

# DELMARVA PUBLIC MEDIA

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*Celebrating 35 Years of Service to the Delmarva Peninsula*

**2022 MEDIA KIT**



## OUR PURPOSE

*The purpose of public broadcasting is to provide universal access to high quality programming. This programming is to enlighten, inform and entertain the listening audience.*

# OUR BIG IDEA

*Frequency is important, but with so many options and audiences....*

*It's not how often you say it,  
It's **who** you say it to!*



# BY THE NUMBERS

**82%**

*of public radio listeners take action in response to a public radio sponsorship message<sup>1</sup>*

**73%**

*of public radio listeners hold a more positive opinion of a company that supports public radio<sup>1</sup>*

**70%**

*of public radio listeners prefer to purchase products and services from public radio sponsors<sup>1</sup>*

**35**

*Number of years Delmarva Public Media stations 89.5 WSCL and 91.3 WESM have been on air*

**9**

*The number of Delmarva counties we reach over the air*

**SUCCESS**



# GOOD COMPANY TO BE IN

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## Personalized service

- *Our underwriting partners have unique needs. That's why there is no one-size-fits-all approach.*
- *No long term contracts required.*
- *Any budget.*



## Reach & Value

- *Your messages will be heard across Delmarva! From Dover south to the eastern shore of Virginia; From Easton to Lewes!*
- *You get ALL 3 STATIONS for one low price!*



## The “Halo Effect”

*Public radio listeners are more likely to trust and become loyal customers of businesses that support the programming they love!*



## Non-commercial format

- *No commercials!*
- *We play 20 second messages supported by our underwriters.*
- *Fewer breaks in the music. Fewer messages when we do! Our listeners don't “channel surf”!*
- *Messages air between 6AM – 9PM!*



## Custom solutions

*We can help you design a campaign for branding, for an upcoming event, for taking your business to the next level. In addition to underwriting, we now offer weather sponsorships. Soon, we'll offer digital display ads on our website!*



## Find us in the community

*When we promote the stations, we gain listeners and that promotes you!*

*We are a proud media partner of these and other events:  
National Folk Festival, Salisbury  
First Wednesdays at The Pines, Rehoboth  
Nassau Valley Farmers Market, Lewes*

# OUR LISTENERS

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- *Homeowners*
- *Support the Arts*
- *Enjoy Entertainment*
- *Travelers*
- *Educated*
- *Established Income*
- *Mature*
- *Informed*



ARE LOOKING FOR YOU!

# 3 STATIONS for 1 PRICE!

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**WSCL 89.5**  
CLASSICAL DELMARVA

**Classical Music**



**WESM 91.3**  
JAZZ, BLUES & NPR NEWS

**Jazz & Blues**  
*NPR News*

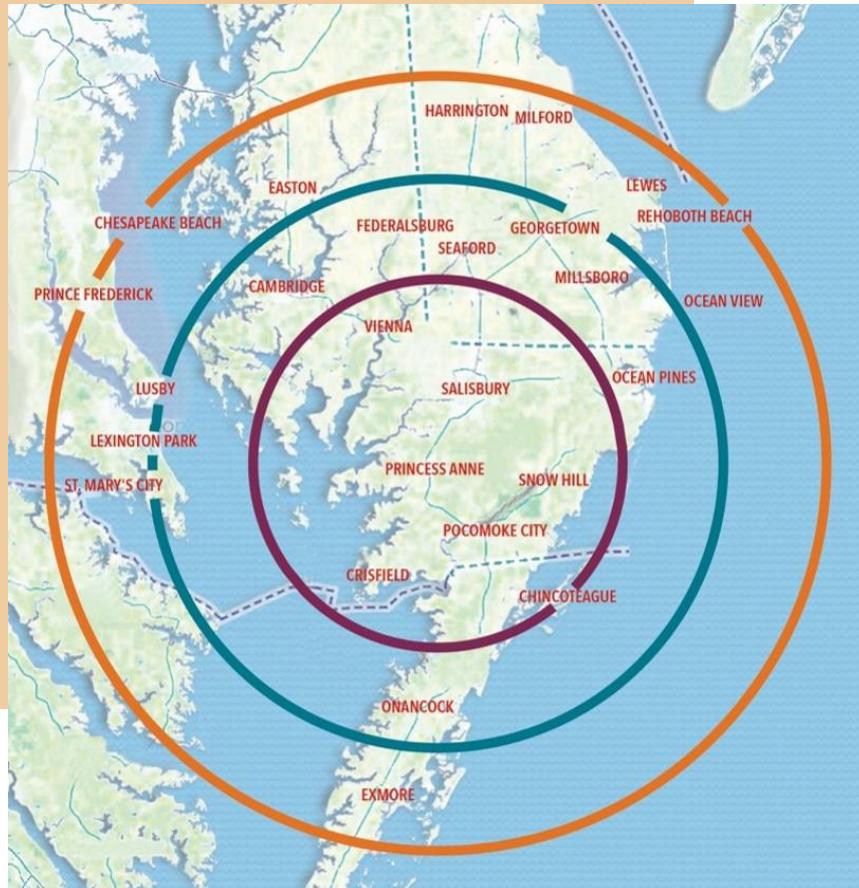


**WSDL 90.7**  
RHYTHM & NEWS

**Jazz, Blues & More**  
*BBC News*

## REACH EXACTLY WHO YOU ARE LOOKING FOR





## Format

WESM 91.3 FM brings you live-hosted jazz, along with blues and global music, NPR's *Morning Edition* and *All Things Considered*, local news with Don Rush, and more.



## Reach

As this coverage map shows, WESM reaches listeners across the peninsula and then some! WESM is also enjoyed on smart devices and streaming services!



## Fun Facts

WESM is the peninsula's second oldest public radio station, celebrating 35 years this year!

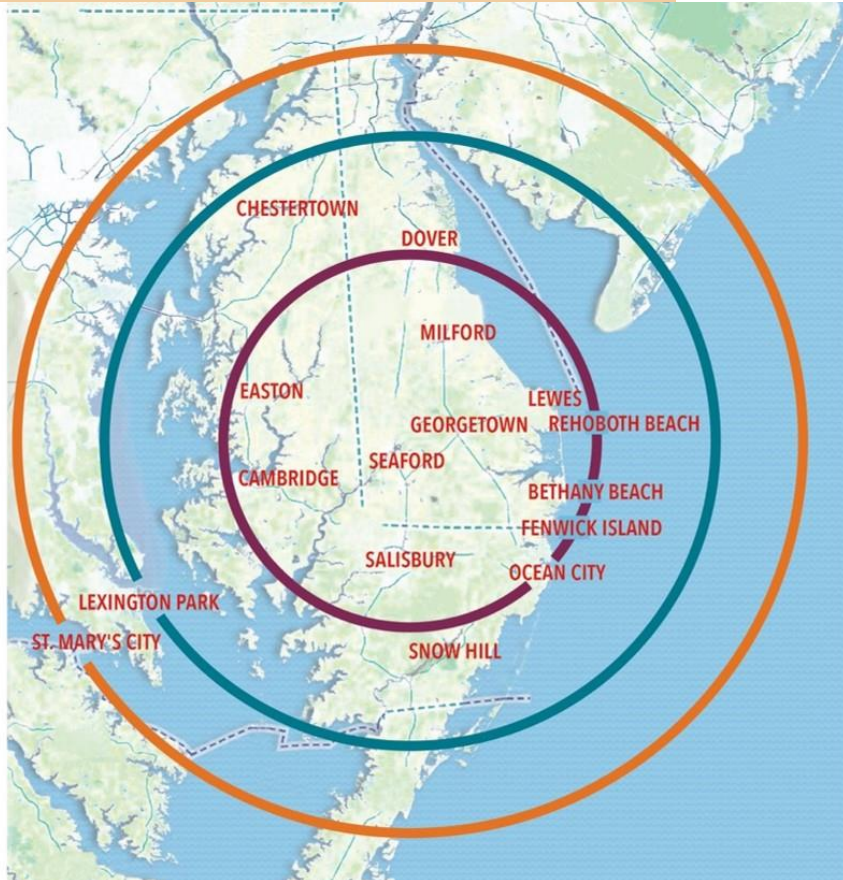
*Listen now or check out the program schedule here:*

<https://www.delmarvapublicmedia.org/wesm-91-3-fm>

*"Thank you for your service to the community! I'm a big fan of NPR News but also like jazz & blues & American Routes & Global Village."*

Susan – Rehoboth Beach, DE





## Format

WSCL is now all classical, all the time!



## Reach

Whether they are at home, on their boat, or driving from bay to city, WSCL listeners hear your messages across the peninsula! As the map shows, we have reach!

WSCL is also enjoyed on smart devices and through streaming services!



## Fun Facts

As the Delmarva Peninsula's FIRST public radio station, WSCL 89.5 FM began broadcasting classical music to Delmarva on May 29, 1987.

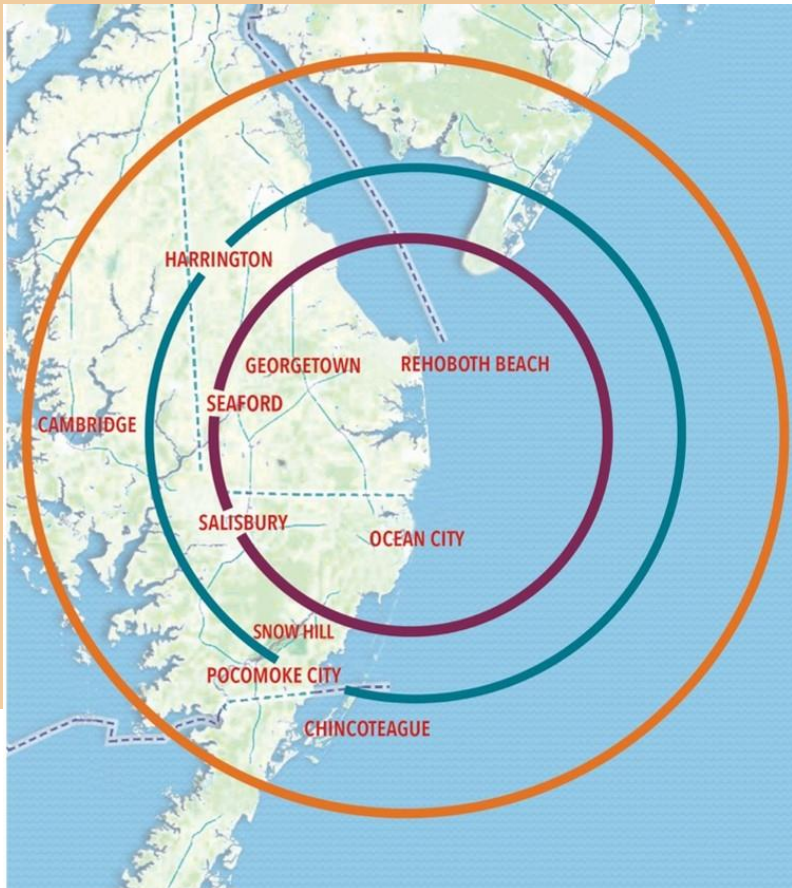
We're celebrating 35 years this year!

*Listen now or check out the program schedule here:*

*<https://www.delmarvapublicmedia.org/wscl-89-5-fm>*

*"Thank you for all that you do on 89.5. Your programming is at once beautiful, educational, varied, and expert. Bravo!"*

*Joan – Milford, DE*



## Format

WSDL 90.7 FM features a wide range of music such as jazz, blues, bluegrass, and as well as fun and enlightening programming on the weekends! Need news? WSDL offers BBC News, award-winning local news with Don Rush, live-hosted jazz from WESM, and much more!



## Reach

Whether they are at home, on their boat, or driving through, WSDL listeners hear your messages down the coast and across the peninsula! WSDL is also enjoyed on smart devices and through streaming services.



## Fun Facts

WSDL will celebrate 25 years next year!

Listen now or check out the program schedule here:

<https://www.delmarvapublicmedia.org/wSDL-90-7-fm>

*"I love the eclectic Jazz and Blues collection! It was nice to experience the National Folk Festival live on air!"*

Barbara - Trappe, MD



# THANK YOU!

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**Delmarva Public Media**  
**WSCL WSDL WESM**  
**89.5 90.7 91.3**

A Service of Salisbury University and the University of Maryland Eastern Shore