WKSU MEDIA GUIDE

ON AIR

ON AIR

ONLINE

ON DEMAND
THE WKSU 89.7 AUDIENCE

RETURN ON YOUR INVESTMENT

• 90% of listeners have been moved to take action by listening to NPR
• 66% of listeners have done further research into a topic
• 68% of listeners have visited a website referenced by NPR
• 66% of NPR listeners agree that when price and quality are equal, they prefer to buy products from businesses that support public radio

Data Source: 2013 NPR Audience Insight & Research

Engage Northeast Ohio’s most educated, affluent and influential listeners.

<table>
<thead>
<tr>
<th>Education</th>
<th></th>
<th>Occupation</th>
<th></th>
<th>Household Income</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Some College</td>
<td>69%</td>
<td>White Collar</td>
<td>46%</td>
<td>Over $50,000</td>
<td>67%</td>
</tr>
<tr>
<td>College Grad</td>
<td>39%</td>
<td>Professional/Specialty</td>
<td>22%</td>
<td>Over $75,000</td>
<td>37%</td>
</tr>
<tr>
<td>Post Graduate Work</td>
<td>22%</td>
<td></td>
<td></td>
<td>$100,000 - $249,000</td>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Home Value</th>
<th></th>
<th>Contributions (in past year)</th>
<th></th>
<th>Travel</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Owns Home</td>
<td>73%</td>
<td>Arts/Cultural Organization</td>
<td>16%</td>
<td>Personal Round-trip Air Travel in Continental U.S. (past year)</td>
<td>30%</td>
</tr>
<tr>
<td>$150,000 - $249,000</td>
<td>23%</td>
<td>Social Care/Welfare</td>
<td>18%</td>
<td>Personal Round-trip Air Travel Outside U.S. (past 3 years)</td>
<td>11%</td>
</tr>
<tr>
<td>Owns 2nd home/real estate property</td>
<td>11%</td>
<td>Environmental</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other Media Usage</th>
<th></th>
<th>Personally attended (in past year)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>NY Times (M-F)</td>
<td>15%</td>
<td>IX Home &amp; Garden Show</td>
<td>8%</td>
</tr>
<tr>
<td>Wall Street Journal (M-F)</td>
<td>9%</td>
<td>Art Museum</td>
<td>16%</td>
</tr>
<tr>
<td>Akron Beacon Journal (M-F)</td>
<td>21%</td>
<td>Live Theatre</td>
<td>21%</td>
</tr>
<tr>
<td>Plain Dealer (M-F)</td>
<td>15%</td>
<td>Professional Sporting Event</td>
<td>39%</td>
</tr>
<tr>
<td>Canton Repository (M-F)</td>
<td>13%</td>
<td>Symphony/Opera</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Zoo</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cleveland Museum of Art</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cleveland Orchestra</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Great Lakes Science Center</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rubber Ducks Baseball</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Household Characteristics</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Buy Locally Grown Food</td>
<td>45%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Buy Organic Food</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pay More for Eco-friendly Products/Svs.</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Energy Efficient Windows</td>
<td>45%</td>
</tr>
</tbody>
</table>

Data Source: 2013 NPR Audience Insight & Research
THE WKSU 89.7 AUDIENCE

WKSU LISTENERS, COMPARED TO THE NORTHEAST OHIO POPULATION, ARE:

Affluent
• 62% more likely to have an income more than $100,000
• 195% more likely to have an income more than $250,000

Well-Educated
• 70% more likely to have a four-year college degree
• 114% more likely to have a post-graduate degree

Professionally Influential
• 194% more likely to have professional/related occupations
• 188% more likely to have education/training occupations
• 162% more likely to have business/financial occupations
• 225% more likely to be self-employed/entrepreneur

Purchasing Power
• 386% more likely to spend between $500-$999 on consumer electronics per year
• 89% more likely to own a personal watercraft
• 88% more likely to spend up to $5,000 annually on landscaping
• 62% more likely to own a second home

Culturally Passionate
• 77% more likely to attend a symphony concert, opera, play, etc.
• 23% more likely to visit an art museum

Philanthropists
• 84% more likely to contribute money to arts/cultural organizations
• 27% more likely to contribute money to social/welfare organizations

Environmentally Conscious
• 251% more likely to participate in eco-friendly activities on a regular basis
• 88% more likely to pay more for eco-friendly products

Active
• 124% more likely to go snow skiing
• 36% more likely to go hiking

Community Minded
• 486% more likely to read the newspaper six times a week
• 88% more likely to vote

THE WKSU AUDIENCE IS

52% MALE
48% FEMALE

63% OF LISTENERS ARE BETWEEN THE AGES OF 35 AND 64

63%

35 64
# Program Schedule

## WKSU 89.7 On-Air Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>MON-FRI</th>
<th>SAT</th>
<th>SUN</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 a.m.</td>
<td>Morning Edition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 a.m.</td>
<td>Morning Edition</td>
<td>To the Best of Our Knowledge</td>
<td>Travel with Rick Steves</td>
</tr>
<tr>
<td>7 a.m.</td>
<td>Morning Edition</td>
<td>Inside Europe</td>
<td>Living on Earth</td>
</tr>
<tr>
<td>8 a.m.</td>
<td>Morning Edition</td>
<td>Living on Earth</td>
<td>On Being</td>
</tr>
<tr>
<td>10 a.m.</td>
<td>Morning Edition</td>
<td>Wait Wait ... Don’t Tell Me</td>
<td>A Prairie Home Companion</td>
</tr>
<tr>
<td>11 a.m.</td>
<td>Morning Edition</td>
<td>Whad’Ya Know</td>
<td>Car Talk</td>
</tr>
<tr>
<td>12 p.m.</td>
<td>Morning Edition</td>
<td>This American Life</td>
<td>Wait Wait ... Don’t Tell Me</td>
</tr>
<tr>
<td>1 p.m.</td>
<td>Morning Edition</td>
<td>Fresh Air Weekend</td>
<td>The Splendid Table</td>
</tr>
<tr>
<td>2 p.m.</td>
<td>Morning Edition</td>
<td>Fresh Air</td>
<td>On the Media</td>
</tr>
<tr>
<td>3 p.m.</td>
<td>Morning Edition</td>
<td>The World</td>
<td>TED Radio Hour</td>
</tr>
<tr>
<td>4 p.m.</td>
<td>Morning Edition</td>
<td>All Things Considered</td>
<td>Radiolab</td>
</tr>
<tr>
<td>5 p.m.</td>
<td>Morning Edition</td>
<td>All Things Considered</td>
<td>Snap Judgment</td>
</tr>
<tr>
<td>6 p.m.</td>
<td>Morning Edition</td>
<td>Marketplace</td>
<td>All Things Considered</td>
</tr>
<tr>
<td>6:30 p.m.</td>
<td>Morning Edition</td>
<td>Q</td>
<td>A Prairie Home Companion</td>
</tr>
<tr>
<td>7 p.m.</td>
<td>Morning Edition</td>
<td>Q</td>
<td>Folk Alley Radio Show</td>
</tr>
<tr>
<td>8 p.m.</td>
<td>Morning Edition</td>
<td>Q</td>
<td>In Performance</td>
</tr>
<tr>
<td>9 p.m.</td>
<td>Morning Edition</td>
<td>Classical Music</td>
<td>Classical Music</td>
</tr>
</tbody>
</table>

Listen to WKSU programs 24/7 on an HD Radio, smartphone or tablet, or online at wksu.org.

- **WKSU HD 1**: On-Air
- **WKSU HD 2**: Folk Alley
- **WKSU HD 3**: Classical
- **WKSU HD 4**: News and Information

Associate your organization with a major NPR award-winning news and information station.
NORTHEAST OHIO’S LARGEST PUBLIC RADIO SERVICE

Distribution of Listeners
Medina, Portage, Summit – 39%
Ashland, Cuyahoga, Geauga, Erie, Lake, Lorain – 37%
Ashland, Carroll, Holmes, Stark, Tuscarawas, Wayne – 24%

HOT ZIP CODES:
44303/44313/44320 Akron/West Akron
44202 Aurora
44023 Bainbridge
44140 Bay Village
44122 Beachwood/Shaker Heights
44708/44709/44718 Canton
44022/44023 Chagrin Falls/Moreland Hills
44026 Chesterland
44106/44113 Cleveland
44118 Cleveland Heights/University Heights
44321/44333 Copley/Fairlawn
44221/44223 Cuyahoga Falls
44236 Hudson
44240/44242 Kent
44124 Lyndhurst/Mayfield Heights/Pepper Pike
44646 Massillon
44256/44281 Medina/Wadsworth
44663/44622 New Philadelphia/Dover
44720/44721 North Canton
44074 Oberlin
44870 Sandusky
44139 Solon
44224 Stow/Monroe Falls
44685 Unions town
44303/44313 West Akron
44145/44116 Westlake/Rocky River
44691 Wooster
Other underwriting opportunities with WKSU include banner ads and in-stream messaging on wksu.org. Be connected with our audience on the Web and on-demand. Your message could be heard on the radio, seen on wksu.org and heard/seen on the WKSU app for mobile devices.

**WKSU.ORG Attracts Listeners**

- Number of visitors per month over the last 12 months: 62,865
- Page views per month: 103,701
- Unique visitors per month: 39,639
- Percent of new visits per month: 55.2%
- Average ad impressions delivered per month:
  - For sponsor ads: 12,407 impressions/month 2.6% CTR
  - For logo position: 12,407 3.1% CTR

Data source: Google Analytics

*Deliver your marketing presence via multiple media platforms.*
The Halo Effect is the positive attitude that listeners have towards companies/organizations that support the community service of NPR and public radio stations.

ASSOCIATION WITH PUBLIC RADIO BUILDS POSITIVE BRAND PERCEPTIONS

Data Source: 2013 Jacobs Media, NPR Listener Surveys, Lightspeed Research
UNDERWRITING WITH WKSU
GENERATES MARKETING RESULTS

WHAT COMMUNITY LEADERS ARE SAYING ABOUT WKSU

“Underwriting on WKSU is one of the best decisions the Players Guild Theatre has made. Our audience and the listeners of WKSU enjoy quality programming, be it live on stage or via the airwaves, making our partnership the perfect pairing. Our continued support of the station and its programming not only continues to reward our organization with new patrons each season, but also helps to enlighten all those who tune in each day!”

Joshua Erichsen
Producing Artistic Director
The Players Guild Theatre
Canton, Ohio

“Omnova Solutions Foundation proudly supports WKSU because their delivery of the news to Northeast Ohio is both thorough and balanced. WKSU news helps Omnova Solutions employees and all residents understand what is going on in the world by going beyond the headlines.”

Theresa Carter
President
Omnova Solutions Foundation
Akron, Ohio

“Levin Furniture is thrilled to support great public radio in our community. Sponsorship means connection, means involvement, means community. We hope to connect with our customers by showing them we are part of the community too!”

Robert Levin
President
Levin Furniture
West Mifflin, Pennsylvania

“Eleven years ago when I first arrived at The Wooster Inn, I was looking for a way to get the word out about the place. As an avid listener to WKSU/NPR it seemed apparent that I could best reach my target demographic, people just like me, through underwriting support of the station. Through the years, we have continued our support and we continue to have new guests discover us when we are mentioned on WKSU.”

Ken Bogucki
Owner/General Manager
The Wooster Inn
Wooster, Ohio

“In today’s incredibly fragmented market, WKSU provides my company access to an educated, diverse and affluent audience that I have difficulty reaching in any other traditional or nontraditional media.”

James Stein
Manager, Creative Services
Summa Health Systems
Akron, Ohio

Influence Northeast Ohio’s business and nonprofit decision-makers
COPY GUIDELINES

UNDERWRITING AND PAID PROMOTIONAL ANNOUNCEMENTS

WKSU is a noncommercial station, and adherence to Federal Communications Commission (FCC) underwriting guidelines is required. All underwriting announcements are 15 seconds in length and apply to for-profit businesses and nonprofit organizations. Paid promotional announcements (PPAs) are 30 seconds in length and apply only to nonprofit organizations.

FCC GUIDELINES

For-profit underwriting mentions may include name, location, telephone number or website address, established slogan, value-neutral description of products and services and vendor or trade names. Copy cannot use qualitative, promotional or comparative language; mention prices or contain calls to action. Nonprofit underwriting mentions and PPAs are not bound by the same guidelines. All copy is subject to approval by WKSU management to meet FCC guidelines.

SAMPLE UNDERWRITING COPY

Support for WKSU comes from...

...Wayside Furniture in Akron...
Family owned and operated since 1937. Offering five acres of furniture and custom-crafted cabinetry. Online at waysidefurniture.com.

...Mustard Seed Market & Café...
Satisfying natural food customers for over 20 years. In Montrose and Solon or at mustardseedmarket.com.

SAMPLE PPA COPY

Cleveland Playhouse Square Foundation

This season’s Broadway In Cleveland, part of the Keybank Broadway Series presents The Gershwins’ Porgy and Bess at Playhouse Square, February 4th through 16th. See what Time Magazine exclaims is, “A don’t miss theatre event! The #1 Broadway musical of the year.” Winner of the 2012 Tony Award for Best Revival of a Musical. For tickets call the box office at 216-241-6000 or visit playhousesquare.org.
Reach More than 3 Million People throughout Northeast Ohio!

WKSU Stations
89.7 WKSU Kent  89.3 WKRW Wooster  90.7 WNRK Norwalk
89.1 WKSU Thompson  91.5 WKRJ New Philadelphia  95.7 W239AZ Ashland

Contact the WKSU Underwriting Department today to begin your marketing strategy!

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P.O. Box 5190
Kent, OH 44242-0001

330-672-3114
underwriting@wksu.org
wksu.org