



WYOMING PUBLIC MEDIA

WE CONNECT WYOMING

2023 MEDIA KIT



WYOMING PUBLIC MEDIA BRINGS THE MAGIC OF RADIO TO THE LISTENERS

Photo: Zach Larsen, Summer on Beartooth

When our listeners adjust the dial to one of Wyoming Public Media's 27 frequencies across the state, they know they'll be connecting to the news, cultural stories, and music they've come to rely on.

But don't ever take the magic for granted - our engineers work tirelessly to make sure our statewide network is running smoothly so our listeners never miss a minute.

60,000

listeners across our listening area

90,000+

square miles of broadcast reach

6,500

WPM members and growing

3

horses - plus a specially-outfitted Polaris vehicle, skis, a Sno-Cat, a chair lift, and some good old-fashioned hiking boots ready for our engineers to keep WPM's transmitters up and running



BACK IN THE SADDLE WITH WYOMING PUBLIC MEDIA

Photo: Krissy Borchert, Marlboro Man

Underwriting Matters!

Wyoming Public Media informs and entertains a statewide audience with a world of news, music, and cultural programming. Underwriting clients are provided with unrivaled access to influential, well positioned, educated and curious public media listeners.

Underwriting announcements reach homes, automobiles, and offices of consumers and business leaders who listen and are loyal to the station.

Wyoming Public Media presents your organization's name and message in an uncluttered environment free of traditional advertising. Research demonstrates public radio listeners develop a favorable opinion of the organizations that support public media.

Underwriting on Wyoming Public Media supports our mission of public service and is a 100% commission-free, tax-deductible gift. Research indicates public media sponsors are perceived as being socially responsible, as well as being trusted providers of high-end, quality products and services.

Delivering impact, delivering engagement.

78% of Public Radio listeners consider Public Radio "personally important" to them

84% of Public Radio listeners take action in response to something heard on Public Radio

72% of Public Radio listeners hold a more positive opinion of companies that support Public Radio

68% of Public Radio listeners prefer to do business with companies that support Public Radio

Source: Kantar, NPR State of Sponsorship Survey, June 2023.

Influential

The public radio audience is composed of leaders in the workplace, whether in the private or public sector or their own entrepreneurial ventures.

- 92% more likely to work in top management
- 41% more likely to be C-suite
- 212% more likely to have something they wrote published

Cultured

The public radio audience seeks out cultural experiences.

- 102% more likely to have attended an art gallery or show in the past year
- 107% more likely to have visited a museum in the past year
- 65% more likely to read books 2+ times a week

Engaged

The public radio audience strives to make a difference in their communities through activism, education, and support of charitable organizations.

- 171% more likely to have contacted a politician at the state, local, or national level
- 191% more likely to have served on a committee for a local organization
- 55% more likely to have volunteered for a charitable organization

Conscientious

The public radio audience values quality and trusted brands, they're environmentally conscious, and are thoughtful about their purchases.

- 50% more likely to purchase food labeled as natural or organic
- 317% more likely to participate in environmental groups or causes
- 149% more likely to make financial contributions to arts, cultural, or environmental organizations

Adventurous

The public radio audience enjoys traveling and learning about new places and cultures.

- 59% agree travel is one of their passions
- 58% more likely to visit cultural/historical sites while traveling internationally
- 48% more likely to have gone backpacking in the last year

Tech-Savvy

The public radio audience appreciates the value technology adds to their life and they're enthusiastic about new developments and advancements like voice activation.

- 67% try to keep up with developments in technology
- 60% more likely to work in a technology-related role
- 78% do as much research as possible before buying electronics

WYOMING PUBLIC MEDIA ATTRACTS THE IDEAL AUDIENCE





WYOMING PUBLIC RADIO BELIEVES IN SUBSTANCE OVER SOUNDBITES

Photo: Pictured from left to right: Suraj Singareddy, News Intern; Caitlin Tan, Reporter; Ivy Engel, Reporter; Melodie Edwards, Reporter/Podcast Producer; Jordan Uplinger, News Intern

Recent Wyoming Public Media Honors Include:

- 2021 Regional Edward R. Murrow Award in Excellence in Diversity, Equity, and Inclusion, for 'Reconstruction of Chinese History in a Work in Progress'
- 2021 Regional Edward R. Murrow Award in Feature Reporting, for 'Lander's One-Shot Antelope Hunt Faces Mounting Pressure to Re-Write the Script'
- 2021 Regional Edward R. Murrow Award in Podcast, for 'The Small Town Drag Queen'
- 2022 Regional Edward R. Murrow Award in Hard News, for 'Wyoming lawmakers say the special session against COVID-19 vaccine mandates was necessary'
- 2022 Regional Edward R. Murrow Award in Excellence in Sound, for "The boundaries moved: How the Spanish vaquero became the American cowboy"
- 2022 Regional Edward R. Murrow Award in News Documentary, for "The Great Dying"
- 2021 Public Media Journalists Association (PMJA) presents 1st place in News/Public Affairs Program, for "Open Spaces"
- 2021 Public Media Journalists Association (PMJA) presents 1st place in Long Documentary, for "The Great Dying Shall Furnish Medicine Part I"
- 2021 Public Media Journalists Association (PMJA) presents 2nd place in Photojournalism, for "The boundaries moved: How the Spanish vaquero became the American cowboy"
- 2021 Public Media Journalists Association (PMJA) presents 2nd place in Narrative/Produced Podcast, for "The Fine Art of Coexisting: Ghost Town(ing) Part 12"
- 2020 National Native Media Awards presents 3rd place in Best Multimedia, for "Bringing the Buffalo Home"

2,427,182

number of page views
(Jan 2022-May 2023):
on wyomingpublicmedia.org

142,776

average number of page views per month
(Jan 2022-May 2023):
on wyomingpublicmedia.org

64,740

average number of first-time users per month
on wyomingpublicmedia.org

73,000

average number of podcasts downloads
per quarter

8,500+

Facebook likes

8,200+

Twitter followers

8,400+

Instagram followers

24/7

hours a day + days a week Wyoming Public
Media is available to listeners on air,
online and in app

Wyoming Public Media understands its listeners don't just listen to radio in the 21st century. We're committed to providing a variety of ways to listen to, interact with, and just plain enjoy the rich content we provide each and every day.



WYOMING PUBLIC MEDIA IS ONLY A CLICK AWAY

jazz
classical
soul
roots
bluegrass
live-in-studio
blues
alternative

No matter your musical taste, we have you covered

From our 24-hour jazz and classical services, to our popular Wyoming Sounds with great music on the western edge, Wyoming Public Radio presents an eclectic mix of music. With a wide array of musical formats from Wyoming, the Mountain West region, the national music scene, and from around the world, Wyoming Public Radio programs are heard statewide and beyond.

Our passionate listeners connect through live events and every time they turn on the radio or streaming service.

We know music as well as your customers



WYOMING PUBLIC MEDIA LIVES AND BREATHES MUSIC



UNDERWRITING WITH WYOMING PUBLIC MEDIA IS EASY (LEAVE THE TECHNICAL SKILLS TO US)

Photo: Andi Berry, Summer in the Snowies

The Fine Print

Compared to commercial radio, Wyoming Public Media provides our audience with an environment free of clutter so your concise message keeps listeners engaged with voices they trust.

We work with you to create a 15-second announcement to best reflect your community relations and marketing goal. Announcements are produced at no additional cost using the Wyoming Public Media voices our listeners know best.

Wyoming Public Media abides by the Federal Communications Commission (FCC) Guidelines for underwriting announcements. The FCC permits underwriting announcements which identify, but do not promote the products, services, or facilities of a for-profit entity.

FCC guidelines prohibit the uses of:

- price information
- calls to action
- inducements to buy, sell, rent, or lease
- comparative or qualitative language
- more than four trade names, products, or service listings

Wyoming Public Media encourages announcements that...

- state the name of the underwriter
- describe the featured business, organization, or special event
- offer listeners a means to contact the underwriter (location or website)
- are written in an objective style that listeners expect and appreciate

Sample announcement:

"Wyoming Public Radio supports include JEFFREY'S BISTRO... offering an eclectic menu including Thai, Indian, vegetarian and other dishes. Served Monday through Saturday, located in downtown Laramie. Jeffrey's Bistro dot com.

"Wyoming Public Radio supporters include WYOMING CARDIOPULMONARY SERVICES...utilizing the technology of electrocardiograms, nuclear stress testing, 64 Slice CT scanner and more- to diagnose, monitor, and treat patients. W-Y-O heart dot com."

“

Wyoming Public Radio connects us with other people and current events in WY, the only radio station to provide good coverage across our state. We also listen to NPR as our first choice when traveling to other states, as the most valuable and reliable source of news and current affairs. We enjoy the special programs such as Fresh Air, and others, and often use the NPR app to listen to past programs we missed.

-NANCY LEON
WILSON, WYOMING

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Our Commission-Free Underwriting Team Is Ready To Help

Have questions about how Wyoming Public Media fits into your marketing budget? Ready to partner with Wyoming Public Media and the public broadcasting family? Our underwriting team will work with you to design a plan that reaches your target audience and fits your budget.



On Air Underwriting Packages

target your ideal audience by selecting the news, music, or cultural programming that best matches your message and reach. Affordable, targeted on air announcements can be grouped in monthly or yearly packages.



Challenge Grants multiply the effect of your participation contribution during our membership drives! They demonstrate your commitment to Wyoming. Challenge Grants are win-win for everyone!



Newsletter daily, weekly and monthly newsletters, delivered electronically, reaching over 7,300 inboxes. Featuring recent news, events, organization updates, and program information.



Podcast Underwriting

reaches a world-wide audience. The fast-growing popularity of podcasts creates new opportunities to reach dedicated listeners. Announcement opportunities include a 7 - or 15 - second "Pre-Roll" before content begins, or a "Mid-Roll" during a 30 second, mid-podcast break.



Online and In App Display appeals to our tech-savvy listeners. Wyoming Public Media's web and social media traffic has grown exponentially in recent years. Businesses and organizations who support public radio align their objectives to reach passionate, loyal visitors through web tiles and banner ads seen by thousands of users.

WYOMING PUBLIC MEDIA IS RIDING FOR YOUR BRAND

Photo: Caitlin Tan, Reporter - Shed antler hunting

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PRICING GUIDE

WYOMING PUBLIC MEDIA UNDERWRITING
PLANS CAN BE DESIGNED FOR YOUR TARGET
AUDIENCE AND TAILORED TO YOUR BUDGET



WYOMING PUBLIC MEDIA

MONDAY-FRIDAY			SATURDAY	SUNDAY
12 am	BBC World Service \$25/spot		BBC World Service \$25/spot	BBC World Service \$25/spot
1 am				
2 am				
3 am				
4 am				
5 am	Morning Edition \$50/spot		Travel with Rick Steves \$25/spot	Commonwealth Club \$25/spot
6 am			Weekend Edition \$40/spot	Weekend Edition \$40/spot
7 am				
8 am				
9 am	Wyoming Sounds \$30/spot		Wait, Wait Don't Tell Me \$40/spot	TED Radio Hour \$35/spot
10 am				Ranch Breakfast Show \$30/spot
11 am			Open Spaces \$35/spot	
Noon			(M-TH) Here and Now \$30/spot	(Friday) Science Friday \$35/spot
1 pm	BBC Newshour \$30/spot		American Roots \$30/spot	Moth Radio Hour \$30/spot
2 pm				A Way with Words \$30/spot
3 pm				
4 pm	All Things Considered \$40/spot		This American Life \$40/spot	Wait, Wait Don't Tell Me \$40/spot
5 pm			All Things Considered \$40/spot	
6 pm			(Friday) Mountain Time Podcast Hour \$25/spot	Retro Cocktail Hour \$30/spot
7 pm	(M-T) BBC The Newsroom (Wed) Open to Debate (TH-F) BBC The Newsroom (TH) The Middle \$30/spot		Commonwealth Club \$25/spot	
8 pm	Classical Wyoming \$30/spot		Jazz Wyoming \$25/spot	Thistle & Shamrock \$30/spot
9 pm				
10 pm				
11 pm				BBC The World Today \$25/spot

MAIN CHANNEL UNDERWRITING PACKAGES

- **THE DRIVE = \$55/spot**
Monday - Friday, 6am to 8am or 5pm to 6pm
- **RUN OF SCHEDULE = \$25/spot**
Monday - Sunday
any available day part or program

ADDITIONAL OPPORTUNITIES

- **PODCAST PRE & MID ROLL ANNOUNCEMENTS**
- **BUSINESS CHALLENGES:**
Underwriting support during our Membership Drives. Pledge a one-time donation of at least \$300, and we will use those funds as an on-air matching Challenge for listener pledges.
- **DIGITAL MEDIA PACKAGE = \$300/month**
App Tile: 400 x 300 pixels and 300 x 300
App Banner: 640 x 100 pixels
App Tablet Banner: 1536 x 100 and 2048 x 100 pixels
Mobile Tile (smart phone): 320 x 50 pixels
Web Tile (laptop, i-Pad, desktop): 300 x 250 pixels
Web Banner (laptop, i-Pad, desktop): 728 x 90 pixels
- **NEWSLETTER: Reaching 7,300 inboxes**

UNDERWRITING TEAM

Ask your Underwriting Representative for details about how these opportunities can supplement your marketing plans:

wpmcorporate@uwyo.edu
307-766-4240

1000 E. University Ave. | Dept 3984 | Laramie, WY 82071
Wyoming Public Media is a statewide service of the University of Wyoming

Classical Wyoming: \$20/spot

Jackson, Lander, Laramie, Riverton, Torrington and Worland FM radio coverage; WPM Website and Mobile App

Wyoming Sounds (24/7 AAA) \$20/spot

Green River, Jackson, Lander, Laramie, Riverton, and Rock Springs FM radio coverage; WPM Website and Mobile App



Photo: Jamie Attanasio, Natural Frame



WYOMING PUBLIC MEDIA

npr Wyoming News & Music **BBC**

**WYOMING PUBLIC RADIO
CLASSICAL WYOMING
WYOMING SOUNDS
JAZZ WYOMING**

wyomingpublicmedia.org

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1000 E. University Ave. Dept 3984
Laramie, WY 82071**

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wyomingpublicmedia.org**

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