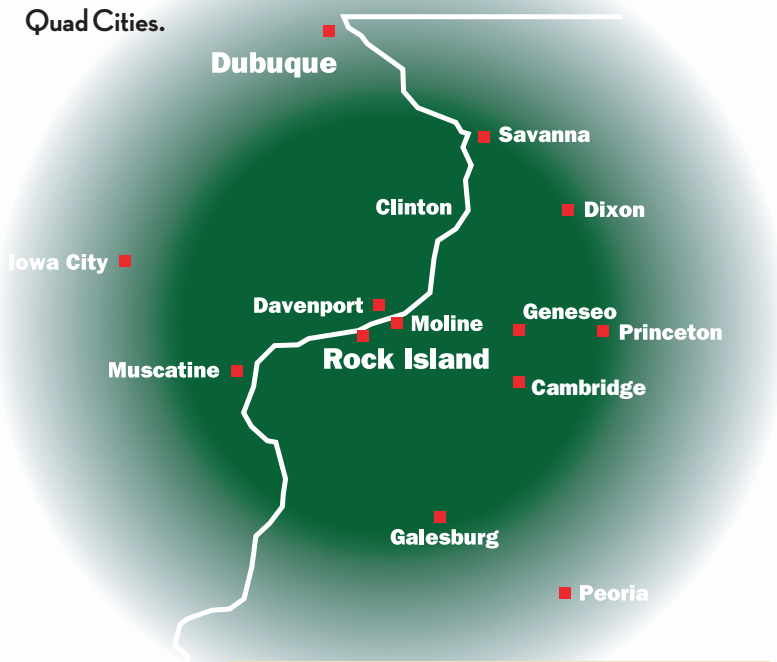
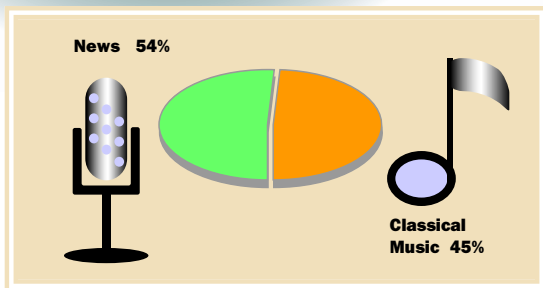


Who we are.

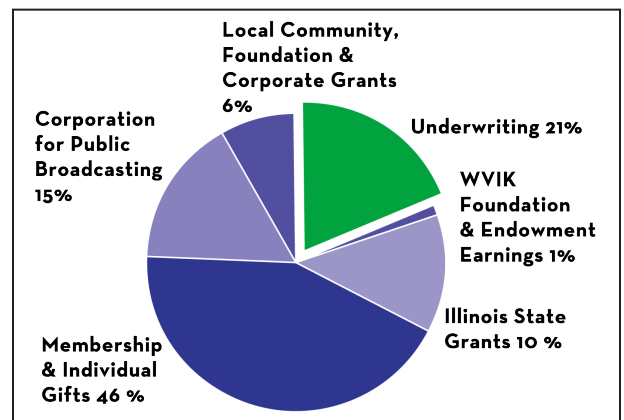
WVIK's signal radius extends more than 75 miles from the Quad Cities.



WVIK is a professionally operated radio station, broadcasting at 90.3 FM in the Quad Cities and at 95.9 FM in Dubuque, with an estimated audience of 83,085 monthly listeners¹. The station is owned and operated by Augustana College in Rock Island and receives its funding from members, local underwriting and grants, and the Corporation for Public Broadcasting. This support is expressed through brief, on-air acknowledgements which reinforce the underwriter's brand familiarity and



Listenership is comprised of news and classical music



About 70 percent of WVIK's annual funding comes from local sources, including underwriting.



¹Source: Arbitron AQH 12+TSA 24 hours, M-Su, 5 Book Avg., 2008-10

Just the facts

Key Facts¹

- 90.5% of the WVIK audience are college graduates or have some degree of college education; that's a higher percentage than any other Quad Cities-based mass media
- 50% of listeners have a household income of \$50,000 or higher; that's a higher percentage than any other Quad Cities-based mass media**
- 31.2% have a household income of \$75,000 or higher; this translates into high levels of discretionary spending**
- 83,200 is the estimated number of monthly listeners, according to latest available statistics
- 45-54 age bracket is the strongest demographic segment; buyers in this age bracket often have established purchasing patterns and WVIK offers an excellent opportunity to present new brand awareness
- 54% of listeners tune into WVIK news programming
- 45% of listeners tune into WVIK music programming

NPR Listener Demographics ²

- 54% are men
- 46% are women
- 60% are aged 25 to 54
- 24% are aged 18 to 34
- 45% are aged 35 to 54
- 60% have a college degree or beyond
- 28% have attended graduate school
- 70% have a household income of \$50,000+
- 48% have a household income of \$75,000+
The mean household income is \$71,884
- 60% are married
- 39% are professional
- 16% are executives, managers or administrators
- 35% are parents with children in the home

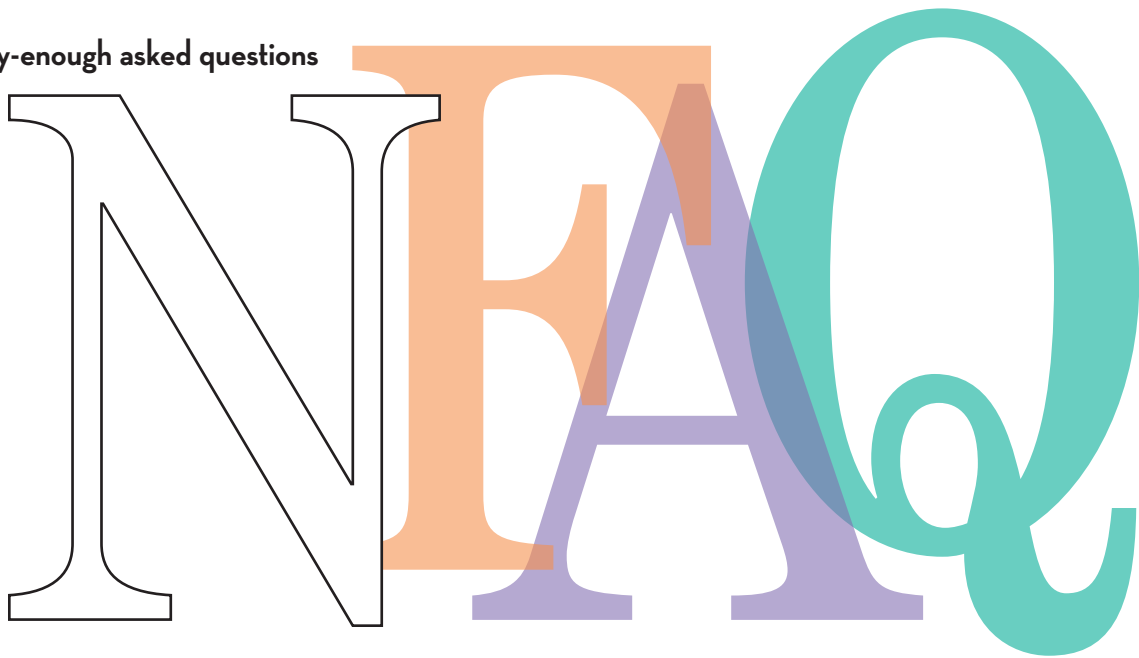
NPR Listener Lifestyles

- 71% are publicly involved
- 71% vote
- 21% participate in fund raising
- 44% attend theatre/concert/dance performances
- 36% visited a zoo or museum
- 62% dined out
- 54% read books
- 54% participate in a regular fitness program
- 24% swim
- 36% walk for exercise
- 36% own financial securities
- 21% own stock or bond mutual funds
- 18% own common or preferred stocks
- 88% have a home computer
- 86% used an online service in past month
- 70% traveled in the U.S
- 38% traveled within a foreign country in the past three years

¹Source: Arbitron AQH 12+TSA 24 hours, M-su, 5 Book Avg., 2008-10

²Source: MRI, Doublebase/NPR Profile 2007

Not frequently-enough asked questions



Who do I call if I'd like to change/update my underwriting message?

Underwriters with an annual agreement with WVIK are welcome to change their message once a month. Contact WVIK Underwriting at 309-794-7745 to discuss changes in your underwriting agreement and message.

Who should I contact regarding monthly statements or to discuss my billing arrangement?

WVIK Business Manager, Colleen Sibthorp, generates the agreement document(s) for signature, schedules the underwriting announcements, processes your underwriting contribution, and creates and mails monthly invoices and statements. Colleen can be reached at 309-794-7741.

Does WVIK air public service announcements?

Yes. Please contact WVIK with your public service announcement information and/or "community calendar" items. We can be reached at 309-794-7500 or via email: news@wvik.org. Likewise, make sure our news department receives a copy of your news releases when you send them to the Quad Cities media. News Director, Herb Trix and News Editor, Michelle O'Neill can be reached at 309-794-7551 and via email at news@wvik.org.

Is my underwriting support tax-deductible?

WVIK is recognized as a not-for-profit organization. When you underwrite programming on WVIK you are helping sustain an important cultural resource in the Quad Cities region, Augustana Public Radio.

When we announce your support on-air, WVIK is acknowledging your contribution, which is required by regulations governing non-commercial radio in the United States. Of course, we advise you to consult your tax advisor and attorney for any concerns you might have regarding legal issues about charitable giving.



Sample Announcements

Support for Jazz on WVIK comes from Ken and Vinje Dahl and the people at Dahl Ford, located at 1310 E. Kimberly in Davenport. Dahl Ford, serving the Quad Cities' automotive needs for 70 years. On the web at "dahl-difference-dot-com."

Support for WVIK comes from Johnny's Italian Steakhouse, offering catering for private parties and events, on or off-site, and gift cards. Located on John Deere Commons, Moline.

Support for WVIK comes from Lujack Lexus of the Quad Cities, featuring the new 2010 HS Hybrid. Information at "w-w-w-dot-lexus-dot-com."

Support for WVIK comes from The Dispatch and The Rock Island Argus Newspapers.

Support for WVIK comes from the Putnam Museum and IMAX Theatre in Davenport, presenting "Legends of Flight" 3D IMAX film and the "Take Flight!" exhibit this summer. Information at "Putnam-dot-org" or 324-1933.

Support for WVIK comes from the Quad City International Airport, with 4 airlines and non-stop service to 8 cities. Information, including flight tracking, at "q-c-airport-dot-com."

Support for this program comes from Tony Singh and the Singh Group at the Quad Cities office of Merrill Lynch, serving the Quad Cities and surrounding area for more than 20 years.

Support for WVIK comes from Stark Chiropractic, Limited, located at 1019 Mound Street, in the Village of East Davenport. Stark Chiropractic offers chiropractic adjustments, as well as nutritional and wellness consultation. Information at 563-323-0151 or "stark-chiro-dot-com."

Support for WVIK comes from Trinity Lutheran Church of Moline, presenting "Concert of Caring", on October 8th, 7 PM, in the sanctuary, benefiting local programming of Lutheran Social Services. Information is available at 309-762-3624.

Support for WVIK comes from Viridi Eye Clinic and I-Lasik Center, providing general and specialty eye care for adults and children for 30 years. Located in Rock Island, Davenport, and Muscatine. Information at "viridi-eye-M-D-dot com"

Support for WVIK comes from Wheelan/Pressley Funeral Homes in Rock Island and Milan, where Steve Pressly continues the tradition of serving Quad City families since 1889. The number for information is 309-786-5421.



These guidelines seek to preserve the non-commercial WVIK, Augustana Public Radio. Our listeners value this characteristic as part of what makes WVIK unique in sound and substance. It is critical that, in addition to providing exceptional programming, we maintain a non-commercial, uncluttered and intelligent environment, keep listeners engaged during breaks and air underwriting announcements in keeping with our programming values, as well as with FCC requirements. Your underwriting support represents a partnership between your organization and WVIK, and demonstrates your commitment to community service and quality programming.

An announcement must identify, but may not promote, the underwriter, its services, facilities or products. It may not express the underwriter's views on any matter of public interest or importance. It may not support or oppose any political candidate. And it must be scheduled so as not to interrupt a station's programs. In addition to these legal requirements, underwriting announcements must be in keeping with the non-commercial nature of our station. To maintain the consistency of our sound, all messages are read live or are prerecorded by a station voice.

Underwriting announcements may:

- Describe your business.
- Identify facilities, services, products or product lines (no more than a total of three mentions per announcement).
- Describe your corporate mission.
- Inform the public of events you sponsor.
- Include an established non-promotional corporate slogan,
- Include a web address, phone number and street address for your business.
- Indicate the number of years you have been in business.
- Include the name of a nonprofit organization you support, although it must be clear that you are providing the funding for the announcement.

Underwriting announcements may not include:

- Qualitative language. (e.g., award winning, leading, etc.)
- Comparative language. (e.g., better, best, oldest etc.)
- A call to action ("Visit our store...").
- An inducement to buy, sell, rent or lease.
- References to price or value.
- Personal pronouns, unless as part of a slogan.

Length of Announcement:

Underwriting announcements may not exceed 20 seconds.

Political Organizations:

To respect the prohibition against accepting payment for the expression of any “views,” WVIK does not accept underwriting from political organizations, nor will it accept a message advocating a position with respect to a controversial issue, a political party or a candidate for office. WVIK reserves the right to determine that an underwriter or the content of a proposed announcement are inconsistent with the station’s mission or would undermine community support for the station. In these cases, sponsorship may be declined.

Advocacy Groups

Underwriting by organizations that, as their primary business, seek to influence matters of public concern, either through public outreach on a matter or through affecting the legislative process, is permitted under appropriate circumstances and under appropriate conditions. Underwriting by such groups will be taken on a case-by-case basis, applying a reasonable listener standard. While there is no prohibition in these rules against underwriting by advocacy groups, in no circumstances will the language of an underwriting announcement express an opinion on matters of public concern or otherwise advocate positions on controversial matters.

Alcoholic Beverages

Underwriting by makers and distributors of alcoholic beverages, including wine, beer and distilled spirits, are permitted. Credit language must be restrained in tone, and should not involve product descriptions, other than that necessary to identify the sponsor’s line of business.

Instrumentalities of Government

Underwriting by governments or instrumentalities of government is permitted under certain circumstances. Underwriting from politically or policy-oriented instrumentalities of government, including foreign countries, will not be accepted. At the same time, we encourage underwriting by government agencies or government funded organizations that are engaged in commerce, tourism or public education.

Religiously Affiliated Organizations

Underwriting by churches or other religiously affiliated groups is acceptable. However, given that most listeners will be of different religions, care should be given to ensure that underwriting messages are appropriate to the context of public radio, consistent with our publicly-supported mission and funding profile, and not unacceptable to those listeners who may not share the underwriters' religious perspective. A reasonable listener test will be applied under these circumstances. The previous rule concerning advocacy groups would also apply to these organizations. In addition, this rule prohibits proselytizing language or other language intended to draw distinctions between different religions.

Competitive Media

Underwriting by commercial and non-commercial media organizations is permitted.

Lotteries and Casinos

Underwriting by lotteries or casinos that identifies or describes their gambling activity is not permitted. Language that identifies a casino as a concert venue would be acceptable.

Tobacco Products

Underwriting from diversified companies engaged in the manufacture of tobacco products (e.g. Altria, formerly Philip Morris) is acceptable, but specific references to tobacco products are not allowed.

Editorial Control

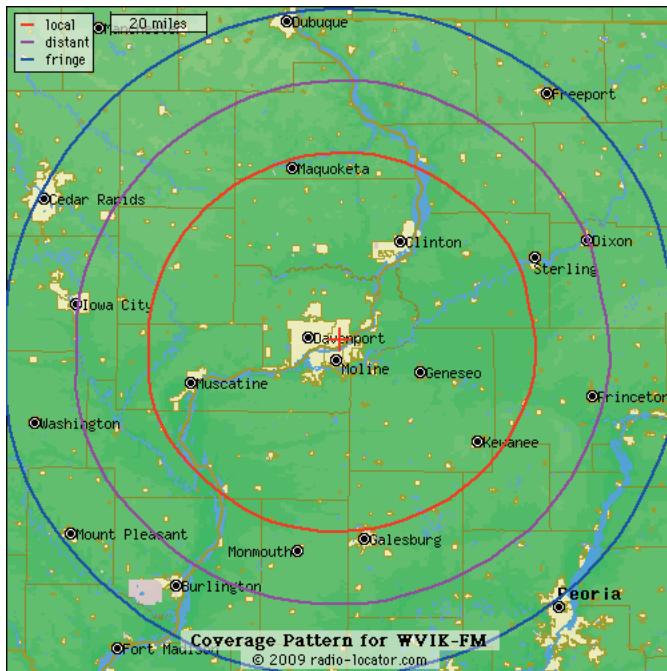
The station exercises absolute editorial control over underwriting announcement copy and reserves the right to edit copy to conform to station and FCC guidelines.



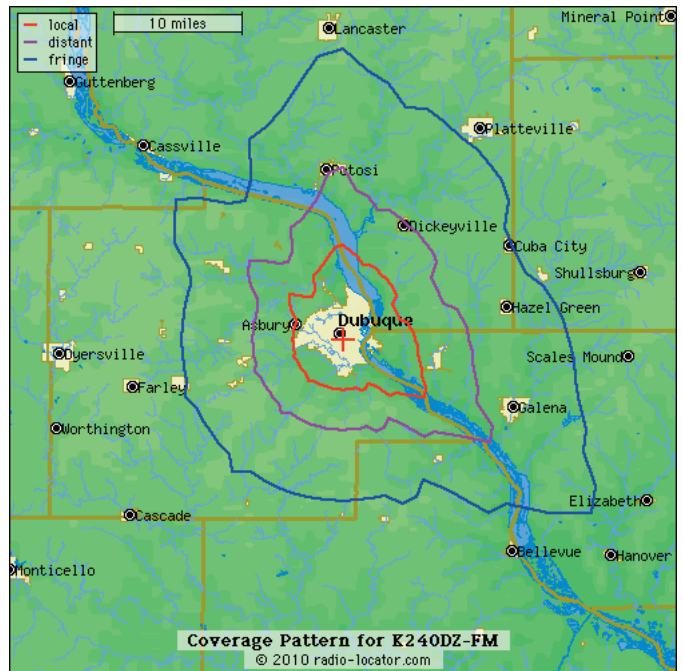
Coverage Maps

WVIK is a professionally operated public radio station, serving an estimated 1.2 million listeners each year. The station is owned and operated as a public service by Augustana College in Rock Island, Illinois, and broadcasts at 90.3 FM in the Quad Cities, and at 95.9 FM in Dubuque, Iowa

The station also operates the Augustana Public Radio Information Service (APRIS) for persons with visual and/or mobility difficulties. A special receiver is required to tune in the APRIS signal. The equipment is provide to subscribers as a free and permanent loan. These receivers are distributed to persons and group care facilities within a 45-mile radius of the WVIK 90.3 FM Quad Cities signal.



90.3 FM, Quad Cities



95.9 FM, Dubuque