



AJ Franchino

Connecting with the People Who Shape Southeastern North Carolina

Public Radio in Wilmington, NC



WHQR News 91.3 FM and Classical WHQR 92.7 FM are known as the small non-profit radio stations with a big reputation for solid programming, unique performances, and a community spirit that covers southeastern North Carolina. WHQR delivers local and NPR news, classical music and jazz, original programs, award-winning national programs, and coverage of the cultural community.



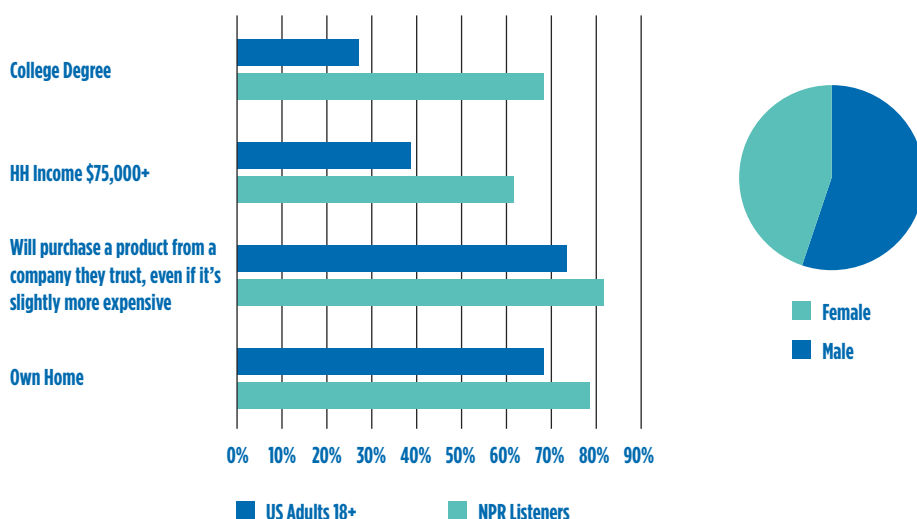
Each week, WHQR 91.3 FM reaches about 40,000 listeners in the Wilmington DMA.

Source: Arbitron Fall 2011

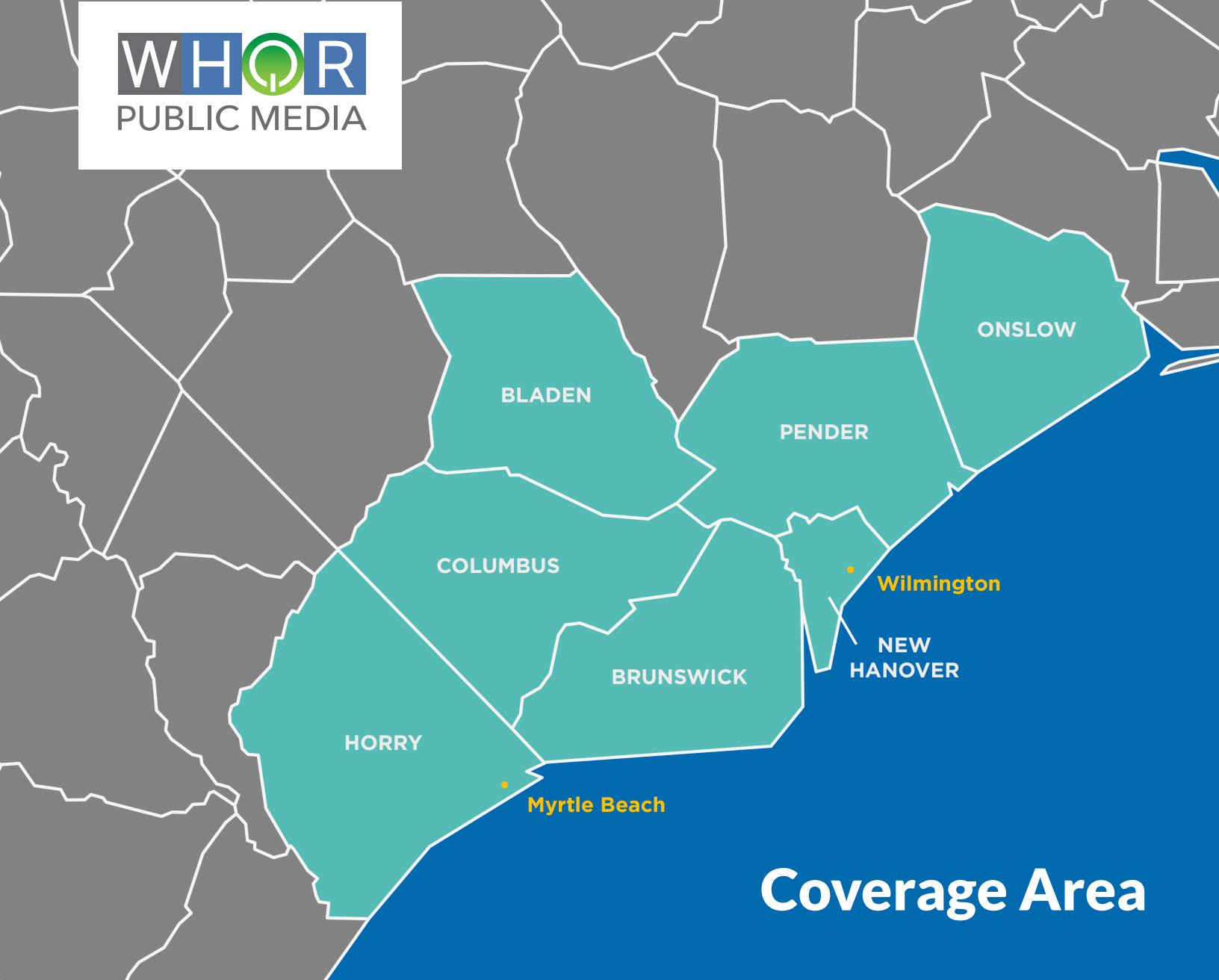
The NPR Audience

NPR delivers a well educated audience that has a higher than average household income, with 79% owning their home. NPR listeners value social responsibility, are environmentally conscious, are engaged in lifelong learning, and consider themselves to be curious about the world. They're independent thinkers, and seek products and services that will enhance their quality of life.

Key Demographics



Source: GfK Mediamark Research & Intelligence 2012



WHQR NEWS

- *Wilmington - 91.3 fm*
- *Myrtle Beach - 98.9 fm*

CLASSICAL WHQR

- *Greater Wilmington - 91.3 fm HD2*
- *Wilmington - 92.7 fm*
- *Myrtle Beach - 102.3 fm*
- *Southport 96.7 fm*

*Both signals can be streamed
online at WHQR.org*

“We recommend to our clients underwriting WHQR because they are a local, mission-driven nonprofit – and as such – offer a very attractive listener base that represents good value. We often find our clients’ customers and prospects are also supporters and listeners of WHQR, and that’s exactly what we are looking for. WHQR’s unparalleled commitment to our community is something my clients and our customers are proud to be associated with year after year.”



– **Jennifer Bloech**,
Principal, Eagle Eye Marketing

“I genuinely feel that WHQR is a trusted and loved source of information and entertainment here in the Wilmington community. Simply one mention on WHQR is enough to pique a patron’s interest. Underwriting public media in Wilmington is absolutely vital to maintaining a thriving, connected and informed community.”



– **Emmanuel M. Mitcham**,
UNCW Marketing and
Communications Specialist

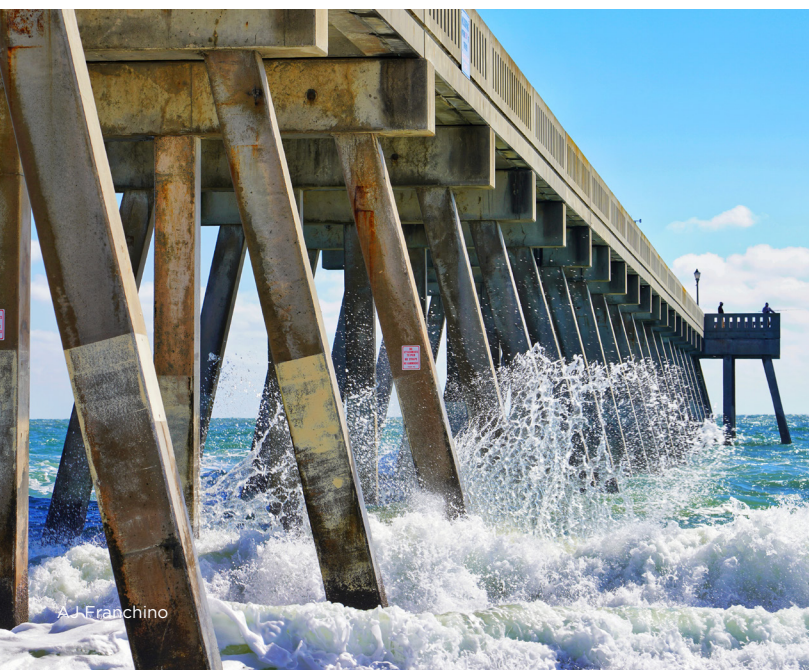
Underwriting: Marketing plus Philanthropy

Underwriting, by definition, is recognition over the air for a business that provides financial support for WHQR. It can be described as a marriage of philanthropy (demonstration of your business's goodwill through support of a respected, non-profit community service) and marketing that allows access to an exceptionally devoted audience, who are otherwise hard to reach through other media. Your WHQR Underwriting Representative will work with you to develop

a strategy based on your needs and budget.

Some recommended elements may include:

- **Underwriting Credit Announcements (15 seconds)**
- **Display Ads**
- **Corporate Challenge during Pledge Drives**
- **Sponsorship of Special Events**
- **Digital Ads**



"I recommend underwriting to virtually every client. There is not an industry or vertical that can not benefit from the lift generated by the good feeling consumers get from knowing a business supports public radio. So many of my clients have told me that they have earned a piece of business, specifically because of that support. There is a solid ROI to be had by adding WHQR underwriting to your marketing mix. Their listeners are your customers."

- Paul Evans, Director of Agency Services, The Ad Buyer Agency



Benefits of Underwriting with WHQR

Audience

The WHQR audience is highly educated, which often leads to affluence. They tend to have above average discretionary income, and they value the community service that WHQR and NPR offer.

Environment

The on-air environment on WHQR is free of clutter. With minimal and non-intrusive underwriting messages, there is very little audience tune-out, and listeners are more engaged at the moment your message is read.

Relationship

Referred to as "the halo effect," by virtue of supporting WHQR, your business develops a favorable image with our loyal listeners, making them more likely to purchase your product or service, and recommend it to others.

Underwriting Message Guidelines

Underwriting messages are 15 seconds in length, and are read by a WHQR announcer. They begin with the preamble “Support for WHQR comes from our members and (underwriter)”. They may contain contact information, or other value-neutral descriptors of a business, event, or organization.

Acceptable language in an underwriting credit announcement

- Name of funder, length of time in business, mission
- Location, directional information
- Phone number, web URL, Facebook, Twitter
- Established corporate slogans but must be non-promotional
- Co-op, recruitment
- Value-neutral description of services, products
- Product, service listing (no more than three)
- Event dates and locations

Display Advertising on WHQR.org

WHQR.org delivers top headlines from WHQR and NPR, as well as access to podcasts, playlists, schedules, events, and much more. Users can live stream WHQR News 91.3 FM, or Classical WHQR 92.7 FM, 24 hours a day. Premium placement in the standard rectangle space (above the fold, as shown here) ensures your message is seen where the eye naturally travels. Unique visits to WHQR.org consistently exceed 40,000 per month, and often more.

300x250 Rectangle (1/4 Share of Voice): **\$200.00 per month**
(Approximately \$20.00 CPM)

The screenshot shows the WHQR.org website interface. At the top is the WHQR PUBLIC MEDIA logo and a 'Donate' button. Below the logo is a live stream player for 'Listen Live - HQR News 91.3 All Things Considered'. A navigation bar includes links for Home, News, ClassicalHQR, Music, Culture, Programs, About WHQR, Support, and Search. A banner for the NHC Coronavirus Call Center provides phone numbers for Brunswick County and Statewide. The main content area features several news stories with images and headlines. A large teal box on the right side of the page contains the text 'YOUR AD HERE', indicating the premium advertising space. A yellow line connects this box to the text in the adjacent block.

YOUR AD HERE

NC Schools Will Open For In-Person Learning; Gov Continues Phase 2 For 3 More Weeks

Daily Update: COVID-19 In The Cape Fear Region

Covid-19 Defenses In Retirement Community Foster New Tech Skills Among Seniors -- And

App Ad

- Tile (All Sizes Requested)
- 300W x 300H
- 400W x 300H
- \$150 / month

Newsletter Ad

- JPG, or PNG image files 300W x 300H
- 5700 recipients, weekly
- Single Size: 300W x 250H - \$150 / month
- Full Width Size: 600W x 250H - \$300 / month

Streaming and On-Demand

- :15 audio pre-roll
- Must begin with "Support comes from (underwriter name)..."
- \$250 / month (either streaming or app)

Cinematique Slides



Cinematique of Wilmington is a series of classic, foreign and notable films sponsored by WHQR and Thalian Hall Center for the Performing Arts. Approximately 30 minutes prior to the beginning of each film, Cinematique runs a slide show, offering businesses the opportunity to have their message seen by this coveted audience.

Cinematique Slides are **\$150.00 per month**, with a minimum 6 month commitment*. (2-3 films are usually shown per month, with 3 screenings per film, but screenings do vary monthly.) Ad specs:

- **Size: 1500 x 850 (16:9 aspect ratio)**
- **Required Resolution: 150 DPI**
- **Preferred File Format: JPEG**
- **Recommendations: Bright colors, simple text**

Our Mission:

WHQR offers news, music, entertainment and interaction to expand knowledge, encourage artistic appreciation, engage our community, and promote civil discourse.

Our Vision:

WHQR believes that the power of information and artistic endeavor can help create a stronger, more cohesive and connected community.

Underwriting Representative

Jeff Hunter

(910) 343-1640 x 220

c. (910) 617-4733

jhunter@whqr.org



WHQR Public Media

254 N. Front Street, Suite 300, Wilmington, NC 28401

(910) 343-1640 | www.whqr.org

General Inquiries: underwriting@whqr.org