



WUSF npr Your Spot For Local





Commercial radio are for-profit relying on advertising sales

Messaging

Mission

Sponsor messages are voiced live by station hosts. Concise messages are fifteen seconds and delivered to receptive listeners

Public Media are locally owned nonprofits. Sponsors are

viewed as community supporters.

Priority is to maximize ad revenue while minimizing program investment for the benefit of stockholders

Commercial spots are true advertising. Creative

designed by brands with strong calls to action

Content

Content is driven by the community it serves. Listeners are highly engaged – 84% take action on sponsorship messages

Commercial radio is broad and designed to reach a mass audience

Audience

Public Radio listeners are educated, influential, financially resilient, cultural & community minded. They are open to new products & services and have the means to try them

Commercial stations air up to 18 minutes of advertisements per hour with long breaks that interrupt programming.

ROI

WUSF airs an average of ninety seconds of local underwriting an hour. Fans listen through short sponsor breaks ensuring messages are heard and remembered

WUSF 89.7 FM NPR News-Talk

100,000 Watts covering

Hillsborough – Pinellas –
Sarasota – Manatee - Polk Hernando – Citrus - Sumter
Hardee - Highlands –
DeSoto – Charlotte counties

Coverage Map

WUSF 89.7

Total Survey Area counties for WUSF's listening area:

- Hillsborough*
- Pinellas*
- Pasco*
- Hernando* Citrus
- Sumter
- Sarasota
- Polk
- Manatee
- Hardee
- Highlands
- DeSoto
- Charlotte



WUSF - Audience Overview - How Many

Nielsen Audio Fall 2024 Persons 12+ / Mon-Sun 6a-12m

AQH Persons

Weekly Cume

Weekly TSL

WUSF

6,500

224,300

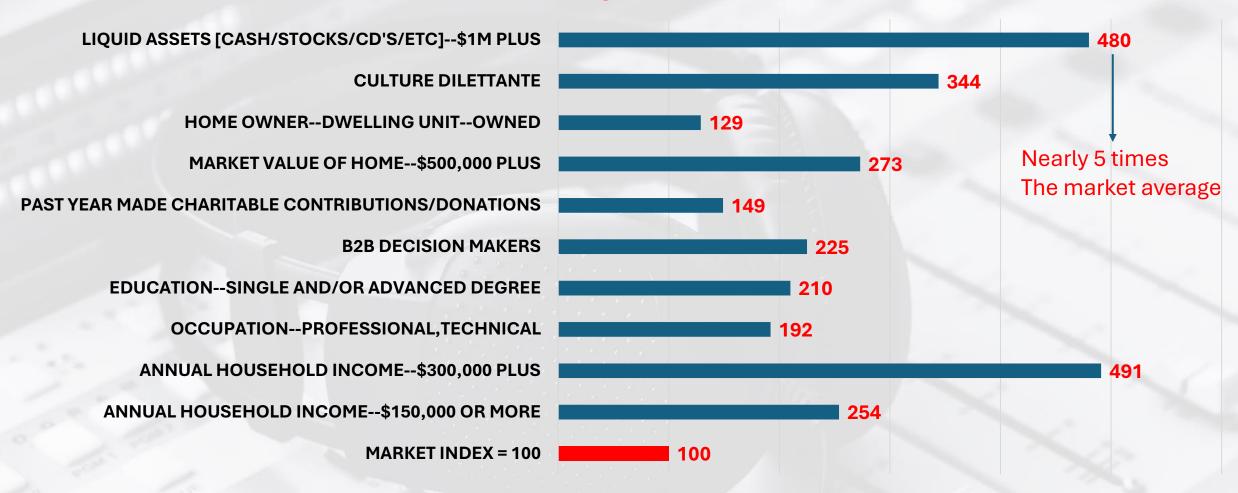
3:45

Source: Nielsen Audio – Fall 2024

WUSF Audience Overview – Who Market Index Report



100 is Average for the Market



Source: The Media Audit Tampa-St. Pete-Clearwater-Sarasota Fall 2024

WUSF Programming – Local News Every Hour



WUSF 89.7							updated 6.27.25 /MS
Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5:00 AM						BBC World News	
6:00 AM	Morning Edition					Travel With Rick Steves	PRX Remix
7:00 AM 7:30 AM						The People's Pharmacy	The Florida Roundup
8:00 AM						Weekend Edition	Weekend Edition
9:00 AM	BBC Newshour (Local newscast 9:04)					Saturday	Sunday
10:00 AM	1A					Planet Money and How I Built This	Wait Wait Don't Tell Me!
11:00 AM	On Point					Wait Wait Don't Tell Me!	Radiolab
12:00 PM	Fresh Air (Local newscast 12:04:20)				The Florida Roundup	This American Life	Ted Radio Hour
1:00 PM					The Moth Radio Hour	Freakonomics Radio	
2:00 PM	Here & Now (Local newscast 1:04:20 & 2:04:20)					Snap Judgment	Splendid Table
3:00 PM	The World (local newscast 3:04:20)					Hidden Brain	Fresh Air Weekend
4:00 PM	All Things Considered					Reveal	The Pulse
5:00 PM						All Things Considered	
6:00 PM	Marketplace					Latino USA	To the Best of
6:30 PM	The Daily	The Daily Florida Matters The Daily				Latino OSA	Our Knowledge
7:00 PM	Fresh Air			Science Friday	Code Switch/Life Kit	Our Knowledge	
8:00 PM	On Point				Sound Opinions	Climate One	
9:00 PM	1A Plus The Middle			1A Plus	Milk Street Radio	Open To Debate	
10:00 PM	As It Happens					To the Best of Our Knowledge	On the Media
11:00 PM	BBC World Service					BBC World Service	BBC World Service
12:00 AM to 5:00 AM					BBC World Service		

Digital Menu



Websites

https://wusf.org/



- https://health.wusf.usf.edu/



- https://www.artsaxisfl.org/



https://www.jazzonartsaxisflorida.org/



eNewsletters

- Wake Up Call Mon-Friday
- Health News Florida Tues & Thurs
- WUSF Weekly Thursday

Streaming Pre-Roll

Reach streaming listeners with a non-skippable :15 message before they begin streaming. Sold on a cost per thousand basis up to 100,000 per month

WUSF – Recent News Awards Building Trust & Credibility for over Sixty Years



June 2025	WUSF wins 9 Region Edward R Morrow awards including OVERALL EXCELLENCE!
APRIL 2025	WUSF wins 12 first place honors for 2024 journalism from <u>Florida Association of Broadcasters</u> including: Breaking News Coverage, Weather Reporting, Investigative Reporting and Reporter of the Year
AUG 2024	WUSF wins 7 Sunshine State awards rom <u>Florida Society of Professional Journalists</u> , including top honors for Health, Education, Arts and Government Reporting, and Continuing Coverage
JULY 2024	WUSF wins 4 Green Eyeshade Awards from the SPJ of the Southeast United States
JUNE 2024	WUSF wins 4 <u>Public Media Journalists Association</u> awards – national honors for the best in local reporting
MAY 2024	WUSF wins 3 Regional Edward R Murrow Awards often called the Pulitzer Prize of broadcast

journalism including wins in the Hard News and Investigative categories

Our Mission



Mission

We enrich the mind and inspire curiosity

Vision

To build community through trusted journalism, classical music, and culture that reflects the world around us

Values

We respect the backgrounds of our team and the community and celebrate characteristics and traits that make us individuals

Innovation

We embrace change, explore creative ideas, and pursue new partnerships to provide the best experience for our community

Excellence

We maintain high ethical standards, transparency and authenticity in order to build trust with everything we do

Service

We are passionate about meeting the needs of our growing and changing community

WUSF Underwriting Guidelines



As noncommercial radio stations, WUSF and WSMR are bound by Federal Communications Commission (FCC) rules and policies governing underwriting announcements. The FCC's regulations serve to protect the noncommercial content that public broadcasting listeners value so highly. Compliance with these guidelines ensures that the special integrity of the relationship between the stations and our listeners extends to underwriters as well. Your underwriting message will be carefully crafted to suit your marketing and public relations needs while complying with the FCC's underwriting regulations and station policy. In so doing, the public broadcasting audience will positively identify the underwriter with the high quality programming of WUSF/WSMR.

Your underwriting message may be 15 seconds in length on WUSF and WSMR. Underwriting messages are objective and direct, and <u>may</u> include the following elements:

- Business or organization name, or that of a subsidiary, legal DBA, operating division, or parent company
- Business location
- Business hours
- Business phone number and/or web address
- A value-neutral description of the business or organization's products and services
- Up to 3 trade names, product or service listings that help identify (but not promote) the underwriter)
- Length of time in business
- A well-established corporate slogan or tagline

WUSF Underwriting Guidelines



Underwriting messages may **not** include:

- Qualitative, comparative, or overtly promotional language
- Price or value information
- Calls to action
- Inducements to buy, sell, rent, or lease
- Third-party endorsements
- Expression of a viewpoint on a controversial issue
- Support of or opposition to a political candidate

In addition, all underwriting messages must be:

- Consistent with WUSF's image and of general interest to listeners
- Not intended to solicit contributions from listeners

Additional underwriting policies:

- Acceptance of messages and underwriters with potential conflicts of interest and problems of listener misconceptions will be taken into consideration on a case-by-case basis.
- Submitted copy must be approved by WUSF before the start of a schedule.
- WUSF may refuse to accept messaging from companies, businesses, organizations, or any other entities deemed to be inconsistent with WUSF's image, not of general interest to the WUSF audience, or that could be detrimental to the welfare and image of the stations.

You're In Good Company



- BayCare Health Systems
- Van Wezel
- Ruth Eckerd Hall
- The Mahaffey
- Tampa Museum
- The James Museum
- Eckerd College
- Community Foundation of Tampa Bay
- Museum of Fine Arts
- The Palladium
- The Ringling
- Tampa General Hospital
- Orlando Health
- The Florida Orchestra
- David Reynolds Jewelry
- Suncoast Credit Union

- Duke Energy
- Johns Hopkins All Childrens
- The Fresh Market
- Florida Power & Light
- Sarasota Orchestra
- Seitenbacher America
- Dali Museum
- Advent Health
- Nova Southeastern University
- AARP
- Hillsborough Community College
- Air Masters of Tampa Bay
- Sessums Law Group
- St. Mark Village
- Florida Southern College
- Citizens Property Insurance
- Gulfside Healthcare

- Community Foundation of Sarasota
- The Florida Aquarium
- University of Florida
- Sarasota Opera
- Juvenile Welfare Board
- Foundation for Health St. Petersburg
- Armel Jewelers
- Truist Bank
- Trenam Law
- Teco Peoples Gas
- Moffit Cancer Center
- Insperity
- Residences at 400 Central
- The Imagine Museum
- Harris, Hunt & Derr, P.A.
- Empath Health
- Caldwell Trust Company
- Shorecrest Preparatory School

Just to name a few