Tapping Into Corporate Match Dollars for On-Air Pledge Drives
Presented by Brian Flath for NPN Corporate Giving Series
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WSIU Public Broadcasting coverage area

WSIU Public Broadcasting transmits 3 radio signals in southern Illinois, 2 television signals in southern Illinois and 3 television signals in central/western Illinois. In total, the FM coverage is over 40 counties and when combining the 5 television signals, the coverage is 67 of the 102 counties in Illinois. The TV signal also reaches portions of Iowa, Missouri, Arkansas, Tennessee, Kentucky and Indiana.
Who assists us with on-air FM pledge drives

- We routinely have community volunteers come in during “Morning Edition” and “All Things Considered”, Monday-Friday of pledge week, to host segments and ask for donor support. These are in some cases well-known personalities, while in other cases, hosts who have a personal connection to the station.

- Pictured to the right is Fr. Joseph Brown, a Jesuit Priest and professor of Africana Studies at Southern Illinois University.
How corporate matches grow on-air FM pledge drives

- By reaching out to corporate business partners, we are able to offer incentives to donors to give, as their gift is matched dollar for dollar up to the corporate partner’s commitment.

- Pictured left is Evan Youngblood, owner of Megabytes Technology service and 3x corporate match partner with WSIU-FM.
What do we offer corporate match partners?

- Three packages are offered (as outlined to the right, though special packages may be constructed). On-air hosts talk these up during their on-air shifts and in some cases, the corporate partner is the on-air hosts, which really boosts the enthusiasm of the match and allows the partner the time to discuss the “why” they choose to support the station in this manner.