

Connect with the People Who Shape Southeastern Wisconsin

Providing the highest concentration of educated,
affluent and community-minded citizens,
WUWM 89.7 FM — Milwaukee Public Radio
delivers an influential audience





Each week, over **90,100** different people listen to **WUWM 89.7 FM** — Milwaukee Public Radio

Our audience is more likely than the average southeastern Wisconsin resident to be:

EDUCATED...

This contributes to making them more:

INFLUENTIAL

They drive trends through word of mouth and impact corporate and social networks

AFFLUENT

With discretionary income they have immense purchasing power

CULTURAL

Passionate about the arts, they flock to cultural events

COMMUNITY-MINDED

They participate in local initiatives and are highly active in the community



Underwriting Generates Marketing Results

Fueled by great storytelling and rigorous reporting, **NPR**® creates and distributes award winning programs of in-depth news, cross-cultural perspectives, thought-provoking ideas and witty entertainment.

WUWM 89.7 is southeastern Wisconsin's source for NPR and award winning local content.

INDEPENDENT. NONCOMMERCIAL. MISSION-DRIVEN. The independent, educational mission of WUWM anchors the passionate bond our community shares with us.

78% of listeners have taken direct action as a result of a public media sponsorship

61% hold a more positive opinion of a company that supports public radio

54% prefer to purchase products and services from public radio supporters when price and quality of those products/services are equal

48% find sponsors of public radio to be more credible companies

Source: NPR Sponsorship Survey, Lightspeed Research, 2013

The audience, environment and the relationship your organization builds through sponsorship of WUWM make it uniquely efficient and effective.

You Don't Have to Shout to Be Heard and Remembered



Less than 3 minutes of sponsor messages per hour on public radio — versus — **up to 18 minutes** of advertising per hour on commercial radio

Public Radio's clutter-free environment keeps listeners in active listening mode. Your message will stand out and prompt action.

By virtue of supporting WUWM, the connection you build with the audience instills a **halo effect** that predisposes their desire to do business with you.

Your WUWM representative will work with you and your budget to customize an underwriting campaign with these options:

- :20 broadcast announcements written in an objective style that listeners expect and appreciate
- Challenge grants to support our on-air pledge drives
- Web and digital marketing
- Targeted promotions
- Special events

WUWM 89.7 FM

Milwaukee Public Radio is southeastern Wisconsin's source for NPR® and award winning in-depth local news, thoughtful conversations and smart entertainment.

During the weekday commute, WUWM carries trusted national and international news from NPR's *Morning Edition* and *All Things Considered*, BBC, American Public Media and Public Radio International. WUWM is home to the largest radio-only news department in Milwaukee and covers state and regional issues thoughtfully.

On the weekends, listeners laugh and learn with the likes of *Wait Wait...Don't Tell Me!*, *Weekend Edition*, *This American Life* and Bob Reitman's passionate music adventure *It's Alright, Ma, It's Only Music*.



“Saint John’s values our partnership with WUWM and we often hear positive comments about the relationship. WUWM’s dedicated listeners are engaged and receptive to a wide spectrum of educational and thought provoking ideas—just the people we want to reach!”

**Luci Klebar, Director of Marketing
Saint John’s On The Lake**

Photography © Nada Barinaga



Lake Effect

WUWM’s locally produced weekday magazine program features captivating reports that focus on local and regional issues spotlighting the people and cultural events that shape our community.





WUWM 89.7 FM

AWARD WINNING NEWS

The WUWM news team has consistently been recognized by its peers locally and nationally with numerous awards, reflecting WUWM's relentless pursuit of excellence in journalism. In 2015, WUWM's special series, *Project Milwaukee: Black Men in Prison*, won one of the most respected awards in the broadcast industry: the national **Edward R. Murrow Award** for outstanding news series.

AUDIENCE SNAPSHOT

64% of WUWM listeners are **25-54**

EDUCATED 133% more likely to have a post-graduate degree

93% value continued learning throughout life as very important

INFLUENTIAL 162% more likely to be employed in a top management position

AFFLUENT 108% more likely to earn a household income of \$150k+

COMMUNITY-MINDED 120% more likely to have served on a committee for a local organization in the last 12 months

CULTURAL 214% more likely to contribute to arts/cultural organizations

“We often hear from our guests that they learned about OWW from one of the WUWM spots. It is very apparent that our guests are your listeners!”

Daniel J. Freas, Director
Old World Wisconsin

“My customers appreciate that I give back to the community by supporting WUWM, and they tell me so when they visit.”

Bob Pecher, Owner
B&L Photo

Sources: Scarborough, Release 1 2015 Feb 14-Jan 15, A18+.
GfK MRI, Doublebase 2014

Photography © Nada Barinaga

PHOTOGRAPHY CREDITS

Nada Barinaga | Milwaukee skyline, kayaker, Hoan Bridge, Marcus Center for the Performing Arts, McKinley Marina

John December | Harbor House lake walk, The Domes at Mitchell Park Conservatory, "The Calling" sculpture by Mark di Suvero, The Pabst Theater, Milwaukee City Hall, The Great Downer Avenue Bike Race, Villa Terrace Decorative Arts Museum, Milwaukee Public Market

Dan Eidsmoe | Sausage Race at Miller Park

MISSION

Milwaukee Public Radio's mission is to serve listeners in southeastern Wisconsin with quality news, public affairs and entertainment programming.

SPONSORSHIP REPRESENTATIVES

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wuum.com/partner | wuum@uwm.edu

Market Engineuity® manages sponsorship sales for WUWM with the mission of linking the station and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

