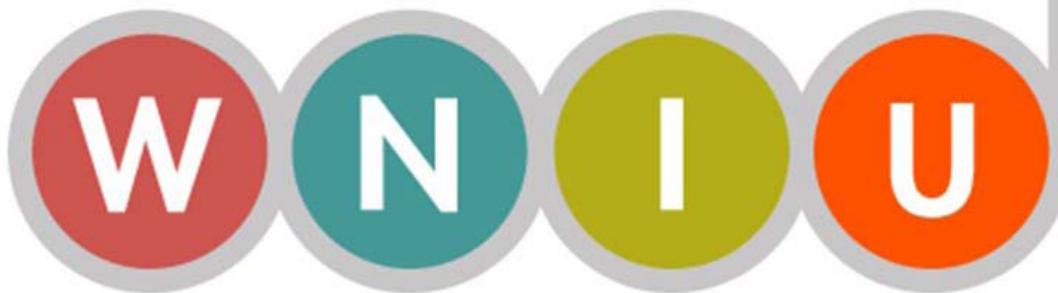


# Media Kit 2015



90.5 / 105.7

MUSIC



89.5

NEWS

Take your message to the listeners  
of Northern Public Radio.

## What's inside:

Our service area

Our programming

Our listeners' vital statistics

Proven and successful strategies



# We are Northern Public Radio.

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.

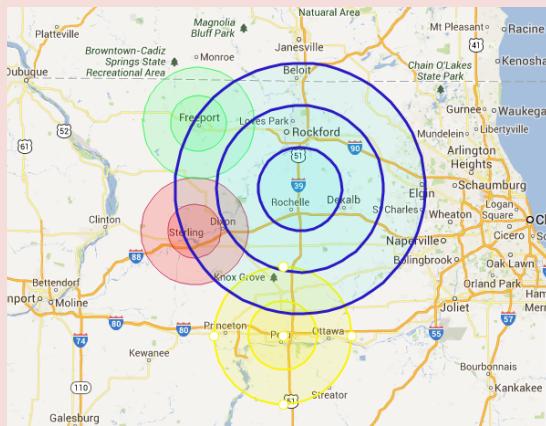


90.5 DeKalb  
105.7 Rockford



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

## 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.

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

## Listen Online

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

[www.wniu.org](http://www.wniu.org)

[www.wnij.org](http://www.wnij.org)

[www.northernpublicradio.org](http://www.northernpublicradio.org)

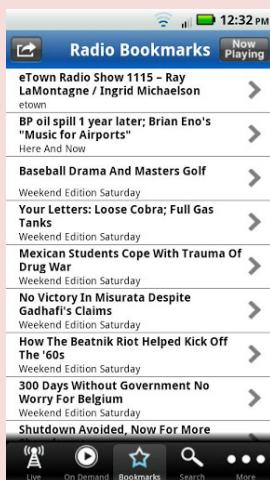
## Listen Anywhere on Your Mobile Device

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](http://www.wnij.org/mobile)

[www.wniu.org/mobile](http://www.wniu.org/mobile)

Screen image is approximate.



Now Playing

**89.5 WNIJ**

ON AIR All Things Considered

3:00PM - 5:30PM  
Hosted by Melissa Block Michele Norris and Robert Siegel

MP3

Up Next

5:30PM - 6:00PM  
Marketplace  
Kai Ryssdal

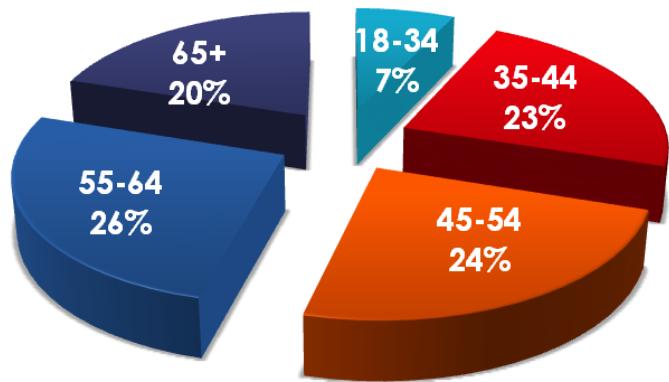
Full Schedule

**Classical WNIU 90.5**

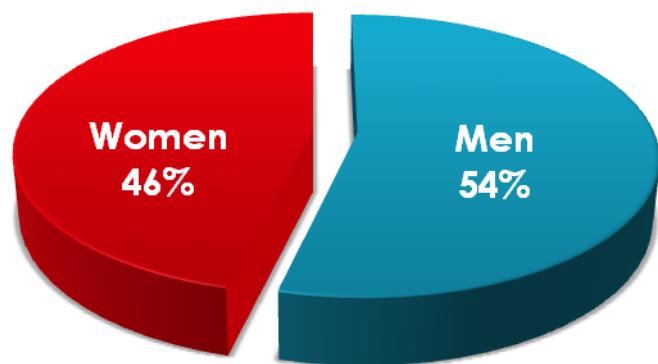
## Audience Profile: WNIJ

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 influential individuals.

WNIJ Listeners by Age



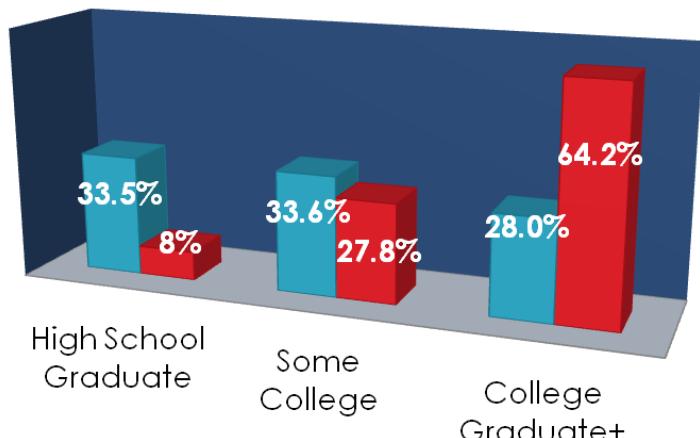
WNIJ Listeners by Gender



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

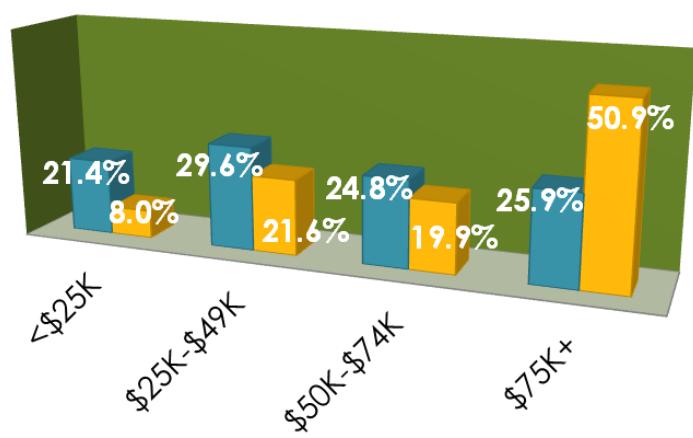
Listeners by Highest Level of Education Attained

■ Total Market Area Listeners ■ WNIJ Listeners



Listeners by Annual Household Income

■ Total Market Area Listeners ■ WNIJ Listeners



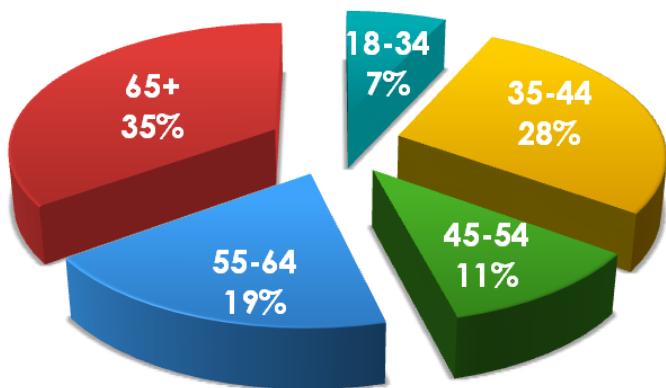
SOURCES: Radio Research Consortium, National Regional Database Arbitron Fall 2012. Persons 12+ M-Su, 6AM-12AM  
Arbitron—Radio Research Consortium, Inc. Rockford TSA Fall 2012 M-Su 6AM-12AM. Arbitron data are estimates only.



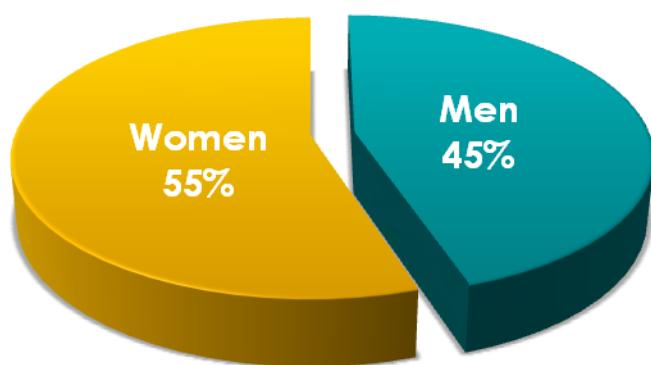
## Audience Profile: WNIU

Nearly 30,000 people listen to 90.5 FM 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.

**WNIU Listeners by Age**



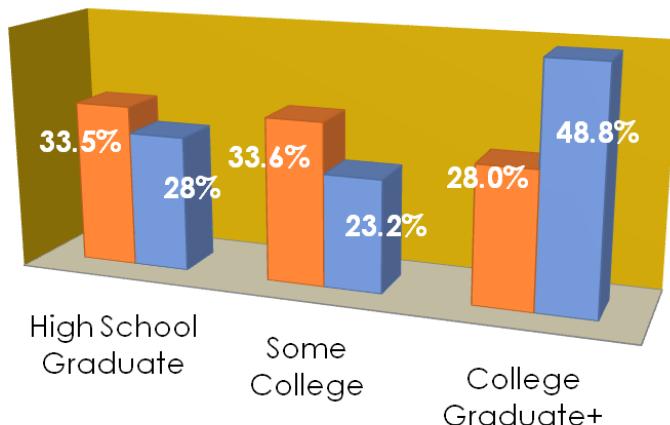
**WNIU Listeners by Gender**



Nearly half of WNIU's audience has earned a bachelor's degree or higher, and 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.

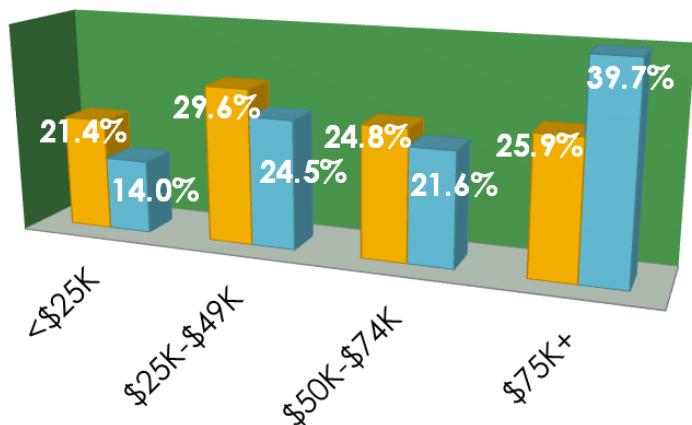
**Listeners by Highest Level of Education Attained**

■ Total Market Area Listeners    ■ WNIU Listeners



**Listeners by Annual Household Income**

■ Total Market Area Listeners    ■ WNIU Listeners



SOURCES: Radio Research Consortium, National Regional Database Arbitron Fall 2012. Persons 12+ M-Su, 6AM-12AM  
Arbitron—Radio Research Consortium, Inc. Rockford TSA Fall 2012 M-Su 6AM-12AM. Arbitron data are estimates only.

# Our listeners' story

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

	<b>U.S. Adults</b>	<b>NPR Listeners</b>
Vote	<b>44%</b>	<b>67%</b>
Participate in fundraising	<b>16%</b>	<b>23%</b>
Participate in environmental groups/causes	<b>3%</b>	<b>12%</b>
Contribute \$500 or more to a non-profit organization	<b>14%</b>	<b>24%</b>

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

	<b>U.S. Adults</b>	<b>NPR Listeners</b>
Attend live theater	<b>12%</b>	<b>23%</b>
Attend classical music/opera performances	<b>4%</b>	<b>14%</b>
Visit museums	<b>14%</b>	<b>29%</b>
Attend art galleries or shows	<b>8%</b>	<b>20%</b>
Dine out	<b>47%</b>	<b>60%</b>
Follow a fitness program (2+ times per week)	<b>41%</b>	<b>53%</b>
Travel internationally (within the past 3 years)	<b>25%</b>	<b>40%</b>

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

	<b>U.S. Adults</b>	<b>NPR Listeners</b>
Own any financial securities	<b>32%</b>	<b>46%</b>
Have an IRA	<b>13%</b>	<b>23%</b>
Has Financial Advisor/Broker	<b>6%</b>	<b>12%</b>

Smart, thoughtful people listen to public radio. You know, those are the people that you'd like to appeal to ... to spend money at your business or visit!

Tammy Farrell, Kishwaukee Health System, DeKalb

**Sources and methods:** For more than 25 years, GfK Mediemark Research & Intelligence (GfK MRI) has conducted a comprehensive survey of the adult U.S. population on a rolling basis for the media and advertising communities. This study, The Survey of the American Consumer, focuses on Americans' media consumption habits, demographics, attitudes, and consumer behavior.

It is formulated to provide national advertisers with reliable audience information on which to base their media spending. It also gives media organizations (such as NPR) detailed insight into their audiences.

**Survey sample:** The GfK MRI sample is composed of persons aged 18 and over in the contiguous 48 states. The company solicits respondents from different living environments, drawing from the top ten major U.S. markets, other metropolitan areas, and non-metropolitan counties. GfK MRI employs a strict area probability basis and stratified sampling to ensure proper sampling procedure.



# Let us share our "halo" with you

## Ha • lo eff • ect

(noun) – the positive sentiment that listeners have towards businesses that support their public radio stations.

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.”

87% Consider public radio “personally important” to them



76% Discuss content with friends, family, and colleagues.



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.

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

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.

52% Prefer to buy products or services from NPR sponsors.





89.5

# 24 hours of our best: WNIJ's program schedule

89.5 WNIJ is the news and entertainment station of Northern Public Radio. During the day you will hear some of the best news interviews and analysis available, including major NPR news shows such as

"Morning Edition" and "All Things Considered" as well as original reporting on local and state issues. In the evening, you can relax with the sounds of "World Cafe" and "Echoes." On the weekend, you can enjoy NPR's popular entertainment shows and our locally-produced "Blues" programs.

"I listen to WNIJ because of the stimulating thought processes of many of the programs. This gives me something to think about. I compare ideas. Sometimes I agree, sometimes I disagree, but it always makes me think."

Randy Taylor, Rockford Christian Schools

	Mon -Thurs	Friday	Saturday	Sunday
5AM			BBC World Service	
6AM	Morning Edition from NPR News hosted on WNIJ by Dan Klefstad		Only a Game	Living on Earth
7AM				
8AM			Weekend Edition	
9AM		Car Talk		On Being
10AM	The Diane Rehm Show	Wait, Wait...Don't Tell Me		A Prairie Home Companion
11AM	Here and Now	This American Life		
NOON		Sound Opinions	Car Talk	
1PM	The Takeaway			Wait, Wait...Don't Tell Me
2PM	Fresh Air	Science Friday	The Saturday Blues	Radiolab
3PM				On the Media
4PM	All Things Considered			All Things Considered
5PM	Marketplace		A Prairie Home Companion	Bullseye
6PM	All Things Considered			Free -Range Radio
7PM	The World			Sound Opinions
8PM	World Café	World Café	American Routes	
9PM		The Friday Night Blues		World Café
10PM	Echoes		The Saturday Night Blues	
11PM				Echoes
MIDNIGHT - 5AM		BBC World Service		



90.5 / 105.7

MUSIC

# Culture that endures: WNIU's program schedule

90.5FM WNIU (also heard on 105.7FM 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.

"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

## The Writer's Almanac

with GARRISON KEILLOR

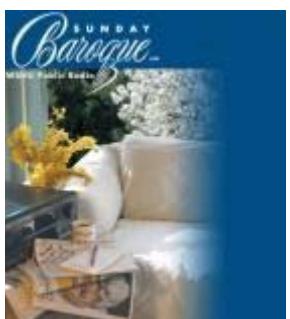
EVERY DAY @ 11:00 am

Garrison Keillor brings "The Writers Almanac" to WNIU, including birthdays, factoids, and a little history for lovers of literature. Every program ends with a poem for the day.

## The Metropolitan Opera

SATURDAYS @ 12:30 pm (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 am

Sunday mornings from 7:00 AM to 10:00 AM "Sunday Baroque" spotlights Baroque masters such as Bach, Vivaldi, and Handel.

ENCORE  
encore  
encore  
a Northern Public Radio Production

RJO

DESIGNATED MONDAYS @ 7 p.m.

"Encore" on WNIU broadcasts Rockford Symphony Orchestra Classics Concerts featuring performance and commentary from Maestro Steven Larsen.

*The 2014/15 season is sponsored by Wesley Willows Senior Living Community.*