

WRVO STATION NETWORK MEDIA KIT



WRVO is a non-profit, non-commercial multi-platform news and information service serving central and northern New York State. Broadcast studios and administrative offices are located on the campus of the State University of New York College at Oswego. Additional studios and offices are located in the SUNY Oswego Metro Center, Clinton Square, Syracuse.

Program services includes three program streams:

WRVO-1, NPR News Magazine, the primary broadcast service featuring NPR, American Public Media, Public Radio International, among others, broadcast over WRVO's ten regional FM transmitters, online, and via the mobile web.

WRVO-2, Public Radio Remix, an eclectic mix of short features from public radio stations across the country. WRVO-2 is heard on WRVO-HD Oswego, WRVD-HD Syracuse, and via the Internet.

WRVO-3, WRVO International, presenting live news and information programming from the BBC, RNW (Radio Netherlands Worldwide), Deutsche Welle, and other services. WRVO-3 is available online and via the mobile web.

WRVO Oswego/Syracuse, NY | 89.9-FM, 50,000 watts

WRVD Syracuse, NY | 90.3 FM, 285 watts

WRVH Clayton, NY | 89.3 FM, 7,900 watts

WRVN Utica, NY | 91.9 FM, 1,900 watts

WRVJ Watertown, NY | 91.7 FM, 1,600 watts

Additional regional transmitters include:

Geneva, NY | 90.7 FM, low-power translator

Hamilton, NY | 92.3 FM, low-power translator

Ithaca, NY | 92.5 FM, low-power translator

Norwich, NY | 89.9 FM,, low-power translator

North Watertown, NY | 99.9 FM, , low-power translator

WRCU FM Hamilton, NY (licensed to Colgate University) | 90.1 FM, 1,900 watts

WSUC Cortland, NY (licensed to SUNY Cortland) | 90.5 FM, 1,400 watts



Mailing address: 7060 State Route 104, Oswego, NY 13126-3599

Main number: 315-312-3690; toll-free number: 1-800-341-3690

Website: <http://wrvo.org>

For WRVO-1, WRVO-2 and WRVO-3 program schedules and other information about WRVO Public Media, see our website, wrvo.org

COVERAGE

WRVO Public Media operates ten* FM broadcast transmitters serving more than 15 counties of upstate New York. Additional coverage is provided over three Internet web streams available at wrvo.org. Apps for iPhone, iPad, and Android smartphones are available free.

Broadcast stations include:*

WRVO Oswego/Syracuse, NY | 89.9-FM

WRVD Syracuse, NY | 90.3 FM

WRVH Clayton, NY | 89.3 FM

WRVN Utica, NY | 91.9 FM

WRVJ Watertown, NY | 91.7 FM.

Additional regional transmitters include:

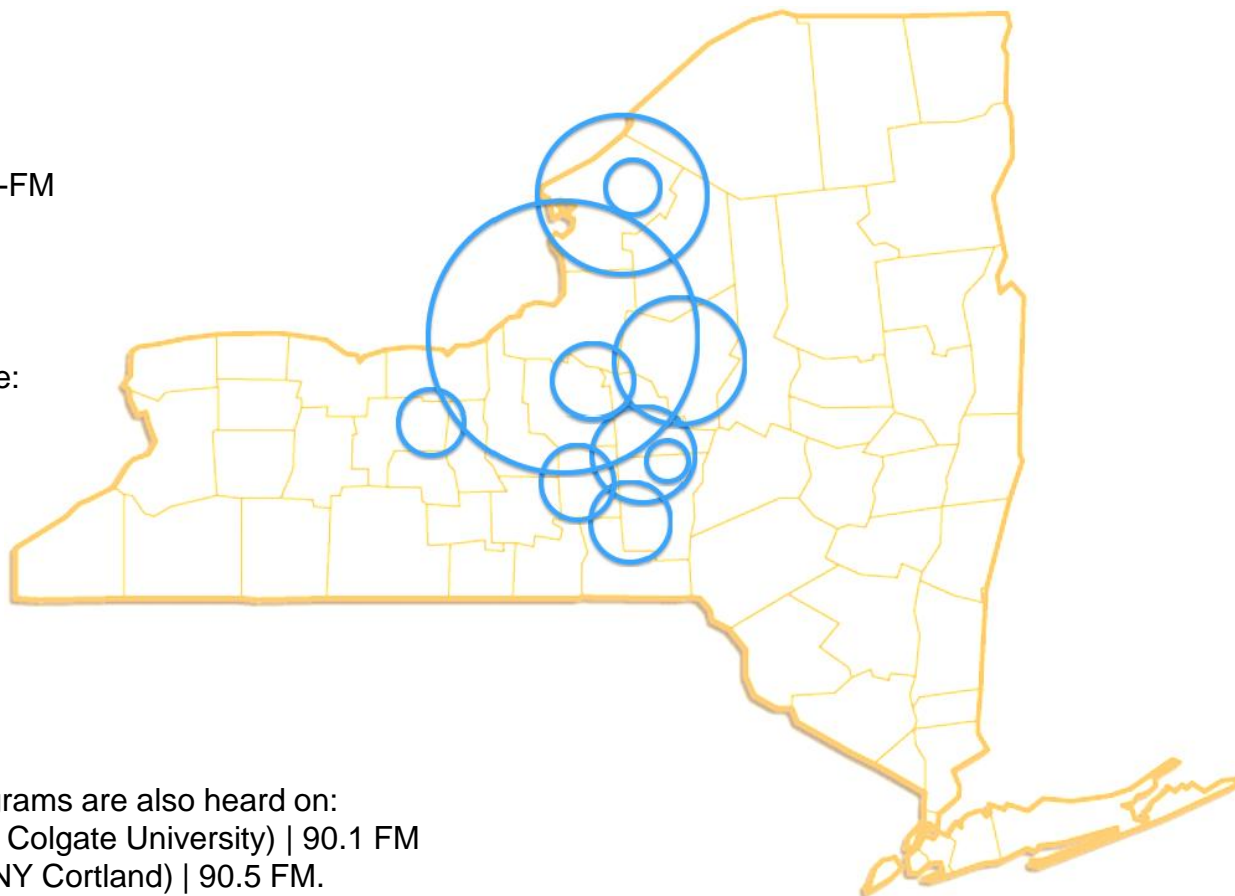
Geneva, NY | 90.7 FM

Hamilton, NY | 92.3 FM

Ithaca, NY | 92.5 FM

Norwich, NY | 89.9 FM

North Watertown, NY | 99.9 FM



* WRVO drive time and weekend programs are also heard on:

WRCU FM Hamilton, NY (licensed to Colgate University) | 90.1 FM

WSUC Cortland, NY (licensed to SUNY Cortland) | 90.5 FM.

DEMOGRAPHICS

According to audience research*:

WRVO consistently ranks among the top ten stations in weekly cumulative listening in the 35-station Syracuse Metro. WRVO often ranks among the top five in weekday morning and afternoon drive and on weekend mornings.

WRVO/NPR listeners are highly educated, affluent, engaged members of their communities.

WRVO/NPR listeners are twice as likely to have attained a bachelor's degree and three times more likely to have attended professional or graduate school. Nearly a third have individual incomes of over \$50,000, and 15 percent report income of \$75,000 and higher. The median household income of an NPR listener is approximately \$70,000. The earning power of public radio listeners is well above the national average for radio audiences generally.

WRVO/NPR listeners tend to reside in homes of above average value. Thirty percent of listeners live in homes valued between \$200,000 and \$499,000.

WRVO/NPR listeners are more likely to think of themselves as professionals. A significant proportion of NPR listeners have the authority to make changes in company policies. Many own their own businesses.

WRVO/NPR listeners tend to be creative, curious, socially and professionally engaged. Many are drawn to the arts and other intellectual pursuits. They are 26 percent more likely to enjoy learning about art, culture, and history.

WRVO/NPR listeners are 56 percent more likely to express a desire to travel to a foreign country.

WRVO/NPR listeners tend to be politically moderate to conservative.

* Source: Radio Research Consortium/Arbitron

To learn more about WRVO members, and for other information about WRVO Public Media, see our website, wrvo.org

SOURCES OF FUNDING



WRVO Public Media generates funding from a variety of sources. These include:

Listener contributions: 40 percent of revenues are generated through direct mail and on-air solicitation.

Underwriting by businesses and organizations: 25 percent of revenues are generated through solicitation of corporate and institutional support. Underwriters are acknowledged through on-air credits that meet specific federal guidelines. Underwriters have the option of supporting the general program fund or supporting specific programs.

Government support: 15 percent of revenues are generated from New York State and federal funding. WRVO Public Media qualifies for an annual Community Service Grant (CSG) under federal law administered by the Corporation for Public Broadcasting. The New York State Department of Education provides funding in support of WRVO's efforts to educate the public on issues of interest to residents of New York State.

UNDERWRITERS BENEFIT FROM ASSOCIATING WITH PUBLIC RADIO

Audience surveys have shown that **80 percent of public radio listeners hold a more positive image of companies that support their choice medium**. Seventy percent say that support of public radio has a positive influence on their decision to purchase products and services from underwriters.

WRVO underwriting representatives are available to help your business or organization reach our highly desirable radio audience with your marketing message.

To learn more about underwriting WRVO Public Media, contact our underwriting department at 315-312-3690, or toll-free at 1-800-341-3690. A partial list of current and former WRVO corporate and institutional underwriters is available at wrvo.org/underwriter.