

WMUK is the leading source of local news and culture in southwest Michigan.

The station was founded in 1951 and broadcasts on two signals (89.9FM and 102.1FM) with award winning news and arts programs that provide an understanding of our diverse and complex world through local reporting, plus national and global programming.



Our business model is unique: an an NPR member station and non-profit entity licensed to WMU, the majority of our funding comes from sponsors and listener contributions.

We are supported by our community.

That's why WMUK invites you to become a member of the Broadcasters Guild



The WMUK Broadcasters Guild is comprised of civic-minded businesses and organizations whose investment in WMUK underscores their commitment to independent local journalism.

Our community supports WMUK for many reasons. Some seek to support and advance a valuable community resource that informs and inspires listeners.

Others support WMUK to connect with listeners. Nearly 40,000 on-air and online listeners tune in; these are affluent and educated decisionmakers in the community.

Still others view supporting WMUK as a way to give back in a way that aligns with philanthropic goals.

**For more information, contact:
Sakhi Vyas, WMUK: sakhi.vyas@wmich.edu**



Your contribution of \$10,000 ensures continued high-quality news and cultural content in southwest Michigan.

As a member of WMUK's Broadcasters Guild, you will realize the advantages of traditional radio marketing.

Your organization will also be recognized as an investor in the public radio service that so many people rely on for independent, fact-based journalism, civil conversations and rich storytelling.

And that support translates to increased good will and reputation:

- **73% of NPR Listeners hold a more positive opinion of sponsors that support Public Radio.***
- **95% of NPR listeners have taken action in response to something heard on public radio***

*Source: Kantar/Lightspeed Research, NPR State of Sponsorship Survey, April 2021

Benefits of the WMUK Broadcasters Guild

- 100 announcements per year on 102.1 FM
- 100 announcements per year on 89.9 FM
- Link on WMUK's website with your organization's name or logo
- The opportunity for your organization's top executive to record a testimonial explaining why they feel it is important to give back to the community by supporting WMUK. This testimonial will air once/week.
- Opportunity to have lunch with a WMUK Executive

You can play a powerful role in helping WMUK maintain the high standards it takes to serve as a trusted source of objective and transformational programming that reflects our region, and expands our collective understanding of the global community.

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