

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 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, our flagship broadcast service featuring programs from NPR, American Public Media, Public Radio International and the BBC, and from the WRVO Newsroom. Heard on 13 frequencies across the region, online, and via our mobile app.

WRVO-2, Public Radio Remix, an eclectic mix of short features from public radio stations across the country. Available online at wrvo.org and via our mobile app.

WRVO-3, WRVO International, presenting live news and information programming from the BBC around the clock. Available online at wrvo.org and via our mobile app.

Our stations:

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

WMVQ - Fenner, NY | 90.5-FM, 49 watts

Additional regional transmitters include:

Geneva, NY | 90.7-FM, low-power translator

Ithaca, NY | 92.5-FM & 104.5-FM low-power translators

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

Rome, NY | 92.3-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

Contact Us:

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

Phone: 315-312-3690 Toll-Free: 800-341-3690

Website: <http://wrvo.org>



**For WRVO-1, WRVO-2 and
WRVO-3 program schedules and
more information about WRVO
Public Media, visit our website,
wrvo.org**

COVERAGE

WRVO operates 11* FM broadcast transmitters serving more than 15 counties of upstate New York, and three live internet webstreams at wrvo.org. Mobile apps for iPhone, iPad and Android platforms are available for free.

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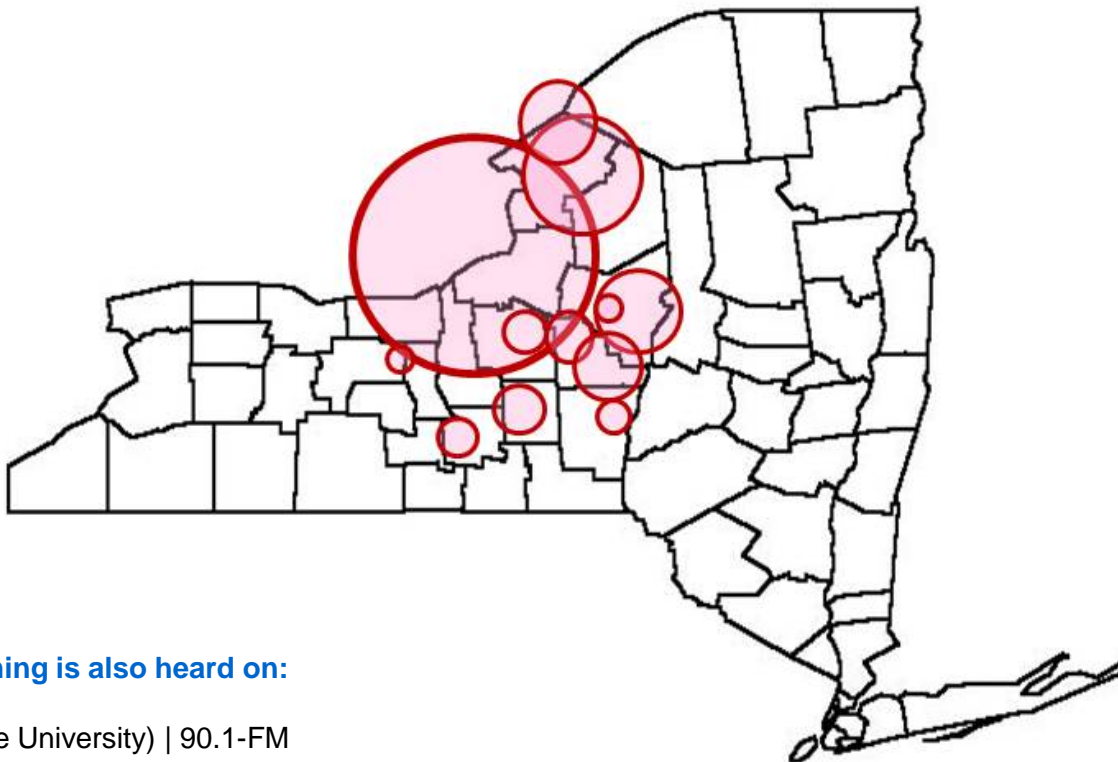
Additional regional transmitters:

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Ithaca, NY | 92.5-FM & 104.5-FM

Norwich, NY | 89.9-FM

Rome, NY | 92.3-FM, low-power translator



*WRVO drive-time and weekend programming is 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 listeners and listening in the 35+-station Syracuse market. WRVO often ranks among the top five in key dayparts like weekday morning and afternoon drive, and on weekend mornings.

WRVO / NPR appeals to both men and women: WRVO listeners are split nearly equally along gender lines; 52% men, 48% women.

WRVO / NPR listeners are highly educated: WRVO listeners are more than twice as likely to have a college degree than the average listener in the Syracuse market. Nationally, seven in ten NPR listeners have at least a bachelor's degree, compared to only 29% of the U.S. population. They are over three times as likely as the average American to have completed graduate school.

WRVO / NPR listeners are affluent: The median household income of an NPR News listener is about \$94,300, compared to the national average of about \$61,200. WRVO listeners are approximately 50% more likely to come from households earning more than \$75,000 per year.

WRVO / NPR listeners are in positions to make decisions: NPR listeners are more than twice as likely as the average American to be in a manager/professional role; 20% were involved in one or more business purchases of \$1000 or more in the past year.

WRVO / NPR listeners are highly engaged in their communities: NPR listeners are more than twice as likely as the average American to be a member of a charitable organization.

WRVO / NPR listeners are strong supporters of fine arts, education and culture: 30% visited museums and 26% attended live theater performances in the past year. Six in ten have a valid passport, and 40% have traveled abroad in the past three years.

WRVO / NPR listeners are concerned about their health and well-being: They are more likely than the average American to visit a doctor on a frequent basis, as well as to follow a regular exercise routine.

Sources:
Nielsen Audio/Radio Research Consortium
NPR Audience Profile 2016

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SOURCES OF FUNDING



WRVO Public Media generates funding from a variety of sources, including:

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

Underwriting by businesses and organizations: Approximately 30% of revenues are generated through solicitation of corporate and institutional support. Underwriters are acknowledged through on-air announcements that meet specific federal guidelines. Underwriters have the option of supporting the general program fund or supporting specific programs.

Government support: Approximately 15% 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% 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 800-341-3690. A partial list of current and former WRVO corporate and institutional underwriters is available at wrvo.org/underwriter.

*Thank you for your interest
in WRVO Public Media!*