

**WUKY
Media
Kit**

UK NPR ROCKS @ 91.3 | WUKY.ORG
WUKY

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A Local Tradition

WUKY, 91.3 FM, is a community supported service of the University of Kentucky. Through our comprehensive, unbiased news coverage, unique musical offerings, and community partnerships, WUKY fosters civic development, celebrates our cultural diversity, and advances the mission of the University of Kentucky.

Our news comes from NPR, and our own award-winning newsroom. Our music is ROCK & ROOTS. There's humor, arts, and culture here, too. On our HD channels and WUKY.org, you can stream Classical music (HD-2) and Urban Alternative (HD-3).

1989

Became WUKY to reflect affiliation with the University of Kentucky

2002

Began broadcasting Joe's Blues

2007

Began broadcasting in HD, digital radio

2018

WUKY moved from McVey Hall to Spurr Road.

2023

Began broadcasting Urban Alternative

1940

Began broadcasting as WBKY

2001

Began broadcasting Adult Rock

2004

Adult Rock became Rock & Roots

2010

Began broadcasting The Crunkadelic Fund Show

2021

Began broadcasting Essential Classics

WUKY 2022 AWARDS

First Place: Short Newscast (WUKY News Team), Radio Anchor (Alan Lytle), Political Coverage (Josh James), Short Serious News Feature (Karyn Czar), Short Light News Feature (Karyn Czar), and Long Light News Feature (Karyn Czar)

Second Place: Short Light News Feature (Karyn Czar), Sports Feature (Alan Lytle and Doug Boyd), Short Serious News Feature (Arlo Barnette), Best Newscast from Public Media Journalist's Association, and the Regional Edward R. Murrow award for excellence in sound (News Department)

Third Place: Radio Reporter (Karyn Czar), Political Coverage (Karyn Czar), Long Public Affairs (Alan Lytle and Doug Boyd), Sports Reporting (Karyn Czar), and Special Series (Alan Lytle and Doug Boyd)

Your business is likely to experience a “Halo Effect” when you create a partnership with WUKY.

That is, the goodwill that WUKY shares with our listeners will be transferred to you via association. This is because WUKY is a mission-driven, membership organization which the public sees as contributing to the local community—and you benefit from WUKY’s standing in the community.

71%

Hold a more positive opinion of sponsors that support NPR

60%

Agree NPR is selective about companies that sponsor its programming

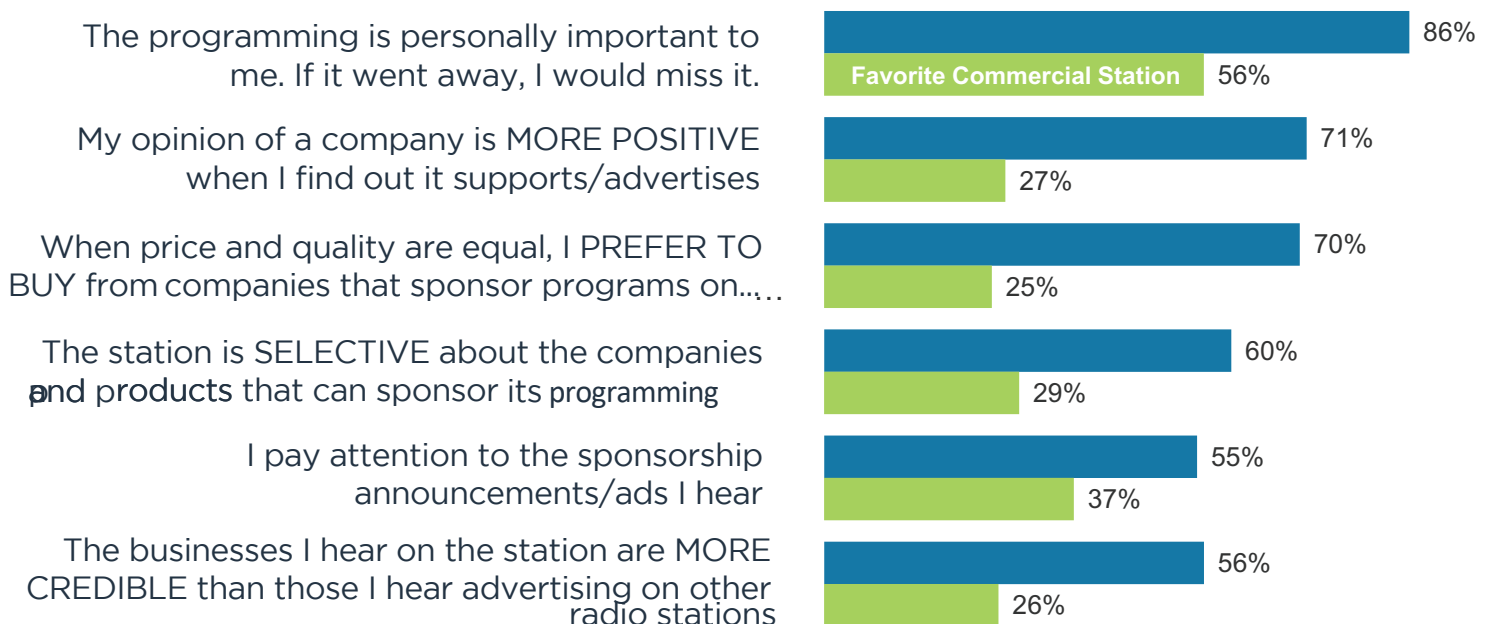
70%

Prefer to buy products or services from NPR sponsors

The WUKY Halo Effect

Public Radio Halo Surpasses Commercial Radio

NPR Listeners vs. Commercial Radio Listeners



PUBLIC RADIO AUDIENCE PROFILE



Public radio attracts an audience distinguished by its educational excellence and professional success. Listeners are choice consumers, savvy business leaders, and influentials who are active in their communities.

Demographics

- 51% Men**
49% Women
- 42% Aged 25 to 54**
15% Aged 18 to 34
50% Aged 35 to 64
- 67% College degree or beyond**
37% Post graduate degree
- 82% HHI \$50,000+**
68% HHI \$75,000+
Median HHI: \$106,000
- 59% Married**
23% Never married
- 58% Employed**
44% View job as a "career"
24% Professional occupation
12% Involved in business
purchases of \$1,000 or more
6% Top management

Lifestyles*

- 94% Public activities**
83% Vote
17% Fund raising
- 60% Consider themselves somewhat or very liberal**
15% Somewhat/Very conservative
25% Middle of the road
- 29% Theatre/concert/dance attendance**
58% Dine out
54% Read books
25% Went to zoo or museum
- 65% Regular fitness program**
44% Walk for exercise
16% Swim
- 47% Have any financial investments**
23% Own stock mutual funds
18% Own common stocks
- 94% Own a smartphone**
43% Used a news app on phone
55% Used a banking/finance app
- 61% Domestic travel in past 12 months**
44% Foreign travel over past three years

READS: More than half (51%) of NPR-CPB listeners are men.

BASE: Adults 18+ who listen to a public radio station.

SOURCE: MRI-Simmons Doublebase Fall 2021

**past year activities.*