WUKY, 91.3 FM, is a community supported service of the University of Kentucky. Through our comprehensive, unbiased news coverage, unique musical offerings, and community partnerships, WUKY fosters civic development, celebrates our cultural diversity, and advances the mission of the University of Kentucky.

Our news comes from NPR, BBC, and our own award-winning newsroom. Our music is ROCK & ROOTS. Our specialty music shows encompass Women’s Music, Americana, Blues, World, Jazz and more. There’s humor, arts, and culture here, too.

1940
Began broadcasting as WBKY

1989
Became WUKY to reflect affiliation with the University of Kentucky

2007
Began broadcasting in HD, digital radio
Your business is likely to experience a “Halo Effect” when you create a partnership with WUKY.

That is, the goodwill that WUKY shares with our listeners will be transferred to you via association. This is because WUKY is a mission-driven, membership organization which the public sees as contributing to the local community—and you benefit from WUKY’s standing in the community.

71% Hold a more positive opinion of sponsors that support NPR

60% Agree NPR is selective about companies that sponsor its programming

70% Prefer to buy products or services from NPR sponsors
Listeners Connect with Public Radio

87%
Discuss content with friends, family and colleagues

86%
Consider public radio “personally important” to them

83%
Take action in response to something heard on NPR

Public Radio Halo Surpasses Commercial Radio

NPR Listeners vs. Commercial Radio Listeners

- The programming is personally important to me. If it went away, I would miss it.
  - NPR: 86%
  - Favorite Commercial Station: 56%

- My opinion of a company is MORE POSITIVE when I find out it supports/advertises
  - NPR: 71%
  - Favorite Commercial Station: 27%

- When price and quality are equal, I PREFER TO BUY from companies that sponsor programs on...
  - NPR: 70%
  - Favorite Commercial Station: 25%

- The station is SELECTIVE about the companies and products that can sponsor its programming
  - NPR: 60%
  - Favorite Commercial Station: 29%

- I pay attention to the sponsorship announcements/ads I hear
  - NPR: 55%
  - Favorite Commercial Station: 37%

- The businesses I hear on the station are MORE CREDIBLE than those I hear advertising on other radio stations
  - NPR: 56%
  - Favorite Commercial Station: 26%
Educated Listeners

Demographics, lifestyle and purchasing habits of NPR listeners:

- Seven in 10 listeners have a bachelor’s degree or higher, compared to 30% of the U.S. population.
- Sixty-eight percent of listeners voted in local, state, or federal elections in the past year.
- NPR Listeners are 48% more likely than the U.S. population to watch less than ten hours of total television (incl. daytime and primetime) per week. Further, 25% of listeners do not watch any primetime television.
- NPR listeners satisfy their interest in the arts and culture beyond listening to NPR. Forty-five percent of listeners attended a live performance of music, dance or theater in the past year. The NPR listener is also more than twice as likely as the average American to visit museums.
- Whether for business or for pleasure, NPR listeners are on the move. Six in ten listeners have a valid passport, and 44% have traveled abroad in the past three years. Seventy-three percent of listeners went on a trip within the U.S. in the past year.
- Twenty percent of NPR listeners are involved in one or more business purchases over $1,000. Listeners are also 129% more likely to be in a professional/managerial role with an individual employment income of $35,000 or more.
Sponsorship Guidelines

WUKY offers up to 15 seconds (35 words) of sponsorship air time to reach an affluent, well-educated audience with an informative, non-promotional message describing your business, its products, and/or services.

- All announcements must begin with a sponsor’s name or that of a subsidiary, operating division, or parent company
- May include location and duration of business
- May include non-promotional mentions of product lines or business (Co-op funds can be used)
- May include brand names, product, service listings that identify sponsor
- May include a business marketing slogan if well established and non-promotional
- May not include a “call to action”
- May not include comparative or promotional language
- May not include inducement to visit the sponsor’s place of business or to support the sponsor because they support WUKY

$50  Morning Drive, M-F 6am-10am
     Afternoon Drive, M-F 4pm-7pm
     Weekend Prime Time, Sat-Sun 10am-2pm

$25  NPR Noon News (name only), M-F

$35  All other programs

$30  Run of Schedule (ROS) Mon-Sun 6am-8pm

$400 Rotating website banner ad (per month)

$10  Add HD radio spot to any order

*All rates per spot and net to WUKY. Web ad dimensions 300 x 250 (desktop) & 320 x 50 (smartphone) to be supplied by sponsor. Web ad design available on request.