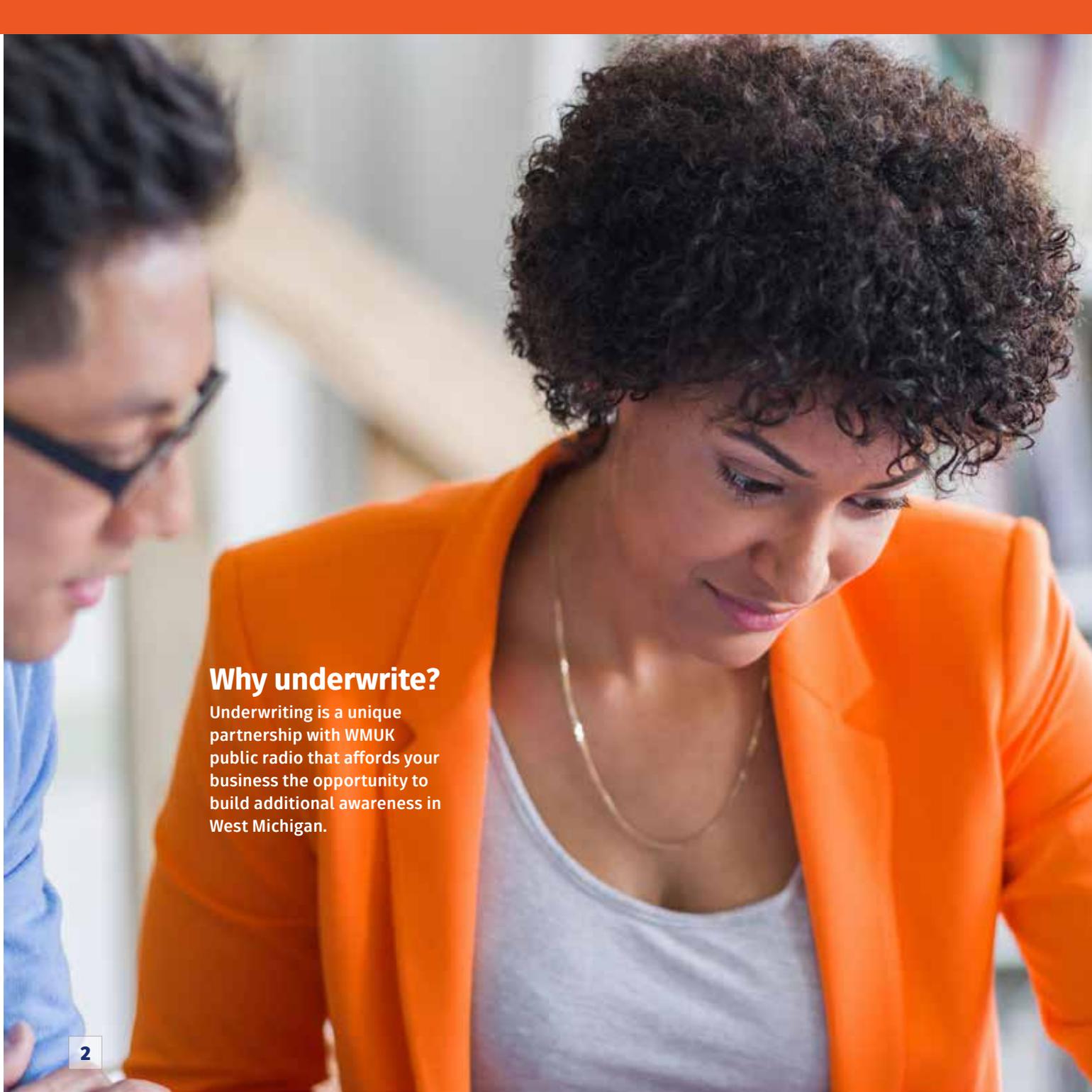


**WMUK underwriting**



**ON  
AIR**



## Why underwrite?

Underwriting is a unique partnership with WMUK public radio that affords your business the opportunity to build additional awareness in West Michigan.

# Crafting your message

## Message guidelines

Underwriting differs from traditional radio advertising in both sound and spirit. The public radio audience responds to straight-forward information presented with clarity and sincerity. WMUK underwriting announcements are fifteen seconds in length and may include some of the following elements:

- The sponsor's product or service line
- A neutral description of products or services
- The sponsor's established corporate slogan
- Business location/telephone number/website
- Time sensitive or event information
- A statement of the underwriter's institutional goals

The format of underwriting announcements is fundamental to the non-commercial content of public broadcasting and protects the style and sound that our listeners value so highly. We help you to craft a clear, memorable statement that will have a positive impact on listeners, and is FCC compliant.

## Sample announcements

"Support for WMUK comes from Bell's Brewery, makers of fine beer, ale, porter and stout. A wide selection is offered at Bell's Eccentric Cafe located at the original brewery in Downtown Kalamazoo. Bell's - Inspired Brewing; on the web at bellsbeer-dot-com."

"Support for WMUK comes from the Gilmore, proud supporters of Performance Today broadcasts on WMUK. The Gilmore Piano Masters Series - bringing outstanding pianists of our time to Kalamazoo - opens with pianist MARC-ANDRÉ HAMLIN performing works by Mozart, Debussy, and Schubert. Saturday November 5th at 8 p.m. in Chenery Auditorium. Preconcert talk is at 7 - More information is at the gilmore-dot-org."



# WMUK demographics

## WMUK audience profile

- Gender: 49.8% male, 50.2% female
- Education: 88.4% college educated; 69.0% with advanced college degrees
- Home ownership: 76.3% own homes; 22.0% rent
- Age: 54.2% are 25-54 years old; 73.7% are 35+
- Income: 53.9% have household incomes over \$50,000
- Family size: 82.9% have no children under 12 in households

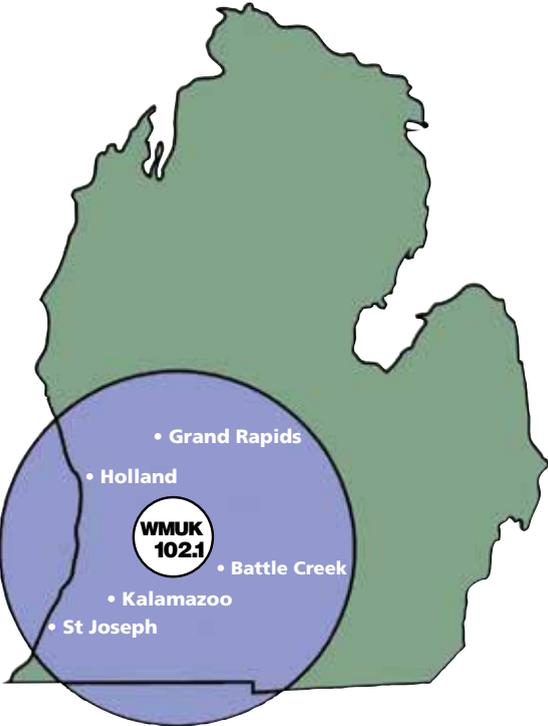
## NPR audience attributes

Public radio listeners are distinguished by their education and affluence, lead active lives, and are likely to be influential in their communities. Their interests span a range from politics to gardening, from travel to fitness.

Quality of life and self-improvement are important to the NPR listener. Our audience is more likely to shop at expensive clothing stores, own computers, multiple mobile devices, and make large jewelry purchases. At the same time, they tend to buy more safety equipment on their cars, more health food, and more exercise equipment.

NPR listeners are technologically savvy and avid readers, are responsible for purchase decisions for household vehicles, and more than a third are decision makers for two.

## WMUK broadcast range



*WMUK 102.1 FM is a broadcast service of Western Michigan University and broadcasts at an effective radiated power of 50,000 watts at 102.1 FM with 24 hours of daily broadcasting in both HD-1 and HD-2 providing high quality radio programs in a non-commercial environment.*

# WMUK programs

## Morning Edition



National Public Radio's indispensable Morning Edition prepares listeners for the

day ahead with the latest news, analysis, commentary, and coverage of arts and sports.

## NPR & Local Newscasts



NPR's five-minute hourly summaries are concise, thorough, and up-to-the-

minute. WMUK follows each newscast with the latest local news headlines, weather, and road information.

## All Things Considered



Every evening, NPR's flagship news program offers listeners an in-depth review of the day's events. WMUK's coverage of local arts and news stories complements this distinguished service.

## West Southwest



WMUK's locally produced news magazine includes interviews with newsmakers and discussion of topics important to Southwest Michigan. Heard Monday and Thursday mornings at 9:30, with

an afternoon rebroadcast both days at 3:30.

## Marketplace



Marketplace connects the latest world and national economic developments

to the individual investor. Award-winning Marketplace is public radio's daily magazine on business and economics news "for the rest of us."

## Midday Classics



WMUK's classical music service has become an institution in West Michigan,

bringing listeners a delightful blend of the finest music written in the past five centuries, with insightful commentary by announcers who are trained and dedicated musicians.

## Performance Today



NPR's Performance Today brings listeners current views of classical music around the nation, with live performances ranging from Lincoln Center to the Gilmore International Keyboard Festival.

## Live From Here



Live From Here is a live, two-hour weekly variety program hosted by Chris Thile, American virtuoso mandolinist, singer, and songwriter. He is a 2012 MacArthur Fellow.

## Grassroots



Co-hosts Mark and daughter Darcy Sahlgren bring their loyal, enthusiastic listeners a

tuneful blend of American acoustic, traditional, bluegrass, folk and old-time country music. Grassroots is two hours of acoustic music carefully chosen and thoughtfully curated on Saturday night and Sunday morning.



## Underwriting rates



## WMUK UNDERWRITING SPOT RATES

### Spot rates

The term “Spot Rate” refers to the *cost per announcement* of your underwriting message. WMUK underwriting rates are based on audience surveys by Nielsen Qualitative Diary Reports, which provide listener statistics for Weekdays, Saturdays and Sundays.

WMUK spot rates are determined by the number of listeners during specific times of day, such as Morning Drive, Afternoon Drive, Overnight Jazz, etc. Spot rate discounts for 13-week, 26-week, or 52-week periods are available.

Your account representative can show you the most up-to-date spot rates, and help you develop a strategy for the best placement of your underwriting message.

### The halo effect

The “halo effect” is what happens when your brand becomes associated with the high-quality programming offered by WMUK and NPR. By supporting WMUK, the connection you build with our audience amplifies their desire to do business with you.

### Package rates

Ask your representative about Digital Streaming rates for WMUK-2 and Park & Westnedge.

Add-ons are available to Underwriting Package purchasers:

- Tiles in WMUK Electronic Newsletter
- Tiles in WMUK website
- Specific Broadcast/Program Support

## About WMUK

### WMUK license

WMUK is a broadcast service of Western Michigan University and broadcasts at an effective radiated power of 50,000 watts at 102.1 FM with 24 hours of daily broadcasting in both HD-1 and HD-2 providing high quality radio programs in a non-commercial environment.

### Editorial integrity and station policy

WMUK complies with FCC underwriting guidelines. Underwriting cannot influence the content of WMUK programs. Potential conflict of interest and problems of listener misperception, confusion, or similar reasons regarding the sponsor's role and/or influence on programming will be considered in accepting underwriting agreements.

### FCC compliance

The FCC mandates that underwriting copy may not include qualitative, comparative or promotional language. Calls to action, price information and inducements to buy or sell are also not allowed. Use of such words as "you," "your," "we," and "our" are not used unless they are part of an established slogan. These rules serve to protect the non-commercial content of public broadcasting. All WMUK underwriting announcements are read by station announcers.

### Digital streaming services



WMUK.org offers 24/7 digital streaming. WMUK-1 simultaneously streams our on-air FM programming; WMUK-2 streams news, talk, and music. This lets listeners toggle between

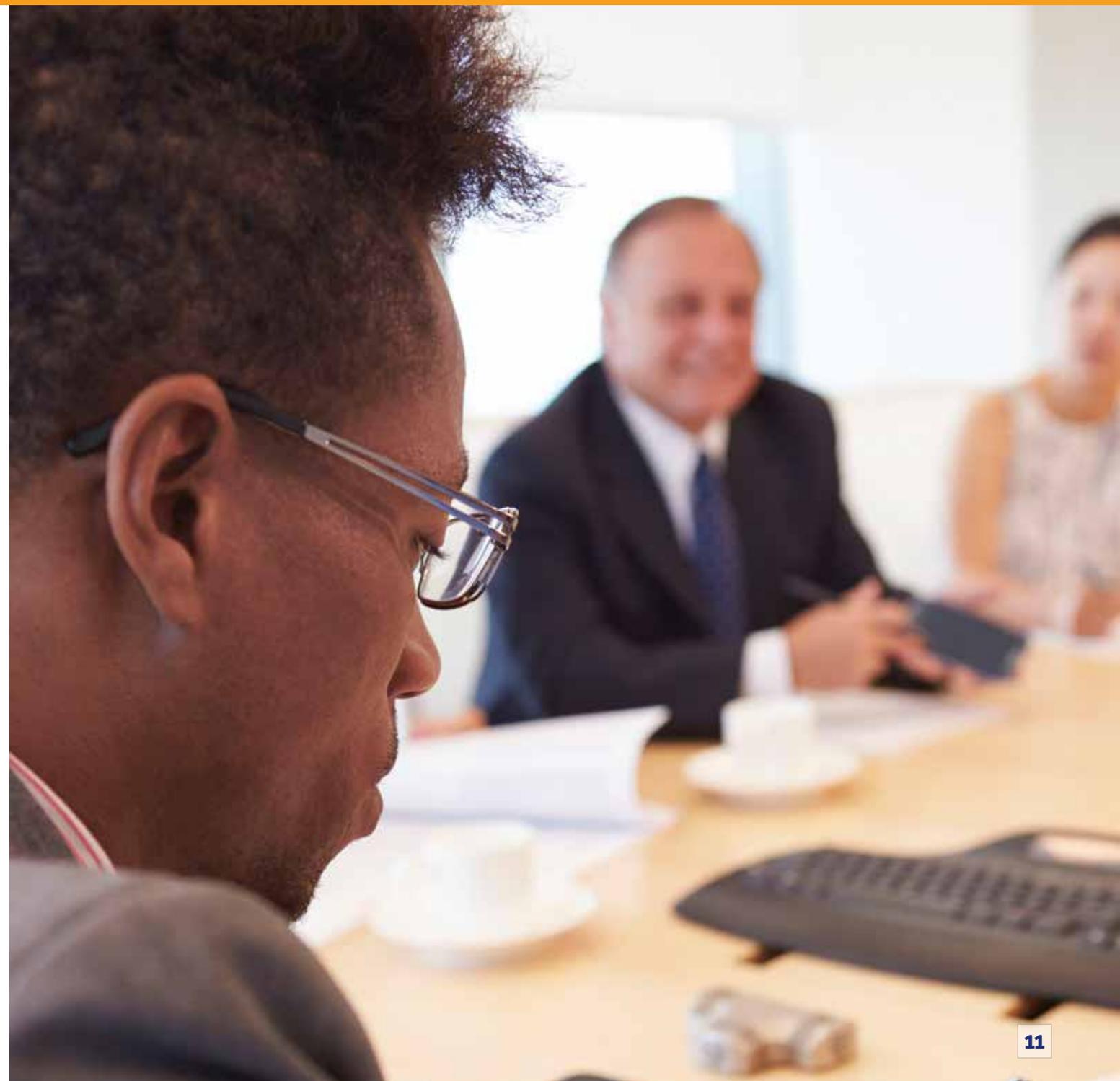
programs of their choosing, without leaving WMUK. Find out more at [WMUK.org](http://WMUK.org).

### Park & Westnedge



Our third streaming service, Park & Westnedge, presents a sampling of the musical life in our corner of Michigan. This stream features the music of local and regional musicians heard through-

out the year in clubs, concerts and other venues in Kalamazoo and Southwest Michigan. Visit Park & Westnedge at [WMUK.org](http://WMUK.org).





**HOW TO GET MORE INFORMATION**

**Sakhi Vyas**

Corporate Support & Major Giving Manager

269.387.5647 | [sakhi.vyas@wmich.edu](mailto:sakhi.vyas@wmich.edu) | [wmuk.org](http://wmuk.org)

WMUK is NPR from Western Michigan University

1903 W Michigan Ave Kalamazoo 49008-5351

