

Attention Gulf Coast Business Leader,

We'd like to tell you about a new way to support 91.3 WHIL while promoting your company to the most affluent radio listening audience in Mobile.

We recently received listener data for our station and learned that our audience is increasing, (*currently about 43,000 per week*). That means that there are many more people enjoying our classical music, news and special program features! We're now in a greater position to ask these new listeners to support the station.

But it's not as easy as it sounds. Often, new listeners don't understand how important it is to contribute financially to public radio. After all, most other radio stations don't ask for direct financial support from listeners.

That's where your company can help. By offering a **matching grant** for our fall membership drive, October 18-26, your company's support has a double effect. **Matching grants** strongly encourage new members to meet your challenge. Your company will be providing the enticement our listeners need to make their first pledge. In addition, your grant dollars will help us reach our goal of 200 new members.

This opportunity is very different from advertising. During our fund drive, when we talk about your company's **matching grant**, we will mention your company numerous times. Your company will be acknowledged for its commitment to 91.3 WHIL as we invite listeners to match your grant.

It usually takes about an hour for listeners to match pledges. During that time, we'll break numerous times for several minutes to talk about your company and your **matching grant** offer to listeners.

Plus, your **matching grant** makes you a member of 91.3 WHIL's Silver Circle of businesses. You'll get additional on-air sponsorship acknowledgements throughout the year at no charge!!

Sincerely,



Mario Mazza
General Manager

P.S. Please fill out the form below and send your Matching Grant check today!

91.3 WHIL MATCHING GRANT FORM

(Please provide the information below)

Name _____

Address _____

City/State/Zip _____

Phone _____

Yes, my company will offer a matching grant in the amount of:

___ \$100 ___ \$250 ___ \$500 ___ \$1,000

Please announce that the grant is from: _____

Please include some guidance on pronunciation. _____

Programs during which we would like the grant to air: (If you'd like a specific date and time as well, please indicate that preference here. Every effort will be made to accommodate you.)

Matching Grant authorized by:

Signature

Print Name

Date

Please return this form by October 10th
Return to: 91.3 WHIL 4000 Dauphin St. Mobile Ala. 36608

Mail completed form to:

91.3 WHIL

NPR News - Classical Music

91.3 WHIL -4000 Dauphin St.

Mobile Ala. 36608