As a public radio station, the vision of WKMS is to inspire and empower a diverse audience by being a trusted and essential resource for information, culture, community, and regional growth.

With a noncommercial format, WKMS has the perfect multi-media platform to reach your best customers. Whether it's on-air or online, a Business Sponsorship connects you to an engaged, affluent, and loyal audience of influencers.

With more news and less noise, get started and get noticed with WKMS today.
People actually came in to thank me for my underwriting. That doesn't happen with other forms of advertising.

Scott Underwood, UPS Store of Murray
3. Reach smart and community-minded influencers that shape the Four Rivers Region

Listener Facts
Compared to the Average U.S. Adult, NPR News listeners nationally are:

Well Educated
- 75% more likely to have a Bachelor’s
- 175% more likely to have a Master’s
- 331% more likely to have a Doctorate

Affluent
- 85% more likely to have a household income of $250,000+
- 129% more likely to own a home valued at $500,000+
- 99% more likely to have $150,000+ current market value investments

Influential
- 71% more likely to own or be a partner in their own business
- 110% more likely to be in top management
- 154% more likely to serve as an officer or some club or organization

WKMS listeners are also more likely to have higher disposable income. They’re strong supporters of fine arts, education, and culture.

They're active with hobbies and enjoy travel and outdoor recreation.

They shop locally, dine out, and appreciate wine, spirits, and craft beers.

These are your best customers!

Listeners between the ages of 35 and 64

Fastest growing audience ages 25 to 34

Based on NPR Profile 2020
4. Support the community that supports you

More than just radio!

WKMS is Murray State's NPR Station, but it is also an outlet for local music, arts & cultural organizations, community nonprofits, local history, and so much more. Your business sponsorship helps fuel local journalism, eclectic music, and educational programming that is freely available to all. Make your impact today!
How business sponsorship works

We create custom on-air underwriting messages based on your marketing goals

Our highly engaged audience hears your underwriting message

Our loyal listeners act upon your underwriting message and support your brand

What's an underwriting message?
Underwriting is what the FCC calls the messages on public radio that acknowledge program sponsors from the community. While listener contributions are a large part of WKMS funding, an additional source of funding comes from businesses and organizations in our region that want to support the non-profit work of WKMS and have their message heard by the station’s influential audience.

Your message includes information to educate and inspire listeners
- Business name, location, website/social media
- Mission statement, event, products, services
- Non-commercial format (no pricing or comparative language)
- 20 second live-reads by trusted hosts (no production cost)
Be in good company!
Join these Business Sponsors and others that support WKMS.

For more on the impact of Business Sponsorships, please contact:
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