Media Kit 2017

Take your message to the listeners of Northern Public Radio.

WNLU
90.5/105.7 MUSIC

WNLIJ
89.5 NEWS

What’s inside:
Our service area
Our programming
Our listeners’ vital statistics
Proven and successful strategies
89.5 WNIJ, 90.5 WNIU and their respective repeater stations are Northern Public Radio, the broadcasting service of Northern Illinois University. Since 1954, Northern Public Radio has been providing Northern Illinois and Southern Wisconsin communities with culture, national news, and local information. Today we are six different frequencies on the radio dial offering classical music, blues, world music, news, and intelligent talk to the 85,000 listeners of Northern Public Radio.

Listen to Northern Public Radio in Northern Illinois & Southern Wisconsin

With our primary transmitter in DeKalb and repeaters in LaSalle, Freeport, and Sterling, we have listeners from Streator to Janesville, Freeport to St. Charles and everywhere in between. Broadcast areas are approximate.

Listen Anywhere on Your Mobile Device

Download our WNIJ/WNIU apps to your Android or iOS device and listen to Northern Public Radio programming anywhere you are. Stream our live broadcast, browse news stories, or play your favorite shows on demand.

www.wnij.org/mobile
www.wnui.org/mobile

Screen image is approximate.

Listen Online

Visit our websites for additional information and to access listen live audio streaming through your computer or mobile device.

www.wniu.org
www.wnij.org
www.northernpublicradio.org

I listen to WNIJ first thing in the morning. I like the intelligent conversation and I trust the news. It's not liberal or conservative, it's just factual.

Judy Dixon, Dixon

90.5 DeKalb
105.7 Rockford

89.5 DeKalb/Rockford
WNIIE 89.1 Freeport
WNIW 91.3 LaSalle
WNIQ 91.5 Sterling

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With 61,500 weekly listeners in Northern Illinois and Southern Wisconsin, 89.5 FM WNIJ (also serving the area with 3 repeaters) attracts an audience distinguished by its educational excellence and community involvement. Our listeners include some of the most influential members of your community, and when you support WNIJ, you demonstrate your organization’s best qualities to those leading individuals.

Nearly two-thirds of WNIJ’s audience has earned a bachelor’s degree or higher; consequently, our listeners enjoy a lifestyle that results from educational achievement. Your message will have a regular presence on WNIJ and we can help you reach the people with the means and interest to help your organization grow.

**WNIJ Listeners by Age**

- Under 35: 13%
- 35-54: 32%
- 55-64: 25%
- 65+: 30%

**WNIJ Listeners by Gender**

- Women: 46%
- Men: 54%

**Listeners by Highest Level of Education Attained**

- High School Graduate: 32.0%
- Some College: 39.0%
- College Graduate: 29.0%
- College Graduate+: 65.0%

**Listeners by Annual Household Income**

- <$25K: 15.3%
- $25K-$49K: 28.8%
- $50K-$74K: 23.4%
- $75K+: 32.5%

**Sources:** Radio Research Consortium, National Regional Database Nielsen 4average survey ending Fall 2015. Persons 12+ M-Su, 6AM-12AM. Rockford TSA Nielsen data are estimates only.
Nearly 30,000 people listen to 90.5 WNIU (and its downtown Rockford translator 105.7 FM) each week to enjoy the beauty, culture, and history of classical music. WNIU listeners are some of the most influential members of your community, and when you support WNIU, you demonstrate your organization’s best qualities to those influential individuals.

Nearly half of WNIU’s audience has earned a bachelor’s degree or higher; consequently, our listeners enjoy a lifestyle that results from educational achievement. If your organization wants to connect with people who possess the tastes and means to help your organization grow, a presence on WNIU can help you achieve your objectives.

**Listeners by Highest Level of Education Attained**

- **High School Graduate**: 32.0% WNIU, 17.0% Total Market Area
- **Some College**: 39.0% WNIU, 33.0% Total Market Area
- **College Graduate +**: 29.0% WNIU, 50.0% Total Market Area

**Listeners by Annual Household Income**

- **<$25K**: 15.3% WNIU, 12.2% Total Market Area
- **$25K-$49K**: 35.4% WNIU, 28.8% Total Market Area
- **$50K-$74K**: 23.4% WNIU, 17.0% Total Market Area
- **$75K+**: 35.4% WNIU, 32.5% Total Market Area

**Sources**: Radio Research Consortium, National Regional Database Nielsen 4average survey ending Fall 2015. Persons 12+ M-Su, 6AM-12AM. Rockford TSA Nielsen data are estimates only.
National Public Radio programming attracts an audience distinguished by its educational attainment and professional success. Public radio listeners can be found running large corporations, sitting on boards, and helping charities. Many community leaders depend on the information they get from public radio, and reaching them where they get that information is a powerful way to get your message out.

### Civic Engagement

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<th>U.S. Adults</th>
<th>NPR Listeners</th>
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<tbody>
<tr>
<td>Vote</td>
<td>44%</td>
<td>67%</td>
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<tr>
<td>Participate in fundraising</td>
<td>16%</td>
<td>23%</td>
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<tr>
<td>Participate in environmental groups/causes</td>
<td>3%</td>
<td>12%</td>
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<tr>
<td>Contribute $500 or more to a non-profit organization</td>
<td>14%</td>
<td>24%</td>
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Public radio listeners also know how to have a good time, and do it with style. Generally speaking, when attending live theater, concerts, and other cultural events you are in the company of NPR’s audience.

### Recreation, Fitness, and Travel

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<th>U.S. Adults</th>
<th>NPR Listeners</th>
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<tr>
<td>Attend live theater</td>
<td>12%</td>
<td>23%</td>
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<tr>
<td>Attend classical music/opera performances</td>
<td>4%</td>
<td>14%</td>
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<tr>
<td>Visit museums</td>
<td>14%</td>
<td>29%</td>
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<tr>
<td>Attend art galleries or shows</td>
<td>8%</td>
<td>20%</td>
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<td>Dine out</td>
<td>47%</td>
<td>60%</td>
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<tr>
<td>Follow a fitness program (2+ times per week)</td>
<td>41%</td>
<td>53%</td>
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<tr>
<td>Travel internationally (within the past 3 years)</td>
<td>25%</td>
<td>40%</td>
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The education and community involvement of public radio listeners often pays dividends. They manage their investments carefully, and want to partner with organizations that share their values.

### Finance

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<th>U.S. Adults</th>
<th>NPR Listeners</th>
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<tr>
<td>Own any financial securities</td>
<td>32%</td>
<td>46%</td>
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<tr>
<td>Have an IRA</td>
<td>13%</td>
<td>23%</td>
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<tr>
<td>Has Financial Advisor/Broker</td>
<td>6%</td>
<td>12%</td>
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Source: Mediamark Research, Doublebase 2013 Base: Total U.S. Adults
Listeners turn to Northern Public Radio because we offer programming that is free of the “static” that is so common from other sources. Listeners love our programming—and they validate this passion with their checkbooks every year, accounting for about 41% of the station’s annual budget. This affection can be shared and we call it the “Halo Effect.”

Public radio listeners are often influential in their community and impact the behavior of others. They share what they hear on Northern Public Radio every day, and their impressions of underwriters are part of the conversation.

One of the first places I stop in Sycamore is Blumen Gardens -- a supporter of WNIU. And they usually have the station on in their garden -- it’s just really enjoyable. I support them because they support WNIU!

Cory Begalka, Elgin

When you support the programming Northern Public Radio listeners value, they see your organization as sharing their same values, and prefer to do business with supporters of public radio.

There’s really no other place I can go and feel confident about what I’m hearing to be the truth, to be non-biased, and to be something I can take to the people that I interact with on a regular basis. I’m grateful for WNIJ!

Rachel Wallace, Rockford

Sources: Lightspeed Research, NPR Listener Survey, May 2011; NPR/Knowledge Networks Underwriting Study, February 2011; Mediamark Research, Doublebase 2013, Base: total U.S. Adults; Lightspeed Research, NPR Sponsorship Survey, November 2012. Percentages based on respondents who agreed with each statement, where ‘agree’=7 -10 on a 0 -10 point scale.

*Mediamark defines an “influential” as someone who participates in three or more public activities that demonstrate uncommon engagement with their community (for instance, addressing a public meeting, actively working as a volunteer, or writing something that has been published).
Every day of the week brings a variety of quality, relevant and engaging local and national news and entertainment programs on 89.5 WNIJ.

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<th>Mon - Thurs</th>
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1A — Host Joshua Johnson explores important issues such as policy, politics, technology and what connects us across the fissures that divide the country. The program also delves into pop culture, sports and humor.

The 21st — Host Niala Boodhoo connects listeners from all corners of the state on topics affecting their lives in Illinois.

A Prairie Home Companion — Original comedy sketches and music presented by Chris Thile, his cast and musical guests.

All Things Considered — The most listened-to, afternoon drive-time news radio program in the country brings breaking news, compelling analysis, insightful commentaries, interviews and features.

American Routes — Nick Spitzer presents American music and stories that describe both the origins of the music, musicians and cultures and the many directions those things take over time.

Ask Me Another — Host Ophira Eisenberg brings the lively spirit and healthy competition of your favorite trivia night right to your ears.

BBC — The BBC World Service presents comprehensive news from around the world.

The Blues — The best of traditional and contemporary blues, the music that gave birth to rock-n-roll.

Echoes — Host John Diliberto presents a modern soundscape of music that draws from a multitude of cultures, traditions and genres.

Fresh Air — Terry Gross hosts this multi-award-winning daily interview and features program.

Here and Now — NPR’s midday news magazine with hosts Robin Young and Jeremy Hobson.

Living on Earth — Weekly environmental news and information program with features, interviews and commentary on a broad range of ecological issues.


Morning Edition — NPR’s Renée Montagne and Steve Inskeep with WNIJ’s Dan Klefstad bring the day’s stories, NPR and local news.

The Moth Radio Hour — Celebrates the art and craft of storytelling by presenting thousands of stories told live and without notes.

On Being — Host Krista Tippett engages listeners across the spectrum of belief and non-belief in conversation about life’s deepest questions.

On the Media — A program designed to decode what we hear, read and see in the media and arm us with the critical tools necessary to survive the information age.

Only a Game — Puts sports in perspective with intelligent analysis, insightful interviews and humor.

Radiolab — Hosts Jad Abumrad and Robert Krulwich present an experiential investigation that explores themes and ideas through a patchwork of people, sounds and stories.

Reveal — In-depth, award-winning journalism every Wednesday from the Center for Investigative Reporting.

Science Friday — Ira Flatow presents news and entertaining stories about science.

Sessions from Studio A — Host Carl Nelson features performances by regional and touring musicians recorded live in WNIJ’s own Studio A, ranging from folk to indie rock, blues, alternative country, Americana, world music and more.

Sound Opinions — Rock critics Jim Derogatis and Greg Kot provide the latest music news, personal commentary and exclusive interviews and performances.

TED Radio Hour — Using TED Talks as a launching point to explore the best ideas in technology, entertainment, design and much more, host Guy Raz asks probing questions and guests offer deep answers.

This American Life — Host Ira Glass presents stories about everyday life in America.

Wait Wait...Don’t Tell Me! — The oddly informative, fast-paced, irreverent news quiz from NPR hosted by Peter Sagal.

Weekend Edition — Weekend news magazine hosted by Scott Simon on Saturday and Rachel Martin on Sunday.

World Cafe — Host Talia Schlanger showcases an eclectic blend of contemporary music.
90.5 FM WNIU (also heard on 105.7 FM in Rockford) is the region’s only 24-hour classical music station, broadcasting some of the most beautiful music ever written, combined with local content and special programs.

**Program Schedule**

**EVERY DAY @ 11:00 a.m.**

Garrison Keillor brings “The Writer’s Almanac” to WNIU, including birthdays, factoids, and a little history for lovers of literature. Every program ends with a poem for the day.

**SATURDAYS @ 12:30 p.m. (in season, Dec. - April)**

The Metropolitan Opera is among the most celebrated opera companies in the world. WNIU broadcasts live performances every Saturday afternoon during the MET season.

**SUNDAYS @ 7:00 a.m.**

Sunday mornings from 7:00 a.m to 10:00 a.m. “Sunday Baroque” spotlights Baroque masters such as Bach, Vivaldi, and Handel.

**DESIGNATED MONDAYS @ 7 p.m.**

“Encore” features a performance and commentary from regional classical musicians.

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“During the day when I’m traveling in my car, I listen to WNIU. I would love to test my blood pressure as I listen to the station - it has to have a positive effect! I really enjoy the music. It is an alternative music all unto itself... an alternative to anything else that’s on the dial.”

Kathy Spears, Shabbona