

**BE  
HEARD  
NOW**



 **THE SUMMIT FM**  
91.3 AKRON-CANTON • 90.7 YOUNGSTOWN • 90.1 ATHENS

A black and white photograph of ZZ Ward performing live. She is wearing a black fedora and a dark sleeveless top, singing into a microphone and playing an acoustic guitar. The background is a simple, light-colored wall.

## OUR MISSION

*The Summit FM (WAPS-FM)  
is a listener-supported  
independent voice,  
building community  
around compelling music,  
and enlightened  
content.*

ZZ Ward Live at Studio C



## UNDERWRITING GUIDE

**Questions About Underwriting?**

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**THESUMMIT.FM**

**THE SUMMIT FM**  
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Thank you for considering on-air marketing for your business, nonprofit or community event with The Summit FM!

We take community partnerships seriously. Our guarantee is that your underwriting messages will run as contracted and will be heard by an engaged audience in a position to take advantage of your goods and services. Our listeners are poised to become your consumers.

The Summit FM enjoys an educated, influential audience with a high level of disposable income. Our listeners are intensely loyal as well. One of our key metrics is time spent listening, with one of the highest daily averages in the area at 6.8 hours.

The Summit FM can help you:

- *Grow market share and widespread favorability for your brand*
- *Boost your E-commerce, web traffic, and SEO*
- *Fill your non-profit, fundraiser, music, or arts-related event*
- *Recruit high-quality employee candidates*
- *Grow goodwill with existing employees*
- *Promote your community outreach, impact, and civic partnerships*
- *Promote your organization's mission, grow philanthropy, and recruit volunteers*

In a recent survey, our listeners said that they were 93% more likely to support businesses heard on The Summit FM's airwaves. We're excited to learn more about you and your business and can not wait to share your message with our amazing audience!

Sincerely,

A handwritten signature in cursive script that reads "Laura Smiley".

**Laura Smiley**  
Sales Director

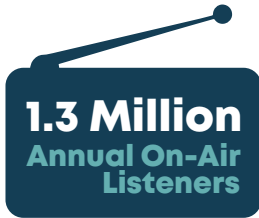






## THE SUMMIT FM BY THE NUMBERS

Our loyal audience makes The Summit FM more than just a part of their day;  
they make it part of their lives.



**6.8 Hours**  
Average Daily Time  
Spent Listening  
*Among the highest in our area!*  
Source: Nielson Ratings 2020



**More  
Than 50**  
Studio C  
Sessions  
Annually For  
Our Members



**500+**  
Hours Of  
Local Music



**Over 2,000**  
Current  
Members



*From 27 Ohio counties and 29 states!*



# WHERE YOU CAN HEAR THE SUMMIT FM

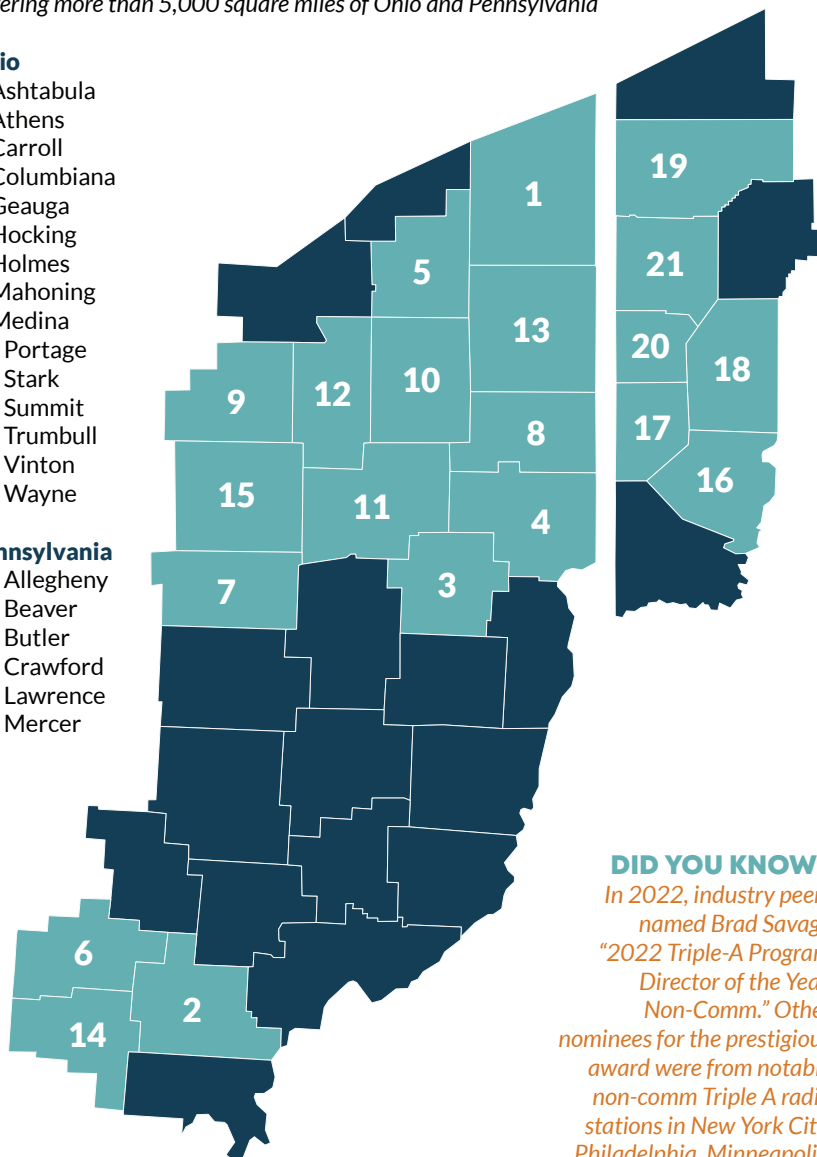
*The Summit FM's unique Triple-A mix of music can be heard in 21 counties covering more than 5,000 square miles of Ohio and Pennsylvania*

## Ohio

1. Ashtabula
2. Athens
3. Carroll
4. Columbiana
5. Geauga
6. Hocking
7. Holmes
8. Mahoning
9. Medina
10. Portage
11. Stark
12. Summit
13. Trumbull
14. Vinton
15. Wayne

## Pennsylvania

16. Allegheny
17. Beaver
18. Butler
19. Crawford
20. Lawrence
21. Mercer



## DID YOU KNOW?

*In 2022, industry peers named Brad Savage "2022 Triple-A Program Director of the Year, Non-Comm." Other nominees for the prestigious award were from notable non-comm Triple A radio stations in New York City, Philadelphia, Minneapolis, and Los Angeles.*



# WHAT IS TRIPLE A RADIO?

Adult Album Alternative (Triple A) is deep and wide: rock, Americana, alternative, blues, folk, and much more. You might hear the latest from a local band or dive into the archives for rare 20th-century recording.

When you hear Triple A music on our local public radio station, there's no mistaking where you are. In fact, of the 15,544 radio stations in the United States, less than 100 are like The Summit FM.

Our programming team is plugged into the newest in national and regional music. There's something for everyone -- familiar, rare, emerging, classic, and tracks topping the charts.

Here at the Summit FM, we thrive by treating our listeners as musical partners and trendsetters.



## A SAMPLE OF ARTISTS YOU'LL HEAR

Brandi Carlile  
The Record Company  
Duran Duran  
David Gray  
Black Pumas  
Foo Fighters  
Adele  
The Police  
The Lumineers  
Amos Lee  
The Clash  
Spoon  
DEVO  
Elvis Costello  
The Killers  
The War & Treaty  
My Morning Jacket  
Modest Mouse  
Jason Isbell  
The Beatles  
The War On Drugs  
Yola

Vampire Weekend  
The Black Keys  
Lucinda Williams  
The National  
Patti Smith  
Gary Clark Jr.  
CAAMP  
Norah Jones  
Bob Marley  
Lord Huron  
Jade Bird  
Radiohead  
Leon Bridges  
Fleet Foxes  
Margo Price  
Mumford & Sons  
Ben Harper  
Pearl Jam  
The Pretenders  
Kings of Leon  
Phoebe Bridgers  
Bruce Springsteen

Sheryl Crow  
Nathaniel Rateliff  
The Cure  
The Avett Brothers  
Samantha Fish  
Welshly Arms  
Blondie  
The Rolling Stones  
Tori Amos  
Chvrches  
REM  
Grace Potter  
Nirvana  
Red Wanting Blue  
XTC  
Dave Matthews Band  
Depeche Mode  
Charley Crockett  
The 1975  
The Indigo Girls  
Wilco  
St. Vincent



# WHAT IS UNDERWRITING?

In public radio, the term “underwriting” is used for on-air announcements acknowledging financial support. It is a cost-effective alternative to commercial advertising and a great way for your business or organization to connect with our loyal listeners.

Although underwriting is different than traditional advertising, you can use it as you would any other marketing tool to position your services or products, or to brand your business as a whole.

## Underwriting Offers Added Value

The Summit FM reaches audiences across multiple platforms – on-air, online, on video, on stage, and on-the-go. From broadcast to podcast, from video to live sessions, we meet listeners wherever they are with convenient, engaging listening experiences.

- *FM Radio*
- *HD Radio*
- *Live Stream*
- *Streaming Archived Programming*
- *Podcasts - On Demand Downloads*
- *Video and interviews on demand*
- *The Summit FM / PBS Television Show - “Studio C Sessions”*
- *Live Local Performances*

## Your Underwriting Support May Be Tax-Deductible

The Summit FM, as part of Akron Public Schools, is a non-profit organization. Some underwriters consider their contribution to be an advertising expense, while others use it as a charitable donation. Ask your tax professional about the benefits of marketing your organization using non-commercial public radio.



*A sold-out Summit Studio C*

### DID YOU KNOW?

*Summit FM Listeners recently said that they are **93%** more likely to support an organization that supports their favorite radio station.*

*More than **71%** of our listeners have attended a nonprofit event promoted by The Summit FM.*



# OUR UNDERWRITING FORMAT

The Summit FM on-air underwriting format offers a unique combination of elements necessary for your message to be favorably received:

- *A consumer-focused 10 or 20-second message, read live daily from 6 AM to 10 PM*
- *A language standard that makes your message believable*
- *A demographically appealing loyal audience*
- *A high-integrity media environment, clutter-free, and with protection from competitive adjacency*

The Summit FM offers only four business support messages per hour. Less on-air clutter ensures that your message gets heard by an engaged consumer. In comparison, commercial radio airs up to 22 commercials per hour.

## Spot Examples

**10-Second:** *"Support for The Summit provided by the Akron Art Museum, thanking Akron for more than 100 years of support to the local, national, and global arts community. For more information, [akronartmuseum.org](http://akronartmuseum.org)."*

**20-Second:** *"Support for The Summit provided by the Akron Art Museum, celebrating 100 years, and inviting listeners to view the museum's permanent collection and special exhibitions, Wednesday thru Sunday from 11am and 5pm at one South High Street in Downtown Akron. For more information, [akronartmuseum.org](http://akronartmuseum.org)."*



## THE HALO EFFECT

Have you heard of the phenomenon known as the "Halo Effect?" Listeners and viewers of public media appreciate these community-oriented stations and financially contribute to keep them on the air. That same loyalty extends to the brands that sponsor public media such as The Summit FM.

Taking the "halo effect" one step further, research suggests that Summit listeners take action as a result of sponsor's on-air credits. Listeners say the announcements have led them to attend cultural events or exhibits, consider new products, gather more information about a product or company, and visit sponsor websites.



*As a 501(c)3 non-profit, The Summit FM strives to make a meaningful impact in the communities throughout our listening area. Here are just a few ways we give back.*

### **330 Day Concert**

Our signature annual event, the Summit's 330 Day concert (taking place annually on March 30th) focuses on our commitment to regional music by showcasing artists and bands from Northeast Ohio in the communities that support them.

### **Summit Wellness**

Using the power of our airwaves, we promote music-focused mindfulness and well-being through creative partnerships with like-minded area organizations.

### **Summit County Public Libraries**

A collaboration with the Summit County Public Libraries has led to the purchase of 10 ukuleles that are available at the Kenmore branch to be checked out by library patrons.

### **Akron Canton Airport**

Through a unique partnership with Akron Canton Airport, a Summit FM curated playlist of local and regional 330 artists can be heard 24/7 throughout the airport. While waiting for a flight or touching down for the first time, all travelers are greeted by songs from our local and regional artists.

### **Public Schools**

Our partnerships with both Akron Public and Struthers City Schools enable us to form relationships with students, faculty, and community through hands-on internships, real-world broadcasting experiences, and nonprofit leadership.

### **The 330 / Summit Next**

Local students host our HD channel The 330 -- Students talking to students, engaging with local artists and learning the art of public speaking while building confidence that will help them navigate adulthood.

### **Marilyn Stroud Music Alive Program**

Through a partnership with Taylor Band and Orchestra, more than 600 instruments to date have been collected, refurbished and redistributed to local music programs in Akron, Canton, Youngstown and Athens, OH.

### **Jim Chenot Attitude for Gratitude Scholarship**

While recently reaching nearly \$25,000 in funds held at Akron Community Foundation, this scholarship provides tuition assistance and highlights high school students who have overcome obstacles.





# THE SUMMIT FM HISTORY

*The Summit FM has a long, rich history of serving Northeast Ohio with a blend of modern music and community support initiatives.*

**1955** Akron Public Schools acquires a license to broadcast as WAPS-FM on the 89.1 frequency, as part of a state-wide educational classroom initiative, lasting until the 1970s.

**1987** Operating with a high school air-staff; new Program Director Bill Gruber station implements the switch from Top 40 to modern, alternative rock.

**1994** WAPS-FM changes broadcast frequencies from 89.1 to 91.3 FM.

**1999** WAPS-FM rebrands as The Summit, begins broadcasting 24/7/365.

**2002** A signal strength increase expands coverage to better serve The Summit's Akron/Canton audience.

**2011** The Summit FM partners with WKTL 90.7 FM (Struthers City Schools) to reach listeners throughout Youngstown and Western PA.

**2012** *The Marilyn Stroud Music Alive Program* is founded, supporting hundreds of public school music students through donated and refurbished instruments.

**2013** An endowment fund is established at the Akron Community Foundation, ensuring future funding for the station's growth.

**2016** The Summit launches *The 330*, offering regional artists a platform solely dedicated to the past, present, and future of local music.

**2019** The Summit launches the *Elevate* capital campaign, successfully raising nearly 1 million dollars to finish and move to the new William S. Gruber Studios at Ellet CLC.

**2021** The Summit officially expands its reach to Athens, Ohio, broadcasting at 90.1 FM.

**NOW** In 2023, the station reaches several memorable milestones, including 13 years of financial independence from broadcast license holder Akron Public Schools. In addition, The Summit FM donated the 600th musical instrument to Akron, Struthers, and Athens public school students. *The Jim Chenot Attitude for Gratitude* scholarship continues to grow reaching nearly \$25,000 in funds held at Akron Community Foundation.

## DID YOU KNOW?

*The Summit FM has been financially self-sufficient from its broadcast licensee holder Akron Public Schools since 2010.*



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