Connecting with the People Who Shape Our Region

In a world of fragmented audiences, Public Media listeners engage with the programming they love, respect and depend on, and support the businesses who support this trusted community resource.
Public Radio in Wilmington, NC

HQR News 91.3 FM and Classical HQR 92.7 FM are known as the small non-profit radio stations with a big reputation for solid programming, unique performances, and a community spirit that covers southeastern North Carolina, and northeastern South Carolina. HQR delivers local and NPR news, plus classical and jazz music, along with original programs, local commentaries, and information about the local cultural community.

During the weekday commute, HQR News brings the listener trusted national and international information from Morning Edition and All Things Considered, supplemented by award-winning local and regional news. Throughout the day, listeners enjoy other local and national cutting edge programs like Fresh Air, Here & Now, Science Friday, Marketplace, The State of Things, and HQR News’ locally produced call-in show, CoastLine.

Weekends offer a wide variety of specialty programs, music, and entertainment such as Wait, Wait . . . Don’t Tell Me!, Car Talk, The Splendid Table, Radio Lab, and more.

Launched in 2014, Classical HQR brings the world’s greatest music to the area 24 hours a day, 7 days a week. Each weekday from 8am-12pm, Bob Workmon and Pat Marriott present locally programmed classical selections. Continuing through the day and night, HQR Classical offers music from various highly acclaimed sources on a signal dedicated completely to music.

HQR is much more than its on-air presence. Since 1984, HQR has been the region’s “town hall”, promoting nonprofits and the cultural arts funded by loyal listeners and business supporters.

The NPR Audience

NPR delivers a slightly older, well educated audience that has a higher than average household income, with 79% owning their home. They value social responsibility, are environmentally conscious, are engaged in lifelong learning, and consider themselves to be curious about the world. They’re independent thinkers, and seek products and services that (they perceive) will enhance their quality of life.

Each week, WHQR 91.3 FM reaches about 40,000 listeners in the Wilmington DMA.

Source: Arbitron Sp’11-Fa’11

Key Demographics

- **College Degree**: 60%
- **HH Income $75,000+**: 50%
- **Own Home**: 60%
- **Will purchase a product from a company they trust, even if it’s slightly more expensive**: 70%

Source: GfK Mediamark Research & Intelligence 2012
Coverage

HQR NEWS
- Wilmington - 91.3 fm
- Myrtle Beach - 98.9 fm
- Lumberton - 94.1 fm

CLASSICAL HQR
- Greater Wilmington – 91.3 fm HD2
- Wilmington – 92.7 fm
- Myrtle Beach – 102.3 fm

Both signals can be streamed online at WHQR.org
Underwriting: Marketing plus Philanthropy

Underwriting, by definition, is recognition over the air for a business that provides financial support for HQR. It can be described as a marriage of philanthropy (demonstration of your business’s goodwill through support of a respected, non-profit community service) and marketing that allows access to an exceptionally devoted audience, who are otherwise hard to reach through other media.

Your HQR Underwriting Representative will work with you to develop a strategy based on your needs and budget. Some recommended elements may include:

- Underwriting Credit Announcements (15 seconds)
- Display Ad on WHQR.org
- Corporate Challenge during Pledge Drives
- Sponsorship of Special Events

“When we first started underwriting WHQR, we had such an outpouring of response from our customers. Customers were telling us they really appreciate our support of public radio and that’s why we continue to do it. It’s really important.”

-Tom Ericson

The Transplanted Garden

Benefits of Underwriting with HQR

Audience
The HQR audience is highly educated, which often leads to affluence. They tend to have above average discretionary income, and they value the community service that HQR and NPR offer.

Environment
The on-air environment on HQR is free of clutter. With minimal and non-intrusive underwriting messages, there is very little audience tune-out, and listeners are more engaged at the moment your message is read.

Relationship
Referred to as “The Halo Effect,” by virtue of supporting HQR, your business develops a favorable image with our loyal listeners, making them more likely to purchase your product or service, and recommend it to others.
Underwriting Message Guidelines

Underwriting messages are 15 seconds in length, and are read by a WHQR announcer. They begin with the preamble “Support for WHQR comes from our members and (underwriter)”. They may contain contact information, or other value-neutral descriptors of a business, event, or organization.

FCC guidelines require that underwriting language not contain:

- Calls to action; i.e., "call", "stop by", "email", "visit", or phrases prompting action
- References to price; i.e., "free", "10% percent off", "complimentary", "no down payment"
- Qualitative or comparative language or claims; i.e., "best", "greatest", "most reliable", "oldest", "largest", "can improve/provide/teach/expand"
- Inducements to act; i.e., "while supplies last", "special gift", "on sale", "limited offer"
- Overstated or subjective language; i.e., "fun-filled", "enjoyable", "long awaited", "by popular demand", "authentic character", "informed counsel", "professional advice"
- Endorsements; i.e., "recommended by New York Times", "the Wall Street Journal says . . ."
- Credentials; i.e., "Board certified", "Award winning"
- Pronouns such as "you," "your," "our," and "we" (these suggest a personal endorsement on the part of the station)
- Music or jingles

Sample Underwriting Message:

“Support for WHQR comes from our members and San Juan Cafe, offering Latin American cuisine for both lunch and dinner. Located on Wrightsville Avenue near Wilshire. More information at San-Juan-Cafe-N-C-dot-com.”

“The value of underwriting goes way beyond branding, and even beyond the halo-effect of supporting good works in our community. Underwriting is effective because it is seen as altruistic, as opposed to self-promotion. It works because it is exactly what it appears to be – supporting the community. You just don’t get that impact with any other media.”

-Tori Jones, Marketing Strategist, Clove Marketing
Display Advertising on WHQR.org

WHQR.org delivers top headlines from WHQR and NPR, as well as access to podcasts, playlists, schedules, events, and much more. Users can live stream HQR News 91.3 FM, or Classical HQR 92.7 FM, 24 hours a day. Premium placement in the standard rectangle space (above the fold, as shown here) ensures your message is seen where the eye naturally travels. Unique visits to WHQR.org consistently exceed 30,000 per month, and often more.

Cinematique Slides

Cinematique of Wilmington is a series of classic, foreign and notable films sponsored by WHQR and Thalian Hall Center for the Performing Arts.

Approximately 30 minutes prior to the beginning of each film, Cinematique runs a slide show, offering businesses the opportunity to have their message seen by this coveted audience.

Ad specs:
- Size: 1500 x 850 (16:9 aspect ratio)
- Required Resolution: 150 DPI
- Preferred File Format: JPEG
- Recommendations: Bright colors, simple text

*Non-Profit Organizations may qualify for a minimum 3 month commitment.
Our Mission:
WHQR offers news, music, entertainment and interaction to expand knowledge, encourage artistic appreciation, engage our community, and promote civil discourse.

Our Vision:
WHQR believes that the power of information and artistic endeavor can help create a stronger, more cohesive and connected community.