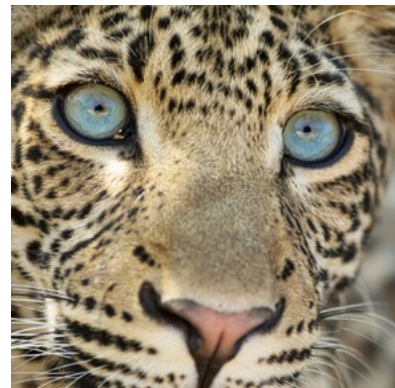


# WKAR



## media kit



College of  
Communication  
Arts and Sciences  
MICHIGAN STATE UNIVERSITY

October 2021



PUBLIC MEDIA FROM  
MICHIGAN STATE UNIVERSITY

*Your mid-Michigan  
and Spartan  
community  
source for PBS,  
NPR, and award-  
winning original  
programming.*



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

## 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



## 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

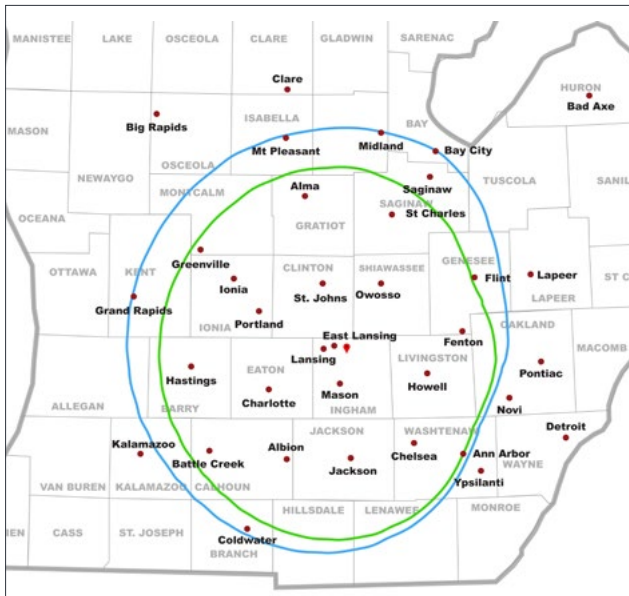
WKAR offers MSU students unique experiential learning opportunities in an ever-changing media landscape as they work alongside award-winning professionals.



Television viewers per month

**171,900**

SOURCE: TRAC Media Services DMA Cume Persons 2+ July 2021



TV

— local coverage  
— distant coverage

## 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

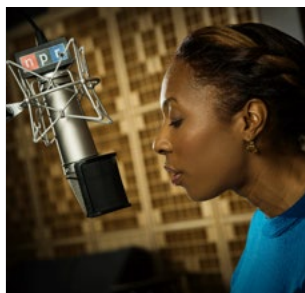
23.4 over-the-air and many cable systems for mid-Michigan. Streaming live FREE in the PBS Kids Video app.



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

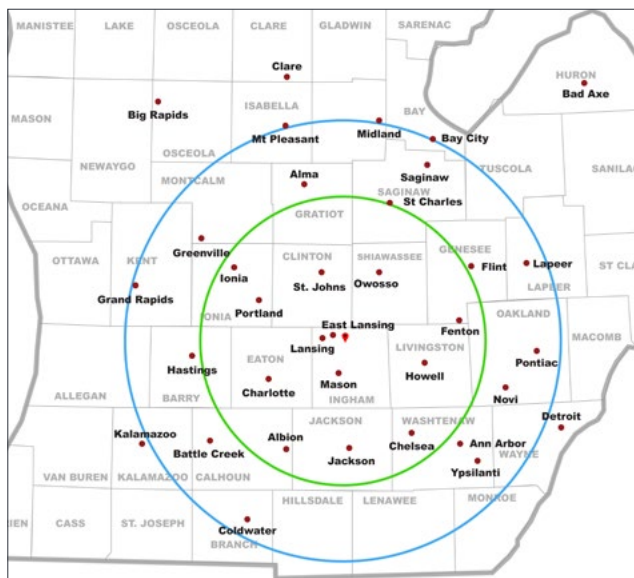
### 102.3 FM/AM 870

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

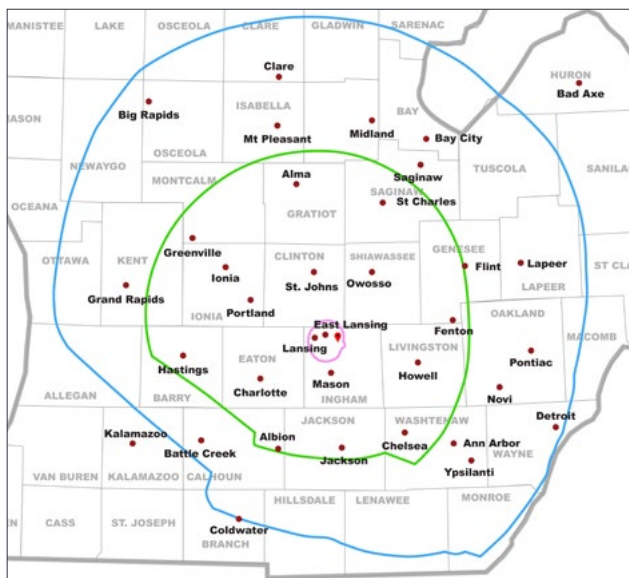
## Radio Reading Service

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



90.5 FM

— local coverage  
— distant coverage



NewsTalk

— AM 870 local coverage  
— AM 870 distant coverage  
— 102.3 FM coverage



## 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**

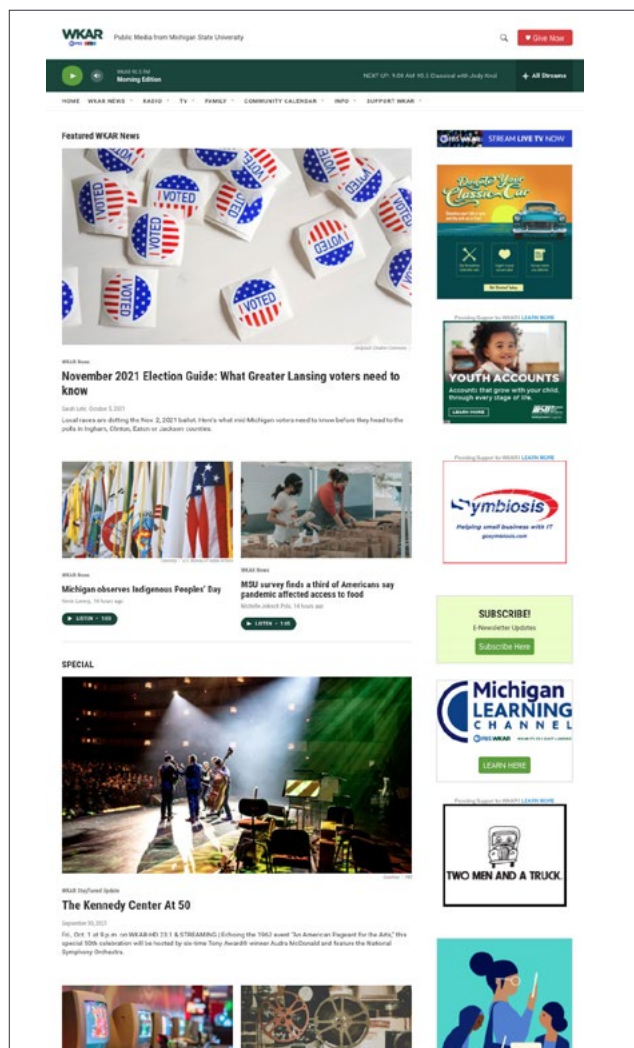
SOURCE: Google Analytics, PBS Business Intelligence Jul 2020-Jun 2021

## 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

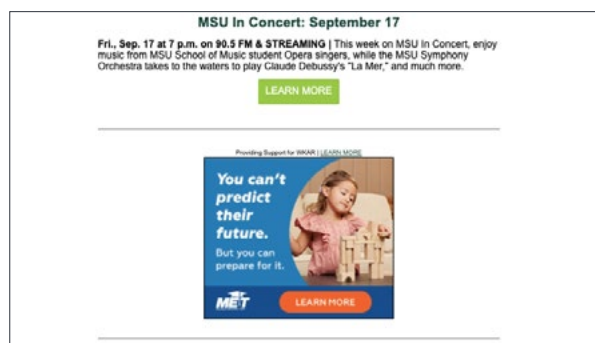
Source: Triton Metrics Single Month CUME Apr 2021

## 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)



WKAR TV

World

Create

PBS Kids 24/7

90.5 FM

102.3 FM

AM 870

Radio Reading Service

[wkar.org](http://wkar.org)

**Contacts**

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**[wkar.org/corporatesupport](http://wkar.org/corporatesupport)**

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