





For Underwriting/Sponsorship Information Contact:

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Station Address

WNMU-FM

Northern Michigan University

1401 Presque Isle Ave.

Marquette, MI. 49855

PUBLIC RADIO AUDIENCE PROFILE



Public radio attracts an audience with higher than average household incomes, tend to view their job as a “career,” and are active in the community.

Demographics

- 55% Men**
45% Women
- 52% Aged 25 to 54**
21% Aged 18 to 34
36% Aged 35 to 54
- 63% College degree or beyond**
31% Post graduate degree
- 77% HHI \$50,000+**
60% HHI \$75,000+
Median HHI: \$91,500
- 61% Married**
23% Never married
- 68% Employed**
52% View job as a "career"
28% Professional occupation
18% Involved in business purchases of \$1,000 or more
8% Top management

Lifestyles*

- 92% Public activities**
64% Vote
24% Fund raising
- 43% Consider themselves somewhat or very liberal**
25% Somewhat/Very conservative
26% Middle of the road
- 46% Theatre/concert/dance attendance**
60% Dine out
50% Read books
33% Went to zoo or museum
- 53% Regular fitness program**
36% Walk for exercise
21% Swim
- 32% Own any financial securities**
15% Own stock or bond mutual funds
10% Own common or preferred stocks
- 78% Own a smartphone**
40% Household uses tablet or e-reader
- 69% Domestic travel in past 12 months**
39% Foreign travel over past three years

READS: Over half (55%) of NPR-CPB listeners are men.

BASE: Adults 18+ who listen to a public radio station.

*SOURCE: GfK MRI Doublebase 2016
past year activities*



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NPR CLASSICAL AUDIENCE PROFILE



NPR attracts an audience distinguished by its educational excellence and professional success. Listeners are choice consumers, savvy business leaders, and influentials who are active in their communities.

Demographics

- 54% Men**
46% Women
- 40% Aged 25 to 54**
12% Aged 18 to 34
28% Aged 35 to 54
- 64% College degree or beyond**
29% Post graduate degree
- 75% HHI \$50,000+**
58% HHI \$75,000+
Median HHI: \$87,400
- 61% Married**
20% Never married
- 59% Employed**
46% View job as a "career"
24% Professional occupation
15% Involved in business purchases of \$1,000+ each year
5% Work in top management

Lifestyles*

- 89% Public activities**
63% Vote
22% Fund raising
- 37% Consider themselves somewhat or very liberal**
31% Somewhat/Very conservative
26% Middle of the road
- 50% Theatre/concert/dance attendance**
62% Dine out
51% Read books
38% Went to zoo or museum
- 52% Regular fitness program**
39% Walk for exercise
17% Swim
- 38% Own any financial securities**
19% Own stock or bond mutual funds
11% Own common or preferred stocks
- 70% Owns smartphone**
40% Household uses tablet or e-reader
- 67% Domestic travel in past 12 months**
40% Foreign travel over past three years

READS: More than half (54%) of NPR classical listeners are men.

BASE: Adults 18+ who listen to an NPR classical station.

SOURCE: GfK MRI Doublebase 2016

**past year activities*



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NATIONAL PUBLIC RADIO STATION AUDIENCES SECTION

Demographics Who Is the NPR Audience?

Gender. The NPR audience has a slightly greater concentration of men (55%) than women (45%). The classical audience draws the largest share (49%) of female listeners.

Age. NPR is particularly popular among Baby Boomers (b. 1946-1964). Nearly two-thirds of NPR listeners lie between the ages 35 and 64. The median age of the NPR listener is 51.

Education. NPR's audience is extraordinarily well-educated. Seven in ten listeners have at least a bachelor's degree, compared to only 28% of the U.S. population. Also, they are 3.6 times more likely than the average American to have completed graduate school.

Race & Ethnicity. The majority of the NPR audience (87%) identifies itself as white. Hispanics make up the second largest audience for NPR programming, comprising 7% of all listeners. African-Americans make up 33% of the NPR Jazz station listeners. Lifestyle and consumption patterns are similar for NPR listeners across ethnic groups.

Income. NPR households tend to be more affluent than other households, primarily as a result of their educational attainment. The median household income of an NPR News listener is about \$94,000, compared to the national average of about \$60,000.

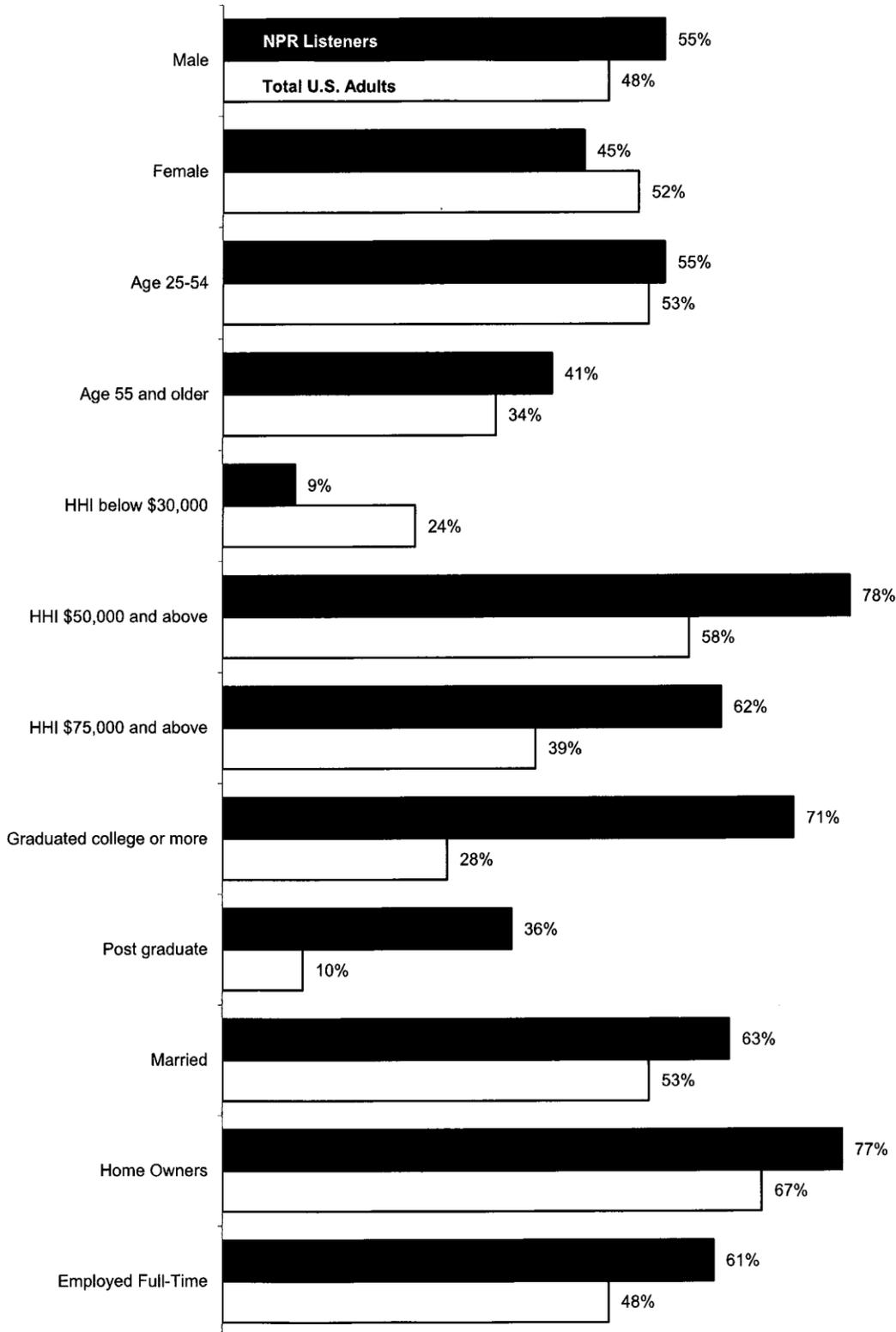
Marital Status. Nearly two-thirds of NPR listeners are married, 22% have never married, and 10% are legally divorced.

Household Composition and Children. Despite the high prevalence of married people in the NPR audience, they are less likely to have children living at home when compared with the U.S. population. 38% of listeners live in a house of only two people, and 17% live alone. Households of three to four individuals make up just over 37% of the total audience.

Employment. The majority of NPR listeners (73%) are employed. A majority of these listeners work for a business, but substantial concentrations of listeners are also employed by government or are self-employed. Regardless, they are disproportionately represented in white-collar occupations; listeners are more than twice as likely as the average U.S. adult to work in top management. Further, work is important to most NPR listeners. They are 53% more likely than the average American to feel that their work is a career, not merely a job.

Key Demographics

NPR Listeners vs. U.S. Adults % Composition



Reads: 55% of NPR listeners are male.
Base: U.S. Adults 18+

NPR Audience Insights
SOURCE: GfK MRI Doublebase 2014

Program Schedule



ALL TIMES EASTERN

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
5	Putumayo World Music Hour	Morning Edition <small>Peace of the Planet 5:00-5:30, Antikvaade Radio News 5:30-5:45</small>					WFMT Jazz	
6	Marquette Blues Fast Highlights						Chapter a Day	High Studio Classic
7	All Songs Considered							Steve Pomaranc Show
8	Media Meet							Weekend Edition
9	Weekend Edition	Classiclectic					Learning Through the Seasons 8:30-9:00	
10	0-18 Radio						Christopher Kimball's Milk Street Radio	Wait Wait... Don't Tell Me!
11	Harmonia	Classical Guitar Alive!					Big Picture Science	
12	Weekend Radio						The Piano Matters	The Stars
1	Sunday Swing	World Café	Santa Fe Chamber Music Festival	Footlight Parade	Chamber Music Soc. of Lincoln Ctr.	Concieto!	Metropolitan Opera	
2	Marion W. Perlman's Piano Jazz	Spoleto Chamber Music	The Dress Circle	Millennium of Music				
3	Jazz Showcase	Media Meet	Weekday <small>Peace of the Planet 5:00-5:30, Talk</small>		In the Pines	Weekday		
4	New Jazz Archives	All Things Considered <small>Antikvaade Radio News 5:30-5:45, Learning Through the Seasons 8:30-9:00</small>						All Things Considered
5	All Things Considered	All Things Considered <small>Antikvaade Radio News 5:30-5:45, Learning Through the Seasons 8:30-9:00</small>					World Café	
6	Mountain Stage	Wait Wait... Don't Tell Me! <small>With Good Season</small>	A Way With Words <small>Living Planet</small>	Steve Pomaranc Show <small>TalkCafe</small>	Big Picture Science <small>Spectrum</small>	Christopher Kimball's Milk Street Radio <small>World in Progress</small>		
7	Thistle & Shamrock	Chicago Symphony	Cleveland Orchestra	New York Philharmonic	Deutsche Welle Festival	Santa Fe Chamber Music Festival <small>Spoleto Chamber Music</small>	Beale Street Corvair	
8	In the Pines						Putumayo World Music Hour	
9	Just Folks	Night Studio	New Jazz Archives	Jazz Night in America	Brazilian Hour	Night Studio	Sound Spectrum	
10	Bluegrass Breakdown	WFMT Jazz Satellite Network					Marquette Blues Fast Highlights	
11							Night Studio	
12								
1	Sound Spectrum	Marion W. Perlman's Piano Jazz	New Jazz Archives	Jazz Night in America	Brazilian Hour	WFMT Jazz		
2	Wait Wait... Don't Tell Me!	A Way With Words	Steve Pomaranc Show	Big Picture Science	Christopher Kimball's Milk Street Radio		Beale Street Corvair	



LOCAL SHOWS... LOCAL HOSTS and top National Programming that reaches an audience of educated and affluent listeners who are more likely to buy goods and services from companies that support Public Radio



[Hans Ahlström](#)

Host of NPR's *All Things Considered*; Host and Producer of *Weekday*; *Night Studio*; *Blues Today*; *Sound Spectrum*; *Highlights from the Marquette Area Blues Festival*; *Veteran's Reflections*; arts & culture interviews; and specialty holiday programming



[Nicole Walton](#)

Host of NPR's *Morning Edition*; News Director; *8-18 Media*; *Anishinaabe Radio News*; and news & information interviews



[Kurt Hauswirth](#)

Host of locally produced show: *Classiclectic*; *Peninsula Performances*; arts & culture interviews; and specialty holiday programming



[Jane Cislucyis](#)

Host and producer of *In The Pines* and *Just Folks*. She especially loves doing field recordings for *In The Pines*. This takes her to many regional and local festivals and concerts.



[Bill Hart](#)

Bill Hart is the host of *Media Meet* aired weekly on both Public TV13 and Public Radio 90; Host of *House of Blue Lights/Marquette Area Blues Festival Preview Special*



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Underwriting Language Guidelines

Underwriting differs from traditional radio advertising in both sound and spirit. The public radio audience responds with gratitude to straightforward information presented with clarity and sincerity. Public Radio 90 underwriting announcements are ten to twelve seconds in length and may include some of the following elements:

- The name of the sponsor
- The sponsor's product or service line, including:
 - A neutral description of the products or services
 - The sponsor's established corporate slogan
 - Business Location/Website
 - A statement of the underwriter's institutional goals

In addition, some things to remember that the FCC mandates: announcements may not contain comparative, or qualitative descriptions; price information (sales/discounts); calls to action; inducements to buy, sell, rent, or lease; and excessively detailed "menu listings" of services offered by the entity. Use of such words as "you," "your," "we," and "our" are not used unless they are part of an established slogan.

These rules serve to protect the non-commercial content of public broadcasting. They have also resulted in the style and sound that public radio listeners value so highly. For that reason, all underwriting announcements are read by station announcers. Our staff will help you craft clear, memorable statements that will have positive impacts on listeners.

Editorial Integrity and Station Policy

Public Radio 90, WNMU-FM will comply with all FCC underwriting guidelines. Non-compliance would subject the station to stiff penalties. Underwriting cannot influence the content of Public Radio 90 programs. Potential conflict of interest and problems of listener misperception, confusion, or similar reasons regarding the sponsor's role and/or influence on programming will be considered in accepting or rejecting underwriting.

In the event a program or announcement is not aired for any reason (including power or equipment failures or pre-emption by special programming), your announcements will be automatically rescheduled during comparable air time. Agreements are subject to cancellation by either party without penalty upon 30 days prior written notice.