TELEVISION
broadcast viewers per month
171,900
Source: TRAC Media Services DMA Cume Persons 2+ July 2021

RADIO
broadcast listeners per week
51,500
Source: Nielsen AM/FM TSA 2-book average, Spring 2019-Fall 2019

WKAR.ORG
website users per month
71,000
Sources: Google Analytics, PBS Business Intelligence Jul 2020-Jun 2021

AUDIO STREAMING
monthly users
26,200
Source: Source: Triton Metrics Sep 2020-Aug 2021

E-MARKETING
active mailing list
36,400
Source: Salesforce Marketing Cloud Jul 2020

IN YOUR COMMUNITY
Participants attending 20+ virtual events
2,000
Source: WKAR virtual event figures Sep 2020-May 2021

Connecting people to powerful ideas that inspire personal growth, exploration of our world, and positive change.
COMMUNITY COMMITMENT

Support from individuals, businesses, foundations and partners is essential to our work, providing our community with access to education and cultural enrichment. Corporate sponsorship dollars support programming, education, production, technology and so much more.

WKAR IN YOUR COMMUNITY

When we can’t gather in person, we can still get together online. In 2020-2021, WKAR hosted over 20 virtual events, where we were joined by more than 2000 community members of all ages. Events included PBS Kids Day, Indie Lens Pop-Up film screenings, Family Film Nights, Be My Neighbor Day and more. As it becomes safe to do so, we look forward to gathering in person in our community again.

VITAL PUBLIC SAFETY SERVICES

WKAR provides critical and timely information to the public through the Wireless Emergency Alert (WEA) system and as the state primary for the Emergency Alert System (EAS) in Michigan.

TOMORROW’S STORYTELLERS

WKAR offers MSU students unique experiential learning opportunities in an ever-changing media landscape as they work alongside award-winning professionals.
WKAR TV
The best from PBS. Performance, drama, science, news.
- Antiques Roadshow
- Masterpiece
- Nature and Nova
- PBS NewsHour

Award-winning WKAR originals.
- Curious Crew
- Off the Record
- WKAR Specials

America’s most trusted daytime children’s television.
- Alma’s Way
- Clifford the Big Red Dog
- Daniel Tiger’s Neighborhood
- Xavier Riddle and the Secret Museum

23.1 over-the-air and all cable and satellite services with must-carry for mid-Michigan.

WKAR World
History, documentary, public affairs.
- America Reframed
- Local USA
- PBS NewsHour
- Stories from the Stage

23.2 over-the-air and many cable systems for mid-Michigan

WKAR Create
The premier How-To channel.
- Cooking
- Crafting
- Gardening
- Health & Fitness
- Home Improvement
- Travel

23.3 over-the-air and many cable systems for mid-Michigan

WKAR PBSKids
Family viewing 24/7.
- Sesame Street
- Xavier Riddle and the Secret Museum
- Wild Kratts
- Daniel Tiger’s Neighborhood
- Molly of Denali

23.4 over-the-air and many cable systems for mid-Michigan. Streaming live FREE in the PBS Kids Video app.
Radio broadcast listeners per week

51,500

SOURCE: Nielsen AM/FM TSA 2-book average, Spring 2019-Fall 2019

WKAR 90.5 FM

NPR News and classical music. Morning Edition, All Things Considered and more than 110 hours each week of classical music.

Morning Edition and All Things Considered
Classical with Jody Knol
Classical with Jamie Paisley
MSU in Concert
Folk with Matt Watroba

WKAR NewsTalk

102.3 FM/AM 870

Local news and a world view for Michigan’s capital region, featuring NPR, BBC World, and WKAR News and Sports.

Morning Edition and All Things Considered
WKAR Current Sports with Al Martin
Fresh Air
1A
Latino USA

Radio Reading Service

For those who cannot access traditional reading materials, broadcast to special receivers provided free to qualified listeners.
ONLINE AND DIGITAL

WKAR Public Media extends its reach through wkar.org, video.wkar.org, the WKAR mobile app and social media platforms. Featuring listening streams, streaming video, and timely news for Michigan’s capital region and beyond.

Website users per month
71,000

SOURCE: Google Analytics, PBS Business Intelligence Jul 2020-Jun 2021

Audio streaming
average monthly users
26,200

Source: Source: Triton Metrics Sep 2020-Aug 2021

Monthly users per stream
90.5 WKAR 21,300
Classical 24/7 2,700
Jazz 2,700
NewsTalk 1,600
RRS 300

Source: Triton Metrics Single Month CUME Apr 2021

E-MARKETING

Weekly WKAR Update and special editions

WKAR Mailing list 36,400
Unique Opens 4,020

Source: Salesforce Marketing Cloud Aug 2021
PUTTING YOUR MESSAGE IN MOTION

WKAR Public Media provides a media environment rich with content and free of clutter, where your concise message will stand apart.

Appropriate Credit Language
Preface “WKAR is supported by”
Primary identifying information - name, location, years in business
Value neutral descriptions of product line, service, or event
Brand names
Event date(s)
Slogan which is trademarked and identifies, but does not promote
Telephone number
Website URL

Prohibited Credit Language
Comparative, qualitative, or promotional language: best, top-rated, etc.
Calls to action: call today, sign up here, etc.
Pricing or value statements: $250/month lease, etc.
Inducements to buy: 10% off, buy one get one free. etc.
Third party endorsements: Recommended by...
Pronouns which imply endorsement by the station/announcer: We love this product...
More than two mentions of a company’s name
Enumerations greater than three items

Radio Spot | 15 Seconds
40 words, including preface. Production time – 3 business days

Sample Announcement
WKAR is supported by the Consumers Energy Foundation, providing educational, environmental, and civic development grants to strengthen Michigan communities. More information at Consumers Energy dot com slash foundation.
(15 seconds. 28 words)

TV Spot | 20 Seconds
45 words including preface. Production time – 10 business days

Sample Announcement
WKAR is supported by Ingham County Medical Care Facility’s Senior Wellness Programming. Providing warm water aquatics, tai chi classes, and a twenty-four seven senior fitness center. More information at Ingham dash M-C-F dot org slash wellness.
(20 seconds. 38 words)

Digital Units
Scheduling time – 3 business days. Client provides finished art and complete URL.

wkar.org
Standard Unit. 300w x 250h pixels, file format .png or .jpg (no animation)
E-newsletters
Standard Unit. 300w x 250h pixels, file format .png or .jpg (no animation)
Banner Unit. 640w x 165h pixels, file format .png or .jpg (no animation)