

# WMUK

**102.1 FM**

NPR News and Conversation

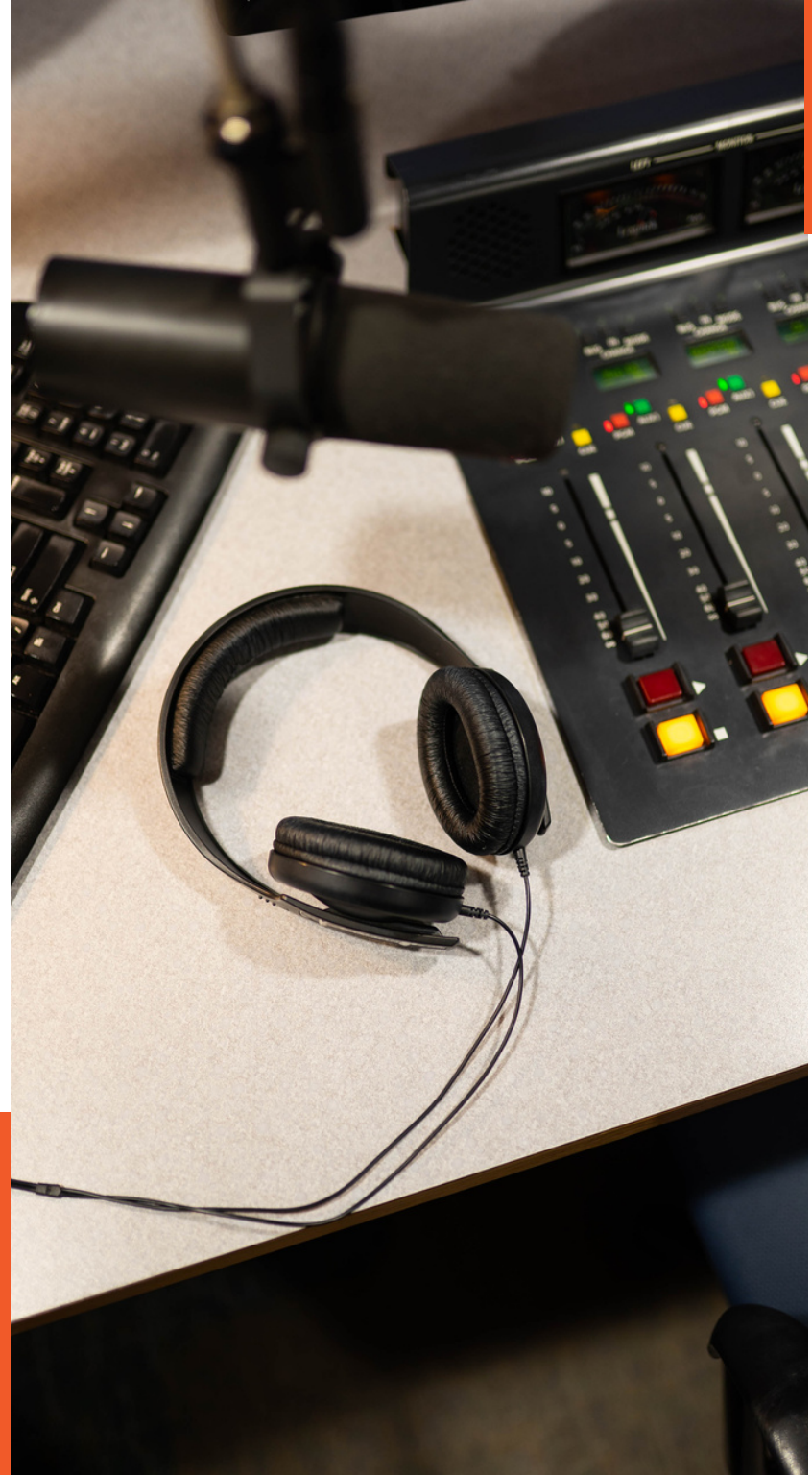
**89.9 FM**

Classical Music and Local Arts



Public Radio from  
Western Michigan  
University

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# About WMUK

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## **Founded in 1951**

Kalamazoo's first FM station, and one of the first 90 charter stations that formed National Public Radio in 1970

## **Currently broadcasting on 2 air frequencies**

**102.1FM News and Conversation**

**89.9FM Classical Music and Local Arts**

## **Member affiliations:**

NPR, American Public Media, Corporation for Public Broadcasting, Public Radio Exchange, and the Michigan Public Radio Network



# Who we are

37,000+ unique weekly listeners

4,000+ listener contributors

90+ business and nonprofit  
underwriting sponsors

13 staff

5 volunteer hosts

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WMUK provides a compelling and vital local service  
that enriches listeners through  
**impactful interviews,  
critical information,  
and rich storytelling.**

# NPR Listeners connect with NPR Sponsors



**71%**

say their opinion of  
a business is more  
positive when they  
find out it supports  
public radio

**78%**

discuss content  
with family, friends,  
and colleagues at  
least weekly

**86%**

consider public  
radio "personally  
important" to them

**96%**

take action in  
response to  
hearing/reading  
NPR content

**NPR listeners are characterized  
as a discerning audience who  
expect quality and integrity.**

# Underwriting Sponsorship



Your support of WMUK is recognized with a 20-second pre-recorded message that airs during programming breaks.

Customized schedule and script can highlight your mission, an event series, or other offerings.



WMUK is sponsored by:

WMUK is a community supported station,  
sponsored by:

Program support for WMUK comes from:

Operational support for WMUK is provided  
in part by:



## **102.1FM NEWS**

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\$40/spot: Run of  
Schedule 6am-10pm

\$50/spot: Specific  
show or timeblock

## **89.9FM CLASSICAL**

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\$15/spot: Run of  
Schedule 6am-10pm

\$20/spot: Specific  
show or timeblock

\$100 Rush Fee for requests received less  
than 2 weeks from start

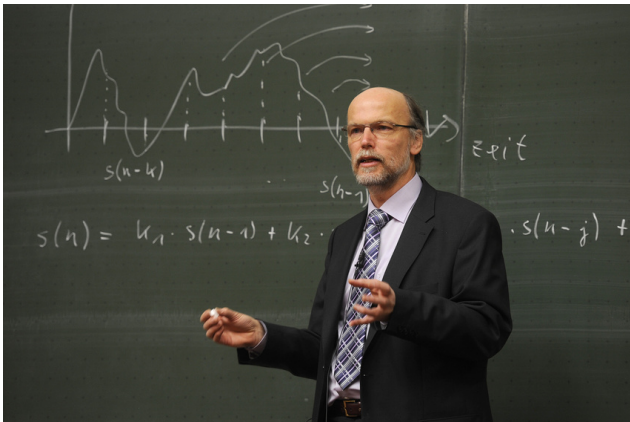
\$100 Fee if more than 1 script per month

# RATES

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"Underwriting with WMUK is the best tool for reaching the highest concentration of educated, affluent, and community-minded decision makers across southwest Michigan."





# Contact

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