

WQLN

TV 54 • Q-91.3

PUBLIC BROADCASTING OF NORTHWEST PENNSYLVANIA, INC.

**8425 Peach Street
Erie, PA 16509-4788**

**PH 814-864-3001 • FAX 814-864-4077
WEB www.wqln.org**

WQLN Radio
FM 91.3, Erie



WQLN 54

WQLN Mission Statement

People are transformed and lives are enriched when compelling ideas challenge them.

As a partner with the community, WQLN is committed to building and maintaining bridges that foster the transformation of lives through a diverse array of educational, informative, engaging, inspiring, and creative broadcast programs and services which stimulate the empowerment of the community through an insightful and enriching exchange of views.

Adopted by the Board of Directors, September 12, 2005

WQLN Declaration of Principles

WQLN is committed to nurturing an environment that fosters:

- Public Input.
- Consideration of diverse points of view.
- Programs that strive to meet needs that are not addressed.
- Programs that educate, inspire, inform, enrich and entertain.
- Serve as a community asset, improving the quality of life.

Adopted by the Board of Directors, September 27, 1993

Local WQLN Underwriters

A. Caplan Co.
Achievement Center
Alzheimer's Association
Ameriprise Financial Services Inc.
Angelo's Beauty Supply
Animal Friends Cremation Service
Armanini & Kolodychak, LLP
Arnone & Sons
Arthur Phillips Charitable Trust
BASF Catalysts LLC
Bensur Advertising
Black School of Business
Brevillier Village Housing & Healthcare
Bruce Gallery
Burton Funeral Homes
Campbell Pottery
Career Concepts
Center for E-Business and Advanced IT
The Clone Store
Community Blood Bank
County of Erie
CTI Physical Therapy
Department of Health/Family Health Group
Diagnostic X-Ray
Dr. Robert W. Kneib
Eat N' Park Hospitality Group
ECCA
Edinboro University of PA
Ehrlich
Emil M. Spadafore, Jr. Esq.
EMTA
EMTA / LIFT
Erie Art Museum
Erie Audiology, Inc.
The Erie Book Store
Erie Business Center
Erie Cemetery Association
Erie General Electric Federal
Erie Insurance Group
Erie Philharmonic
Erie Retinal Surgery, Inc.
Friends of the Erie County Library
Gannon Univ/College of H, B, & ED
Gannon University
GE Transportation Systems
Geiger & Sons Monuments
Glass Growers Gallery
Glenridge Montessori
Great Lakes Home Healthcare
Great Lakes Institute
Gutters Unlimited
Infinity Resources, Inc.
J. Timothy George
J.H. Bennett Moving & Storage Inc.
John V. Schultz Furniture
Kelly Run Gallery & Framing
Kitchen Designs by Paulette
Knox McLaughlin Gornall Sennett PC
Kubinski Business Systems
LECOM
Loesel Schaaf Insurance Agency
Logistics Plus, Inc.
Lord Corporation
MacDonald, Illig, Jones & Britton
Marquette Savings Bank
Mary D'Angelo Performing Arts Ctr
McCormick Coffee Company
Mercyhurst College
Midas Care of Carat USA
Millcreek Sewing & Fabric
Nash Chiropractic Health Care
National Fuel Gas
Northwest Savings Bank
PA CareerLink
Panache Salon and Spa
Parkside Senior Living Communities
Perseus House
PNC Bank
Presbyterian Homes
Presque Isle Outfitters
The Pufferbelly Restaurant
Quinn Funeral Home
Quinn, Buseck, Leemhuis, Toohey & Kroto
Ralph Miller Jewelers
Rees Foundation
Retirement Services of Erie LLC
Rick Weaver Buick, Pontiac, GMC
Romolo Chocolates
Saint Vincent Health System
Sam's Club
Schaffner Knight Minnaugh
Scott Enterprises
Sean Sullivan, CPA
Smith Provision Company, Inc.
Softek / Velocity.net
Springhill Senior Living Community
Stamm Cataract & Laser Center
Strategy Solutions, Inc.
Super Stitch Sewing & Vacuum Center
Team Hardinger Transportation
The Regional Cancer Center
Time Warner Cable
Today's Interiors
Transportation Equip. Supply Co.
Troyer Farms
University of Pittsburgh
Urban Engineers of Erie
Wedgewood Investors Inc.
Welders Supply Company
Yaples Sewing Center

Why Promote on WQLN?

Your Message is Noticed and Uncluttered

There is no clutter on public broadcasting. We have a limited number of messages per break.

Be in Good Company

A business is known by the company it keeps—and public broadcasting offers some of the best. Your name is associated with the quality and reputations of the likes of Luciano Pavarotti, Jim Lehrer, Steve Inskeep, Renee Montagne, David Brown, and David Brancaccio.

Quality Image

Over 70% of viewers believe that companies that fund PBS have a commitment to quality and excellence.* You will be in good company with underwriters from the finest local and national companies.

Get the Recognition You Deserve

When you underwrite a public television program, the first and last image the viewer sees identifies your company. Your corporate logo can be shown to provide clear visual identification of your company to the viewing public. The impact is positive, graphic and lasting.

Discriminating Viewers

The WQLN audience is Highly Educated, Affluent, and Influential.*

Your Audience is a Co-Underwriter

Your target audience includes many who are also helping to support public television and radio through their membership dollars. Because of this investment, they feel a special relationship with their public broadcasting station that is unique in the industry.

Get the Applause You Deserve

In addition to on-air credits, many underwriters acquire even greater public response by backing their program investment with promotional campaigns. You can ensure maximum recognition by promoting the program with ads, billing inserts, point of purchase displays, employee newsletters, etc.

Provide a Meaningful Form of Service to Your Community

As a underwriter, you support your community and its people in many ways. You make some of the world's finest performances available to all, you help provide a forum for airing different views on important issues and your support helps to expend the educational opportunities of children and adults alike through on-air and in-classroom programs.

Philanthropy

The great philanthropist Andrew Carnegie once said, "It is more difficult to give money away intelligently than to earn it in the first place." When businesses, corporations and foundations support WQLN, they can see how their money is being spent: Hour after hour of remarkable musical performances, insightful news and public affairs programs, exciting nature shows, humorous and enlightening and stimulating radio programs plus very special educational and learning programs for children. WQLN is a program service that inspires dreamers and stretches the limits of public broadcasting. You can see and hear it happening.

63% of PBS viewers would choose to buy a product from a company that supports PBS, all other things being equal.



WQLN Primary Coverage Area

Counties Served by WQLN

Pennsylvania: Erie, Crawford, Venango, Mercer, Warren
Canada: Middlesex, Tillsonburg, Elgin, Oxford, Haldimand Norfolk
Ohio: Ashtabula
New York: Chautauqua

Cable Systems that Carry WQLN

U.S.

Adelphia—Erie
Adelphia—Chautauqua
Armstrong Cable Services
Cablevision Industries
Chautauqua Cable Company
Coaxial Cable Company
DuCom, Inc. - Dubois, PA
Erie Time Warner
Pennsylvania Cablevision
Star Cable Associates
TCI of Pennsylvania
TCI Cablevision of Ohio
US Cable of Evangola

Canada

AGI Cable TV
Cogeco Cable TV
Rogers Cable TV

Radio Coverage Area

91.3 Erie
89.3 Meadville
91.5 Titusville
91.9 Oil City
98.9 Warren
90.1 Mayville, NY

While the public television viewer has access to many media outlets, PBS viewers, by and large, remain loyal to programming and publications that deliver quality.



WQLN
54
ERIE - LONDON

WQLN TV-54
Public Broadcasting of Northwest Pennsylvania
8425 Peach Street
Erie, PA
Phone :: 814.864.3001
1.800.727.8854 x 173
Fax :: 814.864.3077



WQLN Viewers • TV 54

WQLN serves Northwestern Pennsylvania, Western New York, Eastern Ohio and Southwestern Ontario.

342,600 Total U.S. TV Households*

331,000 Women 18+ years of age (includes 140,000 working women)

301,000 Men 18+ years of age

77,000 Teens age 12-17

113,000 Children age 2-11

Total of 822,000 potential viewers

*Nielsen Station Index February 2003

675,000 Total Canadian TV Households**

**Based on Estimated Population of viewing areas.

5,672 Average Viewers Each Day***

2,284 Women 18+ years of age (includes 966 working women)

2,083 Men 18+ years of age

532 Teens age 12-17

780 Children age 2-11

***Based on an overall average quarter hour rating of .69% Trac Sweep Report 2/03

10,768 Average Viewers During Prime Time****

4,336 Women 18+ years of age

3,943 Men 18+ years of age

1,009 Teens age 12-17

1,480 Children age 2-11

****Based on an average prime time quarter hour rating of 1.31% Trac Sweep Report 2/03

Over 9,500 Members in U.S. and Canada

Despite the number of directly competing cable channels, the viewers of public television remain loyal.

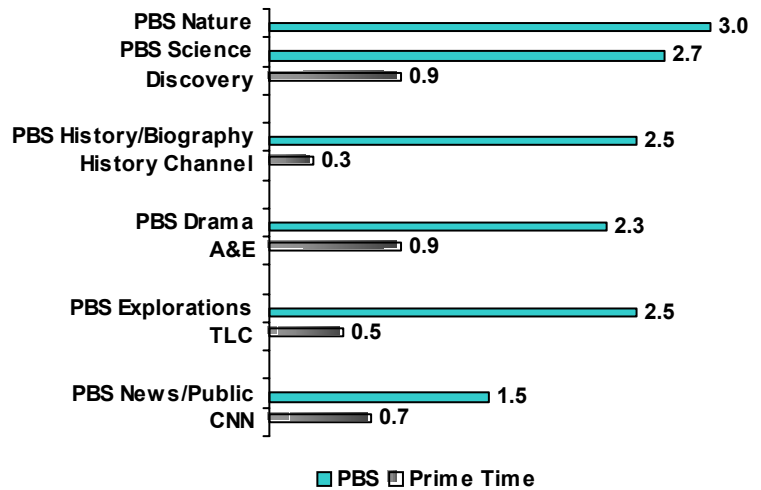
PBS • TV 54

PBS Sponsors Are Remembered

PBS delivers greater impact and viewer recognition. With more programming minutes per hour than any other TV network, PBS delivers your sponsor message in the program-rich, clutter free environment that our viewers have come to expect and appreciate.

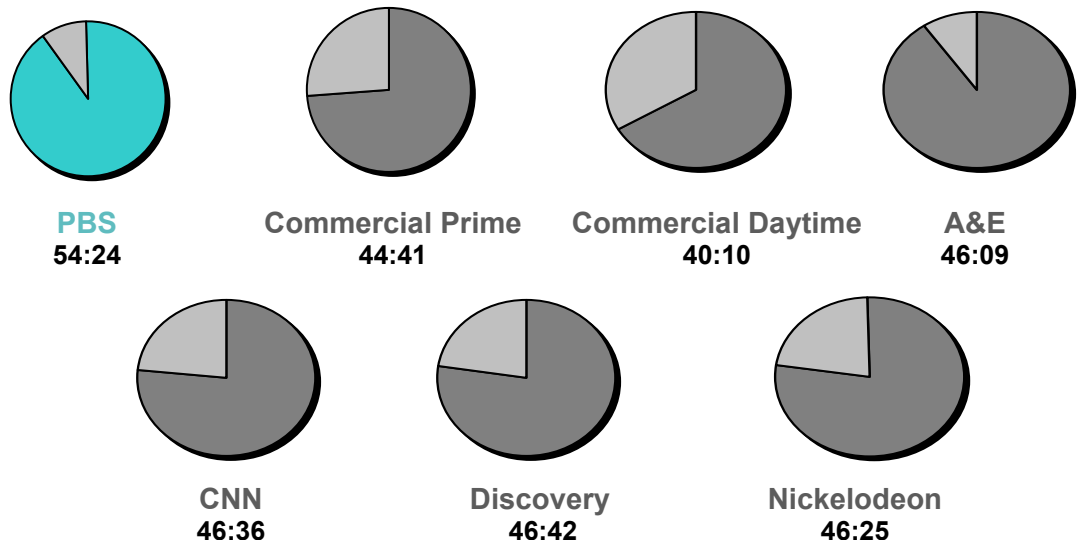
- PBS sponsors are part of our extended family, and our loyal viewers appreciate them.
- Sponsor messages are category-exclusive and immediately precede and follow uninterrupted programs.

PBS Beats Other Networks in All Genres*



With the help of our sponsors, we have made each of our program genres a leader in its category. Whether it's public affairs, science, or drama, our programming attracts higher ratings, on average, than comparable cable networks. *Source: NTI '97 - '98 season average. Includes first-run programs with 75% coverage or greater.

Programming Minutes Per Hour*



When there is a specific audience to reach, PBS can be your fastest route.

Information compiled from PBS, Norman Hecht Research, 1993. For networks and cable, 1997 Television Commercial Monitoring Report sponsored by American Association of Advertising Agencies and Association of National Advertisers, Inc.

PBS • TV 54

Media Impact on Opinion Leaders

Top executives Rank *NewsHour* as the Most Credible Broadcast Source.

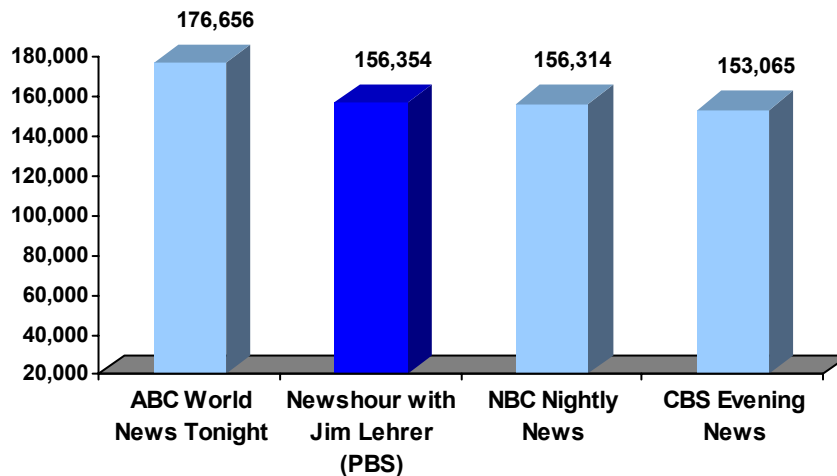
Siegel & Gale's Executive Voice study revealed top business executives trust *NewsHour* more than any other broadcast news source. The resulting **Media Credibility Index*** is as follows:

Trade Journal	350
Barron's	320
Economist	280
NewsHour	271
New York Times	254

*Source: Siegel & Gale Executive Voice Study

Index— $\frac{\text{Hi-income Exec + Prof. Ratings on credibility of source}}{\text{Total Public ratings on credibility of source}}$

On Which Television News Sources Do Opinion Leaders Rely?



Source: Erdos & Morgan, 1996-97 Opinion Leaders Study. The total universe of opinion leaders in this research consists of the following sectors: federal government, state, city and county governments, business, finance, industry, communications, education, law, medicine, science and associates.

PBS • TV 54

Financially Sound, Affluent and Influential

PBS viewers are savvy investors who manage their hard-earned money carefully. From home-ownership to stock market activity to their insurance policies, PBS viewers select a diverse investment portfolio to ensure financial growth and stability, as well as, to protect their property.

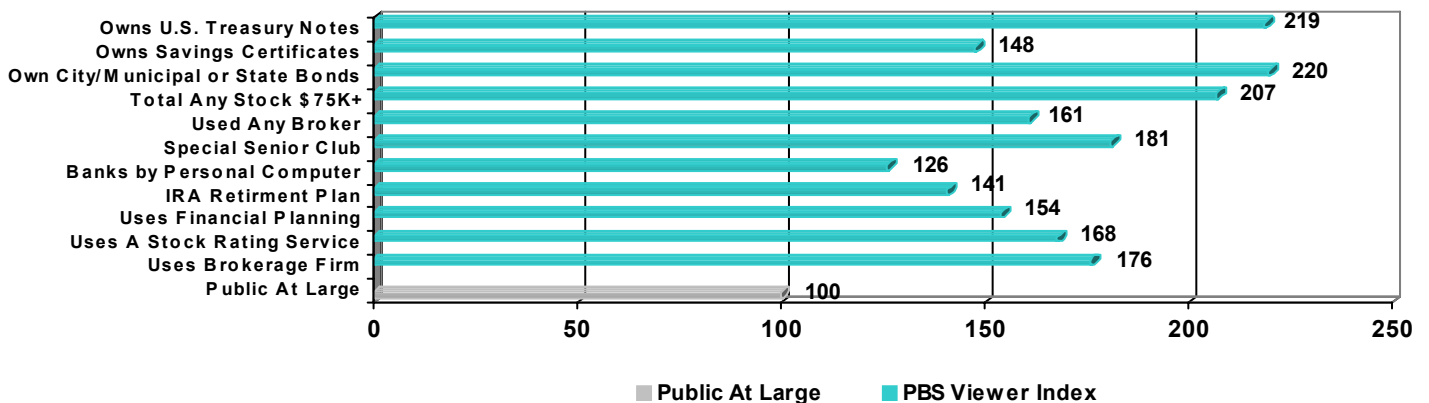
When there is a specific audience to reach, PBS can be your fastest route. PBS not only reaches virtually every American home with a television, but also delivers highly educated, affluent and influential targeted segments.

PBS programs typically enjoy multiple broadcasts on member stations - which means added exposure for program sponsors. A Nielsen study found that the repeat telecast reaches almost entirely new audience.

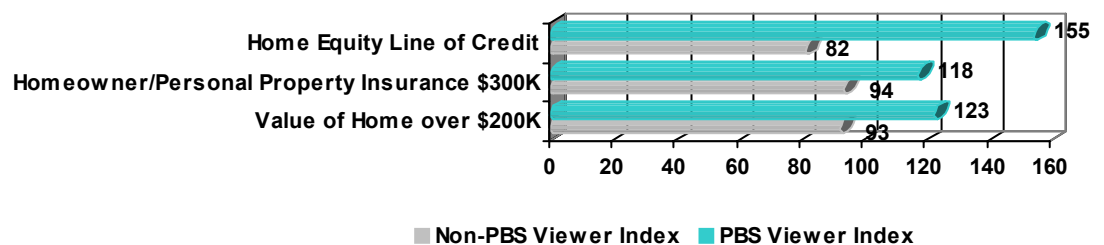
In fact, 86% of the average repeat audience was:

- 74% own homes (versus only 68% of average U.S. adults).
- 65% have some life insurance and as compared to 58% of average U.S. adults.

Investments & Financial Services



Insurance & Real Estate



PBS viewers are active investors and clearly understand the variety of ways in which their money can work for them.

*Information compiled from PBS MRI Audience Data, September 1999.

PBS • TV 54

The Power of PBS Children's Programming!

PBS is especially proud of its children's programming. Our schedule provides more than 10 times the amount of educational or informational children's programming required each week by the FCC.

The Very Best in Children's Programming

Angelina Ballerina **Saturday**
Improves relationships and teaches lessons about life.

Arthur **Monday-Friday & Sat**
Teaches youngsters how to cope with everyday issues.

Barney & Friends **Monday-Friday**
Enhances character development and creativity.

Between the Lions **Monday-Friday**
Explores all types of books, themes such as: Music, poetry, adventure, jokes and more.

Big Comfy Couch **Sunday**
Using positive role models to build strong academic skills and self-confidence to prepare children for school.

Clifford **Monday-Friday & Sun**
Learn to play fair and get along with each other, in school and at home.

Dragon Tales **Monday-Friday**
Designed to nurture young children's curiosity and enthusiasm for learning.

Fetch! **Monday-Friday**
Teaches tweens problem solving skills, teamwork, and science with a hot new reality show feel.

It's a Big, Big World **Monday-Friday & Sat**
Kids experience science as an exciting process of discovery.

Jay Jay the Jet Plane **Monday-Friday**
Bring stories of fun and adventure, "where imagination takes flight!"

Mister Roger's **Monday-Friday**
Young children explore through creative play.

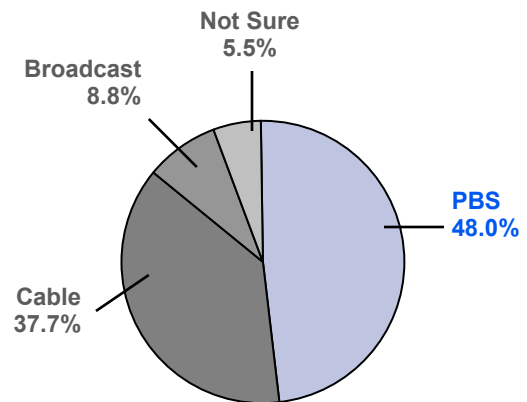
Maya & Miguel **Monday-Friday**
Promotes cultural diversity and encourages English language acquisition, particularly among Hispanics.

Postcards from Buster **Monday-Friday**
Combines live action and animation, promoting literacy and language skills, with a special emphasis on non-native English speakers.

Sesame Street **Monday-Friday**
Shows children that learning can be fun.

Thomas and Friends **Sunday**
Children enter a world of classic imagination that leads to timeless life lessons. Interactive games encourage children to participate.

Children Watch More PBS Than Other Networks Parents Believe the Best Programs for Young People Can Be Found on PBS



In a poll of *Parenting* magazine subscribers:

- More parents reported their children had watched PBS than any other network in the past 14 days.
- Low-income preschoolers as young as two who watched *Sesame Street* and other PBS educational programs scored higher on standardized tests have of verbal and math abilities than children who viewed little or no educational television.
- Young children who regularly watched our educational programming had better grades in high school than those who did not, and also possessed a love of learning.

Watching TV Together with Families

Children ages 6-7 years-old:

PBS%	Non-PBS%	Point Difference
64	48	+16

Children ages 8-17 years-old:

PBS%	Non-PBS%	Point Difference
43	30	+13

According to the 1998 Roper Youth Report, young PBS viewers are more likely than young non-PBS viewers to watch TV with their parents.

PBS • TV 54

Travel, Entertainment and Automotive

PBS viewers are interested in the world around them, from airline tickets to theater to cruises, and rental cars to trains, PBS viewers like to travel in style. PBS members and viewers are more likely to spend money on vacations, entertainment, traveling to foreign countries and cruises than the average U.S. adult.

<i>The Public Television Audience: Travel, Entertainment and Automobiles</i>	<i>PBS Viewers</i>
TRAVEL	
3+ foreign trips by plane	135*
Spent \$3,000+ on domestic vacation past year	141
3+ domestic trips by plane	126
Took any cruise in the last 3 years	133
ENTERTAINMENT	
Go to museums in past year	151
Participate in sailing in past year	155
Go to live theater in past year	140
AUTOMOTIVE	
Spent \$39K+ on car when purchased	119
Bought new domestic car in the last 12 months	116
Belong to an auto club	124

Exploring both foreign and domestic locations, PBS viewers are ready to travel in style.

*Read: PBS viewers are 35% more likely than the average US adult to have taken 3+ foreign trips by plane.



WQLN Radio
FM 91.3, Erie

WQLN FM-91.3
Public Broadcasting of Northwest Pennsylvania
8425 Peach Street
Erie, PA
Phone :: 814.864.3001
1.800.727.8854 x 173
Fax :: 814.864.3077

NPR • WQLN Radio

A Distinguished Audience

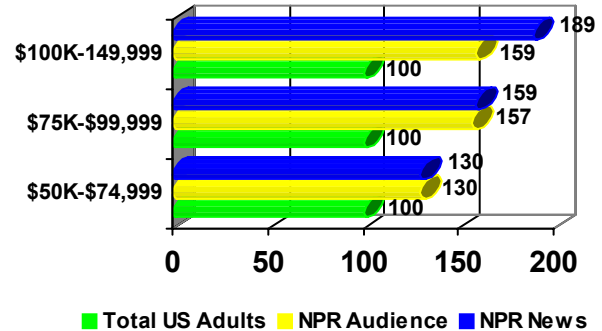
The public radio audience is set apart by their high degree of educational and professional achievement. As affluent, educated professionals who participate in their communities, NPR listeners present an attractive audience for underwriters. Additionally, most NPR listeners are in the 25-54 age group - the same group that includes desirable baby boomers.

- NPR households are more affluent, with median annual incomes of \$59,900 compared with the national average of \$40,100.
- More than half of NPR listeners have undergraduate degrees or more, while more than half of U.S. adults have attained only a high school degree or less.
- NPR listeners are employed at management levels almost twice as often as the average American.

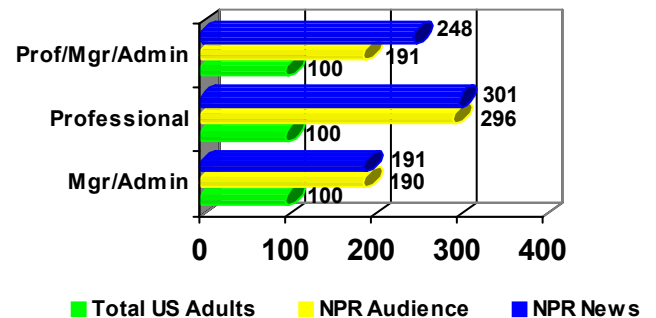
The NPR audience is 42% more likely to listen to NPR news than the public at large. They are 89% more likely to have an income of \$100,000 or more.

NPR listeners are affluent, educated business leaders who are active in their communities - an attractive audience for underwriters.

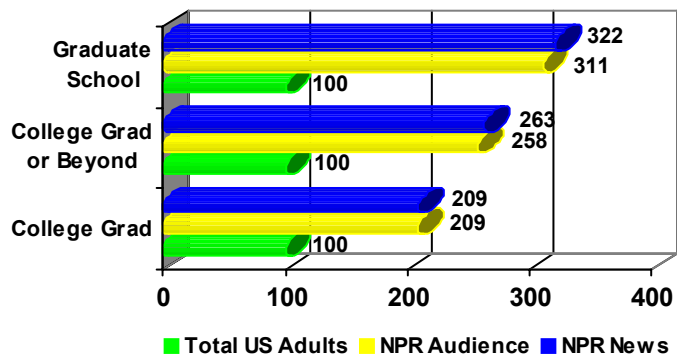
HOUSEHOLD INCOME (HH)



OCCUPATION



EDUCATION LEVEL COMPLETED



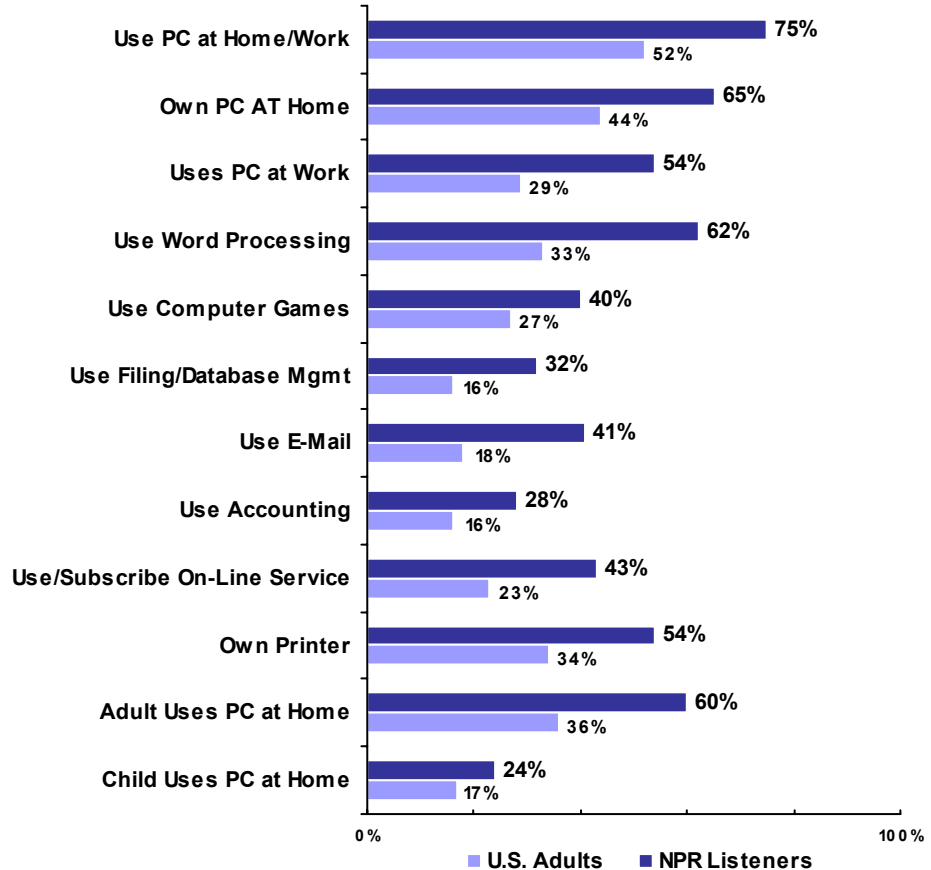
All information indexed to total U.S. adults; national average of the general population equals 100.

NPR • WQLN Radio

Computer-Savvy Listeners Stay Connected

The NPR audience knows the advantages of personal computing, and embraces the computer much more than the average American. Such technological savvy makes NPR listeners a prime target for business making PC services. Three-quarters of the audience use personal computers and 65 percent own their own. Typically they use desktop models with color monitors, but they are significantly more likely to have a laptop.

KEY COMPUTER USES



NPR households are 50% more likely to own a personal computer than the average U.S. household.

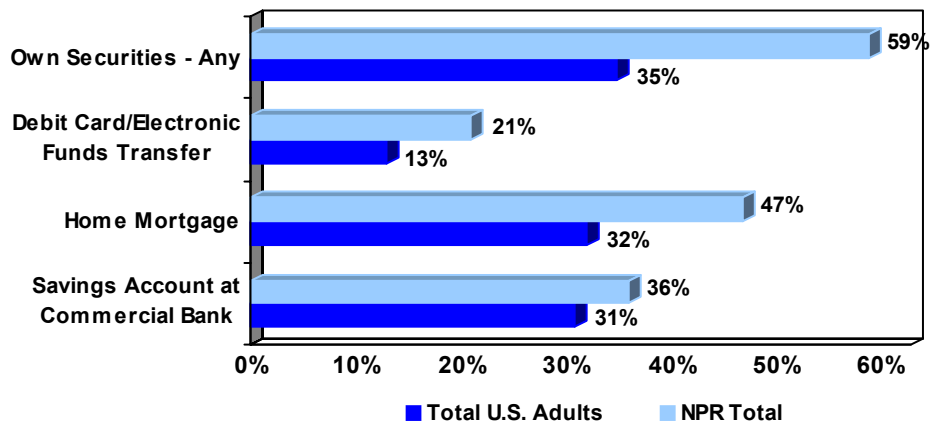
NPR • WQLN Radio

Financial Services

Retirement looms large in the minds of NPR listeners, many of them aging baby boomers. The concern for their future financial well being, when combined with their affluence, makes them attractive prospects for many types of finance and investment services. Financial asset management companies will find NPR listeners are a very receptive audience.

- Listeners index high for such services as computer banking, cash management accounts, and financial management planning.
- Fully two-thirds of the NPR listeners seek professional advice on the law and finances, making legal and financial services another underwriting source.
- Nearly nine out of ten (87 percent) of the NPR audience used a credit card over the past month, compared with 71 percent of average Americans.

BANKING SERVICES AND CURRENT INVESTMENTS



NPR listeners invest their money and take advantage of the services offered by banks and investment houses.



Morning Edition

Airs Monday through Friday, 5 am - 9 am

It's a cluttered world out there. Network. Cable. Newspaper. Internet.

The *Morning Edition* crew works in shifts spanning 24-hours a day to bring you the show. One of the premier programs on American radio today, *Morning Edition* has been enriching lives since 1979.

Radios click on across Erie every morning, as listeners tune in for laid-back, dead-on insights to the national and international news scene. Mixing humor and hard news, analysis and arts for the past 20 years, *Morning Edition*[®] draws more public radio listeners than any other program.

Your business is special. You deserve to stand out from the crowd.

In public radio's uncluttered atmosphere, listeners LISTEN. And, those listeners are 86% more likely to have a positive opinion of a company that supports public radio*. NPR "news junkies" patronize the businesses that help to provide the programming they value so highly.



WQLN • WQLN Radio

Classics with Wally Faas, Midday's

Local host Wally Faas enthusiastically begins daily music repertoire with “*Classics with Wally Faas*”. This popular program highlights a variety of the finest in classical music selections with weather, information on community events and news updates on the hour.

Wally also believes in the importance of classical music and the arts within the school curriculum. Each month during the school year, Wally takes a “*Classics*” program to a different location at an elementary, middle, or high school located in the region. Recent studies suggest that listening to classical music assists in the learning process, and may even increase a person's intelligence, which is why many teachers leave classical music on in the background of their classrooms while they are teaching.

HOST: WALLY FAAS PERSONALITY PROFILE

- Down to earth (nothing hoity-toity)
- Up-beat (life really IS good, after all!)
- Fun while informative (I try to find the quirky side of composers and music that gets listeners' attention and helps them learn something about them at the same time)
- Downright inspiring at times (classical music sometimes moves me to tears right there at the board - I hope it has the same effect on whoever is listening)
- Closely related to the community (info about community events, hosting concerts in the community, welcoming phone calls and e-mails, etc.)



Fresh Air with Terry Gross

Airs Monday through Friday, 3 pm - 4 pm

Fresh Air opens the window on contemporary arts and issues with guests from worlds as diverse as literature and economics. Terry Gross hosts this multi award-winning daily interview and features program. The veteran public radio interviewer is known for her extraordinary ability to engage guests of all dispositions. Every weekday she delights intelligent and curious listeners with revelations on contemporary societal concerns.

In addition to Terry's fascinating interviews and features, *Fresh Air's* stellar roster of contributors includes classical music reviewer Lloyd Schwartz of *The Boston Phoenix*, winner of the Pulitzer Prize for Criticism; language commentator Geoffrey Nunberg, usage editor of *The American Heritage Dictionary*; rock critic reviewer Ken Tucker of *Entertainment Weekly*; John Powers of *Vogue*; Maureen Corrigan, book reviewer and professor of literature at Georgetown University; David Bianculli, TV critic for the *New York Daily News*; ad critic-at-large Gerald Early.

Don't miss out. Give your listeners a breath of *Fresh Air* with Terry Gross.



Fresh
Air[®]

with Terry Gross
from NPR[®]

All Things Considered

Airs Monday through Friday, 4 pm - 7 pm

Join NPR's hosts, contributors and fans in marking three decades of sound news — broadcasts that map history, and voices that echo humanity.

When *All Things Considered* debuted on May 3, 1971, radio was considered an aging, ailing avenue over which to deliver news. Television flickered as a kind of evening hearth for Americans. Radio news usually gave off nothing more than a small, hourly bleep.

Had anyone conducted a market analysis of the potential audience appeal of a high-quality, nightly radio news program that would range around the world with depth and sound, the results would have been discouraging. *All Things Considered* defied the demographics because it didn't know them.

All Things Considered was created by faith -- faith that people would find and stay with a show that was involving, insightful, informative, and more than occasionally fun.

Millions have become listeners. *All Things Considered* is snapped on each day in cars, kitchens, and on nightly jogs, from Presque Isle, Maine, to San Luis Obispo, Calif. It is one of the first sounds of the night, a reliable companion -- even a dependable friend.

All Things Considered has brought us the tumult of Watergate and the fall of Saigon, the captivity of Americans in Tehran and the fall of the Berlin Wall; bombs over Baghdad, the siege of Sarajevo, and the unrest over Rodney King in Los Angeles. *All Things Considered* has introduced us to Muddy Waters and Eli Wiesel, Aung San Suu Kyi, Phil Jackson, and Judy Chicago. There's more to come. Stay tuned.

-- **Scott Simon**, *host of Weekend Edition Saturday*



Jazz and Blues Programming Schedule

Listen 7 days a week!

Special combination packages available.

**Monday
- Thursday**

JazzFlight

9:00 pm - 11:00 pm

Rob Hoff has created a contemporary jazz program with international flavor. *JazzFlight* features music by jazz artists who trace their roots to the greats of the 1960s as well as cutting-edge jazz infused with African, Latin, and other world rhythms—the music of contemporary jazz artists.
(Local Program)

Friday

Bop ‘N The Blues

8:00 pm - 10:00 pm

Every Friday evening, Al Lubiejewski invites you to board the blues train and travel with him on the back roads to the places where the blues have a home.
(Local Program)

Shadows and Moonbeams

12:00 am - 1:00 am

Pauline Garvin provides a gentle journey into “space” music, a style of music that has become very popular and which many listeners find relaxing.
(Local Program)

Saturday

Saturday Swing Session

8:00 pm - 11:00 pm

Traditional Jazz fans love this show as Bill Garts offers his listeners music by big bands and small combos including Tommy Dorsey, Glenn Miller, Scott Hamilton & Wynton Marsalis.
(Local Program)

Lush Life

11:00 pm - 1:00 am

A Jazz enthusiast since childhood, Aubrey Dillon hosts a Jazz program with an emphasis on a mellow mood, as well as music rooted in gospel and blues.
(Local Program)

Sunday

Jazz, Ballads, and Blues

7:00 pm - 9:00 pm

This program features real American jazz from the 40’s to the 70’s hosted by Al Lubiejewski.
(Local Program)

Everything Jazz

9:00 pm - 11:00 pm

Bob Protzman plays a variety of Jazz including newly composed music and new releases from established and new Jazz artists.
(Local Program)

Additional WQLN Radio Local Volunteer Programming:

Deep Blue with Jason Gibbs - Friday 10 pm - 12 am,

Music of Faith with Peter Van Den Honert - Sunday at 7 am

What Is A Credit?

A credit is an on-air audio/visual message that informs listeners/viewers about your company, products, and services.

- 10-second credits are available on FM and 15-second credits are available on TV.
- Non-profit organizations with 501c3 exemption may air 30-second public service announcements.

Credits appear at the opening and/or close of a program. Credits may air on a specific program or run-of-schedule.

All Credits are subject to FCC, PBS, and NPR Guidelines.

Credits may include:

- Graphical presentation of your company's name, location and/or logo.
- Graphical presentation of your phone number and/or web address.
- Video and photos of your place of business.
- Description of products/services offered.
- Employees in action.

Credits may not include:

- Comparative descriptions comparing products and services to competitors products and services.
- Qualitative descriptions. (Largest selection or Lowest prices)
- Pricing information.
- Calls to action. (Call now. Come to see us. etc. . .)
- Inducements to buy, sell, rent or lease.
- Personal testimonies by spokesperson.