

# WEMU listeners: The cream of the crop.

## WEMU 89.1

### WEMU Facts

- 85% of WEMU's audience resides in Washtenaw County.
- 85% of WEMU's Washtenaw County listeners have Ann Arbor ZIP codes.
- Every WEMU terrestrial listener is less than an hour's drive from your business.
- The median household income of WEMU listeners is over \$100,000.
- WEMU's listeners are primarily employed in education, medicine, research, and technology.
- WEMU's news, traffic, and weather is focused on Washtenaw County.
- WEMU plays local musicians and supports local cultural events that drive consumers to Ann Arbor.
- WEMU staff and on-air hosts live in Washtenaw County. They are interested in, and involved in their communities. They patronize shops, restaurants, salons, clubs, and other local commerce.
- WEMU is committed to the community. We make money to do programs, instead of doing programs to make money.
- WEMU is a wise financial investment. All corporate support is tax-deductible to the fullest extent allowed by law.

# Worth the price of transmission.

## WEMU 89.1

### Underwriting Rates

PROGRAM	WEEKLY MENTIONS	RATE PER WEEK
<b>National Public Radio</b>		
Morning Edition	5	\$300
All Things Considered	5	\$300
Weekend Edition	2	\$200
This American Life	2	\$200
Wait Wait...Don't Tell Me!	2	\$200
Morning Edition/ATC Combo Weekday	10	\$550
Morning Edition/Weekend Combo	7	\$350
TED Radio Hour	2	\$200
<b>Local Music</b>		
89.1 Jazz with Linda Yohn	5	\$250
89.1 Jazz with Michael Jewett	5	\$250
The In Crowd with Jessica Webster	2	\$150
The Roots Music Project with Jeremy Baldwin	2	\$150
Sunday Best with Nik Thompson	2	\$150
Groove Yard with Chrysta Cherrie	2	\$150
Big City Blues Cruise with Joe Tiboni	2	\$125
From Memphis to Motown with Wendy Wright	2	\$125
Cuban Fantasy with Marc Taras	2	\$125
Mountain Stage (PRI)	2	\$125
<b>Run of Music (ROM)</b>		
Jazz and Blues 7 Days	7	\$550
Weekend Jazz	8	\$350
Saturday Roots	6	\$400
Sunday Blues	6	\$400

# Interesting sounds for interested ears.

## WEMU 89.1

### Program Schedule

	MON	TUES	WED	THUR	FRI	SAT	SUN	
5am	Morning Edition NPR news, information, and public affairs. Local news with David Fair					Jazz 24	Jazz 24	5am
6am								6am
7am								7am
8am								8am
9am	89.1 Jazz with Linda Yohn					Weekend Edition	Weekend Edition	9am
10am						This American Life	Sunday Best with Nik Thompson	10am
11am						Wait Wait Don't Tell Me		11am
12 noon						TED Radio Hour		12 noon
12:30pm	89.1 Jazz with Michael Jewett					Memphis to Motown with Wendy Wright	Groove Yard with Chrysta Cherrie	12:30pm
1pm								1pm
2pm							2pm	
3pm						All Things Considered NPR news, information, and public affairs. Local news with Bob Eccles	Roots Music Project with Jeremy Baldwin	The In Crowd with Jessica Webster
4pm	Big City Blues with Joe Tiboni	4pm						
5pm		5pm						
6pm	Jazz 24					Cuban Fantasy with Marc Taras	Mountain Stage	6pm
7pm								7pm
8pm						Global Village	New Jazz Archive	8pm
9pm								9pm
10pm								10pm
11pm								11pm
12 mid								12 mid
1am								1am
2am								2am
3am			3am					
4am			4am					

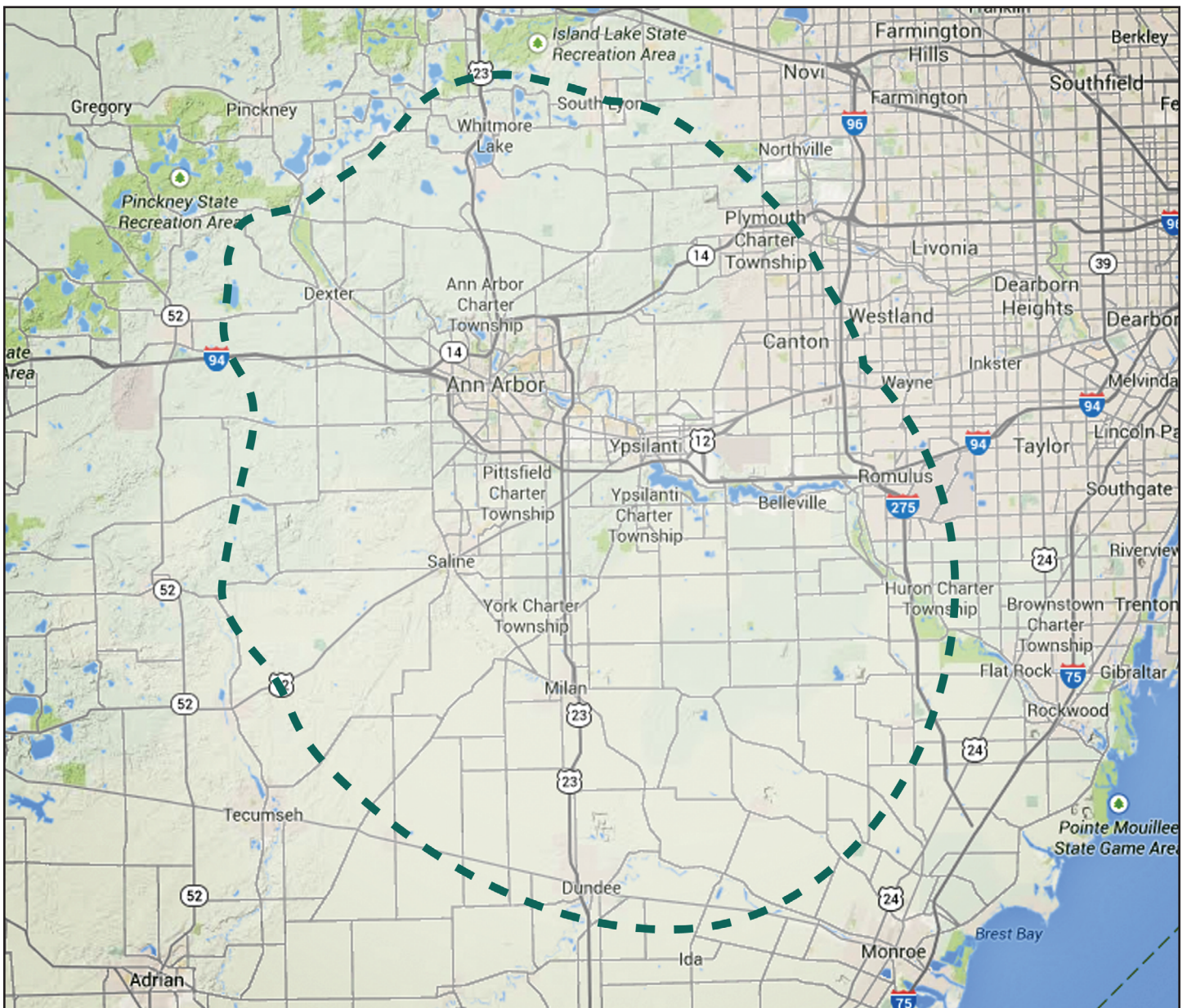
Network

# The big, big picture.

Download our free app

## WEMU 89.1

### Coverage Map





# Corporate Support/Underwriting: Why it's good

## WEMU 89.1

Underwriting allows businesses, professional firms, and organizations to support the mission of WEMU while also reaching a highly desirable audience using well-crafted on-air announcements.

Underwriting is done for many reasons, some of which may include:

- community support.
- image enhancement.
- event marketing.
- branding.
- sales efforts.

The station's broadcast signal (89.1 FM) reaches from western Detroit to Jackson, MI, and from Fenton, MI to Toledo, OH. Programs are streamed live online and available via Android and iPhone apps.

Messages on WEMU are highlighted, not broadcast in a cluttered commercial arena. The breaks are short and the messages polished and professional.

Research indicates that an overwhelmingly majority of public radio listeners are favorably inclined toward underwriters whose messages they hear on the air.\*

As an underwriter, you will be acknowledged as a community partner. Our programs and services are relevant to the people who live and work here, and include:

- traffic reports, weather, and local news focused on Washtenaw County.
- support and air play for local musicians.
- partnerships with key civic and arts organizations such as The Ann Arbor Summer Festival, The Ark, and The University Musical Society, among others.

Announcements are 15–20 seconds in length, and read live by WEMU announcers. Sample underwriting announcement:

"Support for WEMU comes from our listeners and... Meadowlark Energy, helping people live and work in the most comfortable, healthy, and energy efficient buildings possible. More information on the web at meadowlark energy dot com."

We are here to help. We will work with you to make sure your underwriting announcements convey your desired messages and comply with the FCC regulations.

If your business is considering or would like to know more about underwriting, please contact our Corporate Support manager, Rebecca Scott, at 734.487.2229 or email [rscott24@emich.edu](mailto:rscott24@emich.edu).

\*Source: NPR & Jacobs Media, Conducted by Edison Media Research May/June 2007.