WMUK

102.1 FM
NPR News and Conversation

89.9 FM
Classical Music and Local Arts
About WMUK

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:
Who we are

37,000+ unique weekly listeners
4,000+ listener contributors
90+ business and nonprofit underwriting sponsors
13 staff
5 volunteer hosts
WMUK provides a compelling and vital local service that enriches listeners through impactful interviews, critical information, and rich storytelling.
NPR listeners are characterized as a discerning audience who expect quality and integrity.

- 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.
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**

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

$50/spot: Specific show or timeblock

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**89.9FM CLASSICAL**

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

$20/spot: Specific show or timeblock

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

$100 Fee if more than 1 script per month
“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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