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

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>82%</td>
<td>82% of public radio listeners take action in response to a public radio sponsorship message.</td>
</tr>
<tr>
<td>73%</td>
<td>73% of public radio listeners hold a more positive opinion of a company that supports public radio.</td>
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<tr>
<td>70%</td>
<td>70% of public radio listeners prefer to purchase products and services from public radio sponsors.</td>
</tr>
</tbody>
</table>

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<th>Number</th>
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<tr>
<td>35</td>
<td>Number of years Delmarva Public Media stations 89.5 WSCL and 91.3 WESM have been on air.</td>
</tr>
<tr>
<td>9</td>
<td>The number of Delmarva counties we reach over the air.</td>
</tr>
</tbody>
</table>

Source: 1. Kantar, NPR State of Sponsorship Survey, April 2021
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!

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!

GOOD COMPANY TO BE IN

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.

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!

The “Halo Effect”
Public radio listeners are more likely to trust and become loyal customers of businesses that support the programming they love!

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

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OUR LISTENERS

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

ARE LOOKING FOR YOU!
3 STATIONS for 1 PRICE!

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
格式
WESM 91.3 FM 引您聆听现场主持的爵士乐，以及蓝调、全球音乐，NPR 的 Morning Edition 和 All Things Considered，本地新闻采访 Don Rush，以及更多。

接触
如这张覆盖地图所示，WESM 覆盖全半岛，甚至更多！
WESM 也通过智能设备和流媒体服务进行播放！

趣闻
WESM 是半岛上第二悠久的公共广播电台，今年庆祝 35 周年！

立即聆听或查看节目安排，请访问：https://www.delmarvapublicmedia.org/wesm-91-3-fm

"感谢您对社区的支持！我非常喜欢 NPR News，但也很喜欢爵士乐、蓝调、American Routes 和 Global Village。"
Susan – Rehoboth Beach, DE
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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DELMARVApublicmedia.org

Delmarva Public Media
WSCL  WSDL  WESM
89.5  90.7  91.3

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