



Demographics

Education

WLRN profiles #1 with people who have a Post Graduate Degree or Four Year College Degree – 21% of the total audience!

Occupations

WLRN profiles #1 with people employed as CEOs, CFOs, Top Management Executives, Attorneys, Judges, Legal Professionals 39% of the total audience!

Age/Sex

58% of WLRN's Audience is 25-54

60% of WLRN's Audience is Male 18 or older

40% of WLRN's Audience is Female 18 or older

Household Income

WLRN profiles #1 in individuals earning over \$250,000 per year

31% of WLRN listeners earn over \$100,000 per year

46% of WLRN listeners earn over \$75,000 per year

Home Values

66% of WLRN's audience owns their own home

35% of WLRN listeners are more likely to own a home with a market value of \$250,000 - \$299,999

10% of WLRN's audience lives in a home valued at \$350,000 to \$499,999



Demographics

OTHER FACTS ABOUT WLRN'S AUDIENCE

- 82% have purchased items on the internet
- 49% are married
- 27% own a mid-sized foreign car
- 58% are more likely to have a money market account
- 58% have traveled in the past 3 years primarily for vacation/foreign travel
- 29% belong to a health club/gym
- 21% buy "green" good for the environment
- 32% Stage in life cycle - children at home, any age
- 46% have lived at their present address over 10 years
- 10% have attended the opera/symphony/theatre in the last 12 months

**DO THESE PEOPLE SOUND LIKE YOUR CUSTOMERS?
BECOME A PROGRAM UNDERWRITER TODAY!**



Facts & Statistics

- WLRN/WKWM listeners are some of the most educated, affluent and influential people in South Florida.
- An underwriter can reach a specific audience with pinpoint accuracy.
- Underwriters are held in high regard because they support a valued institution.
- Underwriters are perceived as contributing to the community.
- On WLRN/WKWM, your message is uncluttered. While one fourth of commercial broadcast time is dominated by ads and promotions, just a few minutes of each hour of public broadcasting are devoted to underwriting credits and promotion of upcoming programs.
- Underwriting on WLRN/WKWM offers you the additional benefit of access to thousands of South Floridians who value public broadcasting enough to provide direct financial support to WLRN/WKWM through their paid membership to the station
- Other benefits of your underwriting include: the opportunity to underwrite an array of special events and community outreach initiatives and participation in WLRN/WKWM's on-air pledge drives.



FM Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5:00AM						BBC World Service	
6:00AM			Morning Edition			The Florida Roundup	On The Money
7:00AM						Only A Game	On Being
8:00AM						Weekend Edition Saturday	Weekend Edition
9:00AM	The Sunshine Economy		The Takeaway			New Yorker Radio Hour	This American Life
10:00AM			1A			Wait Wait... Don't Tell Me!	Freakonomics
11:00AM		On Point					
12:00PM		Fresh Air		The Florida Roundup	Ask Me Another		Live From Here with Chris Thiele
1:00PM		Sundial		TFR Statewide	The Moth Radio Hour		
2:00PM		Here and Now		Science Friday	Snap Judgment		
3:00PM		The World			Reveal		Folk & Acoustic Music with Michael Stock
4:00PM		All Things Considered			RadioLab		

Music

Public Affairs

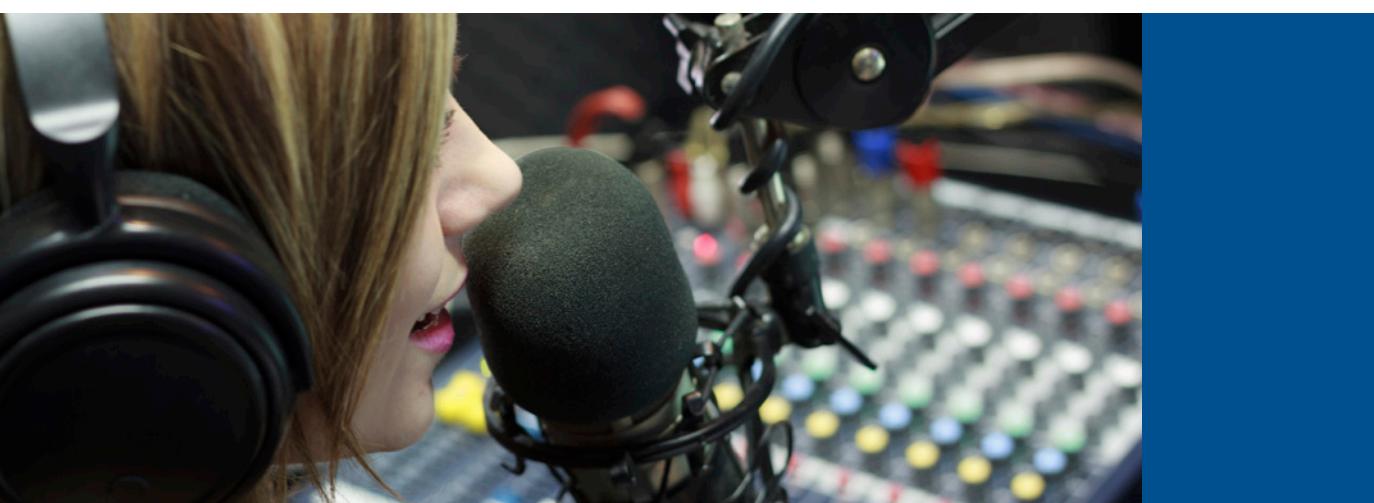
News & Information

Entertainment



FM Schedule CONTINUE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5:00PM			All Things Considered				
6:00PM		Marketplace				A Prairie Home Companion	Marketplace Money
		All Things Considered					
7:00PM	The Sunshine Economy		On Point				TED Radio Hour
8:00PM		Q from the CBC		Latino USA		Says You	
9:00PM		Radyo Lekol					
10:00PM						Saturday Night Jazz	
11:00PM		Evenin' Jazz with Tracy Fields					Night Train with Ted Grossman
12:00AM							
1:00AM							
2:00AM			BBC World Service				
3:00AM							
4:00AM							

[Music](#)[Public Affairs](#)[News & Information](#)[Entertainment](#)

Drive Time

MONDAY -
FRIDAY**MORNING EDITION — 5:00AM - 9:00AM**

Waking up is hard to do, but it's easier with NPR's Morning Edition. Hosts Rachel Martin along with Steve Inskeep bring the day's stories and news to radio listeners on the go.

WLRN NEWS — MONDAY - FRIDAY, :04, :20, :30, & :44**WLRN PRODUCTION**

WLRN 91.5 FM/WKWM 91.5 FM (for the Florida Keys) have teamed up to bring you local "Up to the Minute News" during Morning Edition, NPR's most listened to news magazine, and throughout each weekday. From the Palm Beaches to Key West, if it's newsworthy in South Florida, it's on WLRN News.

THE SUNSHINE ECONOMY — MONDAY, 9:00AM & 7:00PM**WLRN PRODUCTION**

Consistently, voter surveys find the economy is the most significant election issue. This election season WLRN's Sunshine Economy will connect with voters in South Florida to hear how you are thinking about the economy and politics. How do economic opportunities impact voter's political support? And how to politics influence economic opportunities?

THE TAKEAWAY — 9:00AM - 10:00AM

The Takeaway is a national morning news program that delivers the news and analysis you need to catch up, start your day, and prepare for what's ahead. With host John Hockenberry in association with the BBC World Service and The New York Times.

PRI's THE WORLD — 3:00PM - 4:00PM

Each afternoon, host Marco Werman and his team of producers bring you the world's most interesting stories in an hour that reminds us just how small our planet really is. PRI's. It is the first global radio news program developed specifically for an American audience.

ALL THINGS CONSIDERED — 4:00PM - 7:00PM

Robert Siegel, Audie Cornish and Ari Shapiro present two hours of breaking news mixed with compelling analysis, insightful commentaries, interviews, and special - sometimes quirky - features.

MARKETPLACE — 5:50AM, 6:50AM, 7:50AM, 8:50AM, & 6:00PM - 6:30PM

Marketplace is public radio's only national series about business, the global economy and finance. Marketplace is a fresh new way of reporting business and financial news.



Steve Inskeep



RACHEL MARTIN



Marco Werman



JOHN HOCKENBERRY



MELISSA BLOCK



Ari Shapiro



Robert Siegel

Midday Talk

1A — MONDAY – THURSDAY, 10:00AM - 11:00AM & FRIDAY, 10:00AM - 12:00PM

Distributed by NPR, 1A launches live on Monday, January 2, 2017 at 10AM EST. Designed to succeed the iconic The Diane Rehm Show, and maintain the core values that made Diane's show treasured by millions, 1A will provide deep conversation about the thorniest issues of our times delivered with insight, intimacy, and personality. 1A builds on Diane's legacy of civil dialogue and analysis, while engaging with audiences when and where they choose, on the radio and in a daily podcast.

**ON POINT — MONDAY – THURSDAY, 11:00AM - 12:00PM &
MONDAY – FRIDAY, 7:00PM - 8:00PM**

On Point is broadcast every weekday on NPR stations around the country. Produced by WBUR in Boston, On Point's vibrant conversation covers everything from breaking news to ancient poetry, and features writers, politicians, journalists, artists, scientists and ordinary citizens from around the world.

FRESH AIR with TERRY GROSS — MONDAY – THURSDAY, 12:00PM - 1:00PM

Fresh Air offers some of the most intelligent interviews, reviews, and commentary heard on radio. It features interviews with prominent cultural and entertainment figures, as well as distinguished experts on current news and affairs.

THE FLORIDA ROUNDUP — FRIDAY, 12:00PM - 2:00PM**WLRN PRODUCTION**

South Florida's most astute journalists examine the local and regional news of the week, and aim to expand listeners' knowledge and insight into the issues that surround us. The second hour of the is dedicated to statewide news.

SUNDIAL — MONDAY – THURSDAY, 1:00PM - 2:00PM**WLRN PRODUCTION**

WLRN's Sundial talk show will feature a wide variety of content, from the news of the day to the arts, culture and beyond. The program debuts 1pm, Monday, October 2, with host Luis Hernandez, and airs Monday through Thursday each week.

HERE and NOW — MONDAY – THURSDAY, 2:00PM - 3:00PM

Here! Now! In the moment! Paddling in the middle of a fast moving stream of news and information. Here & Now is Public Radio's daily news magazine, bringing you the news that breaks after "Morning Edition" and before "All Things Considered".

SCIENCE FRIDAY — FRIDAY, 2:00PM - 3:00PM

Science Friday is your trusted source for news and entertaining stories about science covering everything from octopus camouflage to cooking on Mars. SciFri is brain fun, for curious people.



Saturdays

WEEKEND EDITION SATURDAY — 8:00AM - 10:00AM

From civil wars in Bosnia and El Salvador, to hospital rooms, police stations, and America's backyards, National Public Radio's Peabody Award-winning correspondent Scott Simon brings a well-traveled perspective to his role as host of Weekend Edition Saturday.

NEW YORKER RADIO HOUR — 10:00AM - 11:00AM

David Remnick, the editor of The New Yorker, is joined by the magazine's award-winning writers in a weekly hour of radio that will both delight and inform. It has set a standard in literary journalism for generations, and The New Yorker Radio Hour gives it a voice on public radio for the first time.

WAIT, WAIT...DON'T TELL ME! — 11:00AM - 12:00PM

Wait Wait...Don't Tell Me is NPR's new weekly news quiz show, hosted by Peter Sagal and Morning Edition news anchor Carl Kassel. It is designed to see how well you know your news. Wait Wait...Don't Tell Me will feature NPR personalities and callers from around the country.

ASK ME ANOTHER — 12:00PM - 1:00PM

A rambunctious hour that blends brainteasers and local pub trivia night with comedy and music. Host Ophira Eisenberg invites in-studio guests and listeners alike to stretch their noggins, tickle their funny bones, and enjoy witty banter and guitar riffs from house musician Jonathan Coulton.

THE MOTH RADIO HOUR — 1:00PM - 2:00PM

In this riveting hour of radio, poignant, humorous and intensely personal stories, true as remembered by their authors, are told live on stage to appreciative audiences. From its debut in 2009, The Moth Radio Hour has expanded from a handful of stations to over 200 nationwide.

SNAP JUDGMENT — 2:00PM - 3:00PM

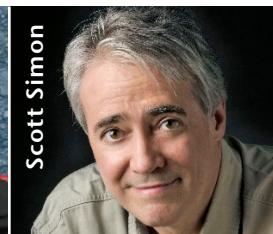
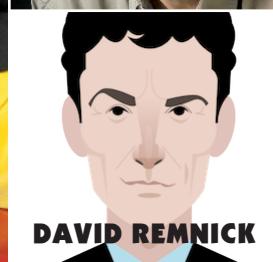
Snap Judgment is a themed, weekly NPR storytelling show. Focus on presenting compelling personal stories - mixing tall tales with killer beats to produce cinematic, dramatic and kick-ass radio. We are sponsored by the CPB and distributed through NPR and Public Radio Exchange (PRX).

REVEAL — 3:00PM - 4:00PM

Reveal is a Peabody Award-winning investigative journalism program for public radio from The Center for Investigative Reporting and PRX. Host Al Letson guides us on a journey behind the headlines on a weekly fact-finding mission.

RADIOLAB — 4:00PM - 5:00PM

Radiolab is a show about curiosity. Where sound illuminates ideas, and the boundaries blur between science, philosophy, and human experience.

**Peter Sagal****RADIOLAB****Glynn Washington****OPHIRA EISENBERG****Scott Simon****DAVID REMNICK**

Sundays

WEEKEND EDITION — 8:00AM - 10:00AM

Whether revealing events in small-town America or overseas, or profiling notable personalities, Weekend Edition from NPR News appreciates the extraordinary details that make up every story. This two-hour morning newsmagazine covers hard news, a wide variety of newsmakers, and cultural stories with care, accuracy, and a wink of humor, courtesy of hosts Scott Simon and Lulu Garcia-Navarro.

THIS AMERICAN LIFE — 10:00AM - 11:00AM

This American Life is an award-winning critically acclaimed weekly program describing and documenting contemporary American life. Each week a theme is chosen, and host Ira Glass and a variety of writers and performers share stories in a range of styles: monologues, documentaries, short radio plays, "found recordings," and original works for radio.

FREAKONOMICS — 11:00AM - 12:00PM

Does your name affect your future? Should tipping be banned? Should you bribe your children? In his weekly podcast, Stephen Dubner of the best-selling Freakonomics books explores the hidden side of everything.

LIVE FROM HERE WITH CHRIS THIELE — 12:00PM - 2:00PM

Each week, Chris Thile will be joined by an incredible array of special guests – some known by all, and some who soon will be – along with comedy and storytelling. Live From Here offers eclectic musical performances and unique collaborations for audiences old and new.

FOLK & ACOUSTIC MUSIC — 2:00PM - 5:00PM**WLRN PRODUCTION**

Michael Stock's Folk and Acoustic Music has been a mainstay of the South Florida air waves since 1981, bringing listeners the best of traditional and contemporary folk music. The show's uniqueness lies in Michael's affinity for the heartfelt and original songs of folk musicians and his aversion to playing the same music that is already repeated countless times daily on other stations.

ALL THINGS CONSIDERED — 5:00PM - 6:00PM

Each Saturday and Sunday, NPR's Michel Martin hosts a look at and helps us to understand the issues in the week's news in the hour-long, weekend version of the award winning All Things Considered.

MARKETPLACE WEEKEND — 6:00PM - 7:00PM

Marketplace Weekend™, hosted by Lizzie O'Leary, brings you powerful stories from economies both large and personal, at a pace that suits your weekend life. Settle in for an hour of insightful storytelling and a conversational look at where the economy collides with real life.



Local Programming

THE SUNSHINE ECONOMY — MONDAY, 9:00AM & 7:00PM

Consistently, voter surveys find the economy is the most significant election issue. This election season WLRN's Sunshine Economy will connect with voters in South Florida to hear how you are thinking about the economy and politics. How do economic opportunities impact voter's political support? And how to politics influence economic opportunities?

LATIN AMERICA REPORT — TIM PADGETT — TUESDAY, 6:43AM, 8:43AM & 5:44PM

The relationship between Cuba and the U.S. is changing fast. WLRN's Americas correspondent Tim Padgett has reported on and from Cuba for many years, first for TIME and Newsweek and now for WLRN News. In South Florida, WLRN knows news about Latin America and the Caribbean can be local stories and is dedicated to reporting on a region that offers no shortage of important and fascinating stories to tell.

WLRN NEWS — MONDAY – FRIDAY, :04, :20, :30, & :44 AFTER THE HOUR

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Copy Guidelines

Underwriting announcements are acknowledgments of contributions made to WLRN.

WLRN will work with you to create an announcement that fits WLRN's sound and adheres to the FCC guidelines for public radio and television. Because of the unique relationship that WLRN has with its listeners, we reserve the right to accept or reject any copy language.

Announcements are :15 seconds for for-profit organizations and includes the preamble "We're funded by WLRN members and by..."

Non for profit organizations announcements are either :15 or :30 seconds and do not require a preamble. In addition, music beds are allowed on :30 second announcements for cultural organizations.

FCC requirements for announcements

May include:	May NOT include:	WLRN also requires
<ul style="list-style-type: none">• Trade or brand name• Location, website & phone number (move towards website only)• Logos and slogans if not promotional in nature• Value-neutral descriptions of a product line or service (maximum of 3)	<ul style="list-style-type: none">• Address the usefulness, convenience or advantages of the product or services mentioned• Contain inducements to buy or encouragement/ calls to action (e.g. shop, call, visit, free parking.)• Mention or refer to price, discounts, or sales• Qualitative or comparative language and no superlatives• Tagging of sponsors• Funders name must be included (unless agency)• Open with a question	<ul style="list-style-type: none">• 15 seconds in length for for-profit or :30 seconds for non-profit organizations ONLY• Read by WLRN on-air personnel - live reads• No music for profit organizations• No tobacco products, firearms, or political credits• May include alcohol distributors, wineries, high end alcohol products



South Florida

REACH



Dade and Broward: WLRN 91.3FM
West Palm Beach: WLRN 101.9FM | 90.7HD2
Florida Keys: WKWM 91.5FM

Reaching your target customer no matter where they live!

