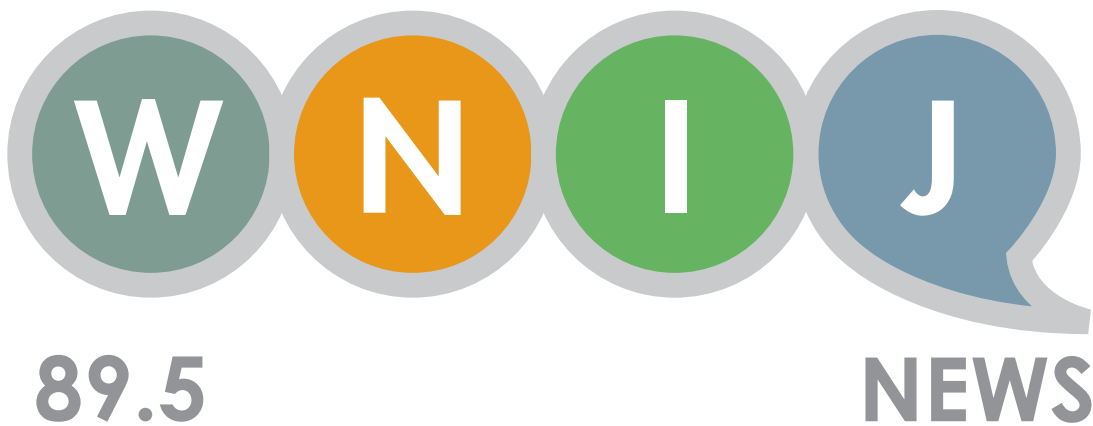


Media Kit 2017



What's inside:

- Our service area
- Our programming
- Our listeners' vital statistics
- Proven and successful strategies

Take your message to the listeners
of Northern Public Radio.



We are Northern Public Radio

89.5 WNIJ, 90.5 WNIU and their respective repeater stations are Northern Public Radio, the broadcasting service of Northern Illinois University. Since 1954, Northern Public Radio has been providing Northern Illinois and Southern Wisconsin communities with culture, national news, and local information. Today we are six different frequencies on the radio dial offering classical music, blues, world music, news, and intelligent talk to the 85,000 listeners of Northern Public Radio.

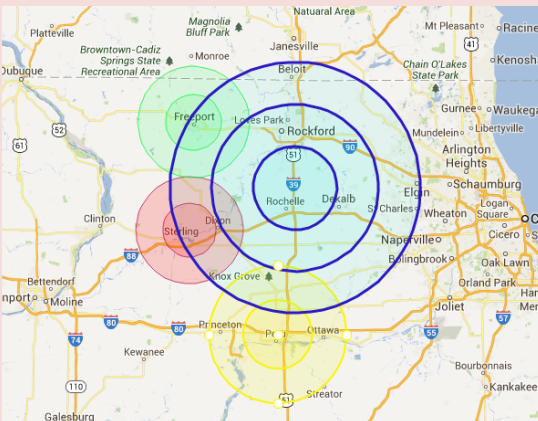


90.5 DeKalb
105.7 Rockford



89.5 DeKalb/Rockford
WNIJ 89.1 Freeport
WNIW 91.3 LaSalle
WNIQ 91.5 Sterling

Listen to Northern Public Radio in Northern Illinois & Southern Wisconsin



With our primary transmitter in DeKalb and repeaters in LaSalle, Freeport, and Sterling, we have listeners from Streator to Janesville, Freeport to St. Charles and everywhere in between. Broadcast areas are approximate

I listen to WNIJ first thing in the morning. I like the intelligent conversation and I trust the news. It's not liberal or conservative, it's just factual.
Judy Dixon, Dixon

Listen Online

Visit our websites for additional information and to access listen live audio streaming through your computer or mobile device.

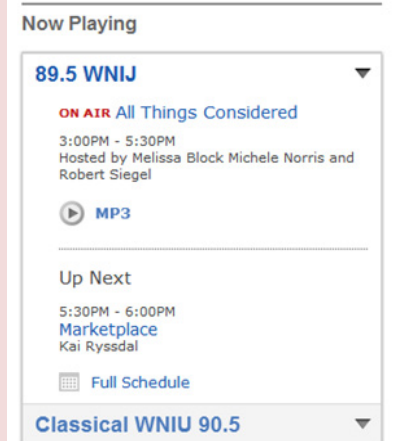
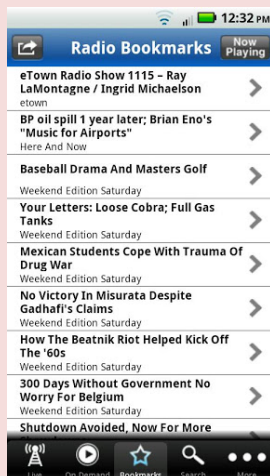
www.wniu.org
www.wnij.org
www.northernpublicradio.org

Listen Anywhere on Your Mobile Device

Download our WNIJ/WNIU apps to your Android or iOS device and listen to Northern Public Radio programming anywhere you are. Stream our live broadcast, browse news stories, or play your favorite shows on demand.

www.wnij.org/mobile
www.wniu.org/mobile

Screen image is approximate.

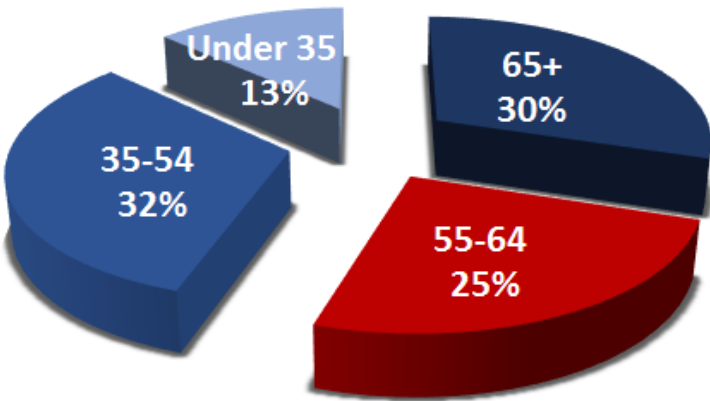




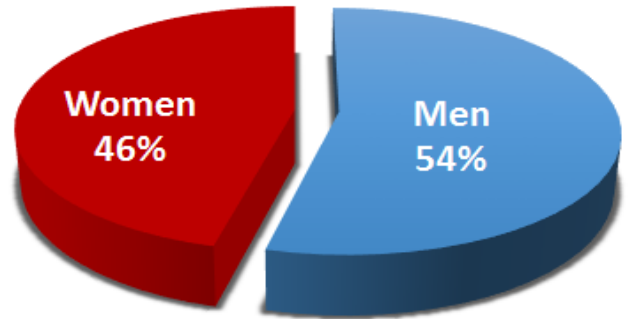
Audience Profile: WNIJ

With 61,500 weekly listeners in Northern Illinois and Southern Wisconsin, 89.5 FM WNIJ (also serving the area with 3 repeaters) attracts an audience distinguished by its educational excellence and community involvement. Our listeners include some of the most influential members of your community, and when you support WNIJ, you demonstrate your organization's best qualities to those leading individuals.

WNIJ Listeners by Age

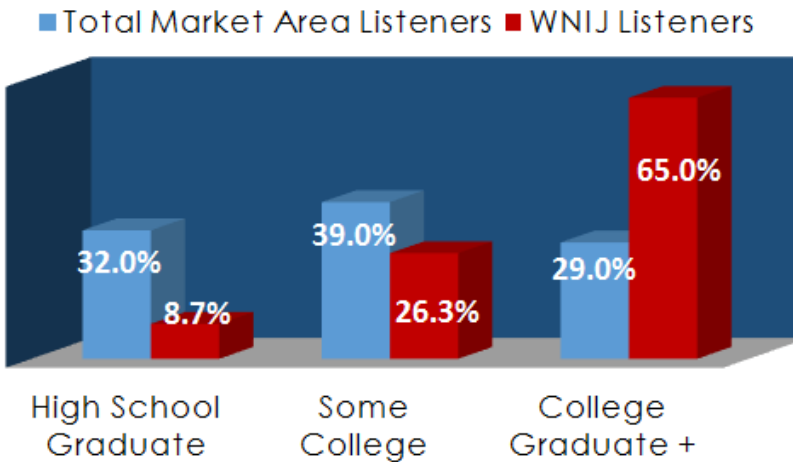


WNIJ Listeners by Gender

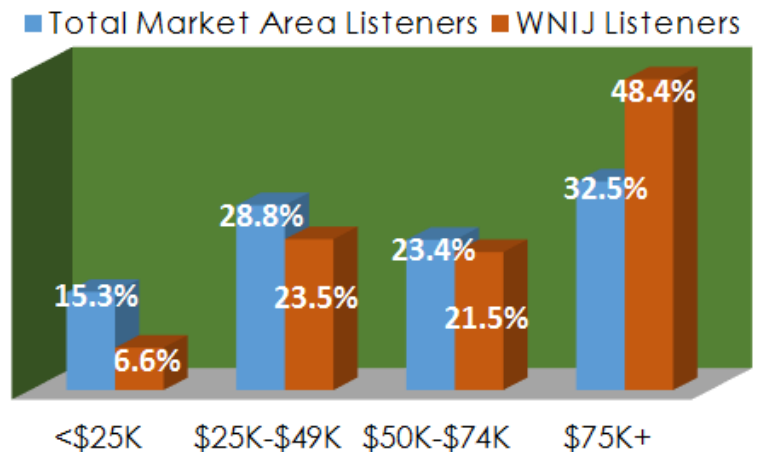


Nearly two-thirds of WNIJ's audience has earned a bachelor's degree or higher; consequently, our listeners enjoy a lifestyle that results from educational achievement. Your message will have a regular presence on WNIJ and we can help you reach the people with the means and interest to help your organization grow.

Listeners by Highest Level of Education Attained



Listeners by Annual Household Income



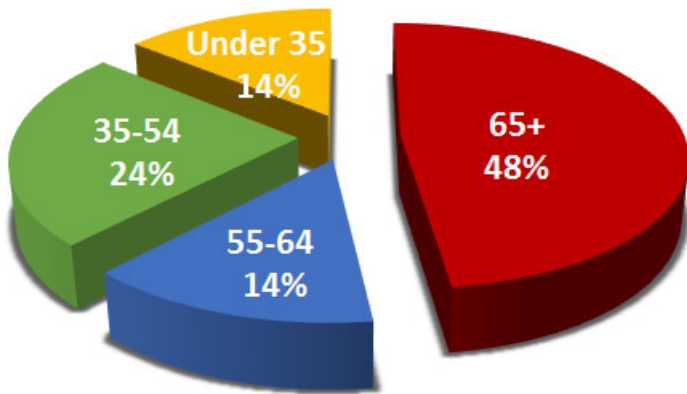
SOURCES: Radio Research Consortium, National Regional Database Nielsen 4average survey ending Fall 2015. Persons 12+ M-Su, 6AM-12AM. Rockford TSA Nielsen data are estimates only.



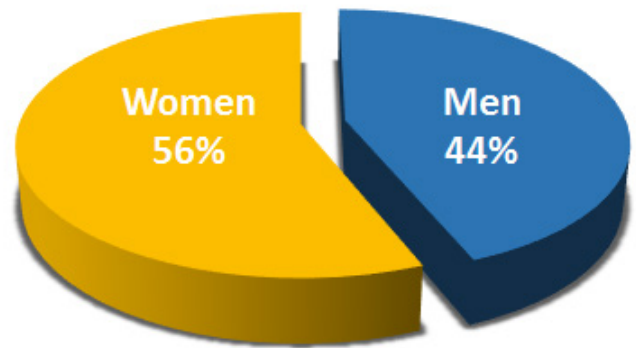
Audience Profile: WNIU

Nearly 30,000 people listen to 90.5 WNIU (and its downtown Rockford translator 105.7 FM) each week to enjoy the beauty, culture, and history of classical music. WNIU listeners are some of the most influential members of your community, and when you support WNIU, you demonstrate your organization's best qualities to those influential individuals.

WNIU Listeners by Age

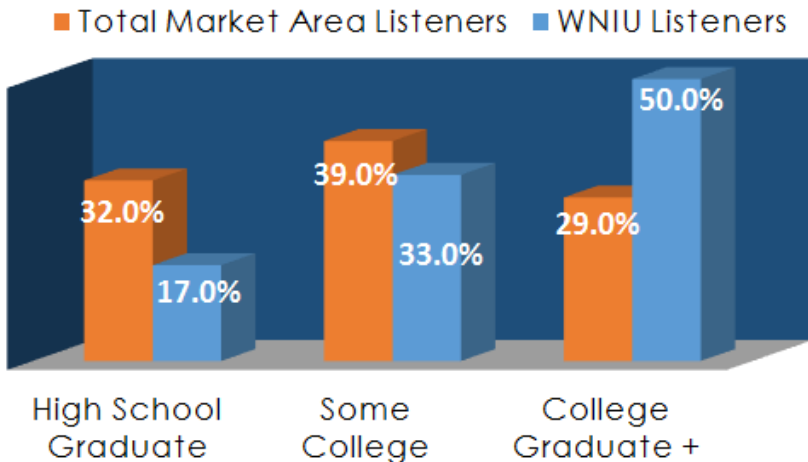


WNIU Listeners by Gender

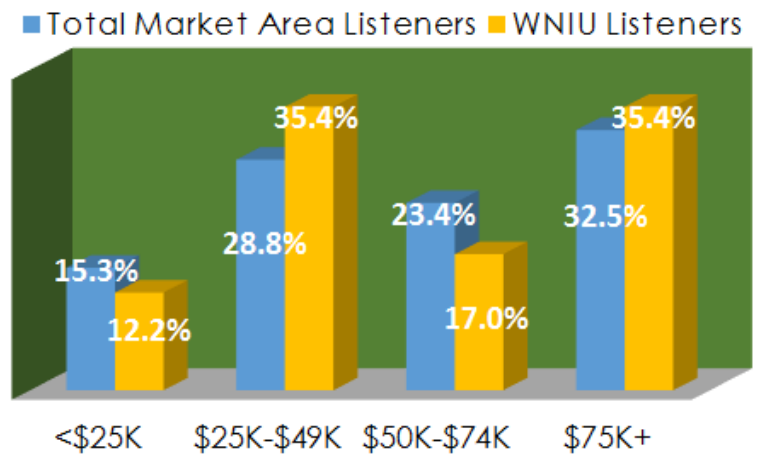


Nearly half of WNIU's audience has earned a bachelor's degree or higher; consequently, our listeners enjoy a lifestyle that results from educational achievement. If your organization wants to connect with people who possess the tastes and means to help your organization grow, a presence on WNIU can help you achieve your objectives.

Listeners by Highest Level of Education Attained



Listeners by Annual Household Income



SOURCES: Radio Research Consortium, National Regional Database Nielsen 4average survey ending Fall 2015. Persons 12+ M-Su, 6AM-12AM. Rockford TSA Nielsen data are estimates only.



Our listeners' story

National Public Radio programming attracts an audience distinguished by its educational attainment and professional success. Public radio listeners can be found running large corporations, sitting on boards, and helping charities. Many community leaders depend on the information they get from public radio, and reaching them where they get that information is a powerful way to get your message out.

Civic Engagement	U.S. Adults	NPR Listeners
Vote	44%	67%
Participate in fundraising	16%	23%
Participate in environmental groups/causes	3%	12%
Contribute \$500 or more to a non-profit organization	14%	24%

Smart, thoughtful people listen to public radio. You know, those are the people that you'd like to appeal to ... to spend money at your business or visit!

Tammy Farrell, Kishwaukee Health System, DeKalb

Public radio listeners also know how to have a good time, and do it with style. Generally speaking, when attending live theater, concerts, and other cultural events you are in the company of NPR's audience.

Recreation, Fitness, and Travel	U.S. Adults	NPR Listeners
Attend live theater	12%	23%
Attend classical music/opera performances	4%	14%
Visit museums	14%	29%
Attend art galleries or shows	8%	20%
Dine out	47%	60%
Follow a fitness program (2+ times per week)	41%	53%
Travel internationally (within the past 3 years)	25%	40%

Sources and methods: For more than 25 years, GfK Mediamark Research & Intelligence (GfK MRI) has conducted a comprehensive survey of the adult U.S. population on a rolling basis for the media and advertising communities. This study, The Survey of the American Consumer, focuses on Americans' media consumption habits, demographics, attitudes, and consumer behavior. It is formulated to provide national advertisers with reliable audience information on which to base their media spending. It also gives media organizations (such as NPR) detailed insight into their audiences.

The education and community involvement of public radio listeners often pays dividends. They manage their investments carefully, and want to partner with organizations that share their values.

Finance	U.S. Adults	NPR Listeners
Own any financial securities	32%	46%
Have an IRA	13%	23%
Has Financial Advisor/Broker	6%	12%

Survey sample: The GfK MRI sample is composed of persons aged 18 and over in the contiguous 48 states. The company solicits respondents from different living environments, drawing from the top ten major U.S. markets, other metropolitan areas, and non-metropolitan counties. GfK MRI employs a strict area probability basis and stratified sampling to ensure proper sampling procedure.



Let us share our “halo” with you

Ha • lo eff • ect

(noun) – the positive sentiment that listeners have towards businesses that support their public radio stations.

Listeners turn to Northern Public Radio because we offer programming that is free of the “static” that is so common from other sources. Listeners love our programming—and they validate this passion with their checkbooks every year, accounting for about 41% of the station’s annual budget. This affection can be shared and we call it the “Halo Effect.”

87% Consider public radio “personally important” to them



76% Discuss content with friends, family, and colleagues.



Public radio listeners are often influential* in their community and impact the behavior of others. They share what they hear on Northern Public Radio every day, and their impressions of underwriters are part of the conversation.

There’s really no other place I can go and feel confident about what I’m hearing to be the truth, to be non-biased, and to be something I can take to the people that I interact with on a regular basis.
I’m grateful for WNIJ!

Rachel Wallace, Rockford

One of the first places I stop in Sycamore is Blumen Gardens -- a supporter of WNIU. And they usually have the station on in their garden -- it’s just really enjoyable. I support them because they support WNIU!

Cory Begalka, Elgin

When you support the programming Northern Public Radio listeners value, they see your organization as sharing their same values, and prefer to do business with supporters of public radio.

52% Prefer to buy products or services from NPR sponsors.



Sources: Lightspeed Research, NPR Listener Survey, May 2011; NPR/Knowledge Networks Underwriting Study, February 2011; Mediamark Research, Doublebase 2013, Base: total U.S. Adults; Lightspeed Research, NPR Sponsorship Survey, November 2012. Percentages based on respondents who agreed with each statement, where ‘agree’=7 -10 on a 0 -10 point scale.

*Mediamark defines an “influential” as someone who participates in three or more public activities that demonstrate uncommon engagement with their community (for instance, addressing a public meeting, actively working as a volunteer, or writing something that has been published).

Program Schedule

Every day of the week brings a variety of quality, relevant and engaging local and national news and entertainment programs on 89.5 WNJ.

	Mon - Thurs	Friday	Saturday	Sunday
5 a.m.	 morning edition [®] NPR [®] NEWS With Local Host Dan Klefstad		BBC	BBC
6 a.m.			<i>Only A Game</i>	<i>Living on Earth</i>
7 a.m.			<i>Weekend EDITION</i> [®]	<i>Weekend EDITION</i> [®]
8 a.m.				
9 a.m.	1A		 WAIT WAIT... DON'T TELL ME! <small>FROM NPR'S WBEZ CHICAGO</small>	BEING
10 a.m.	 WAMU npr		 ask me another	<i>COMPANION</i> <small>PRAIRIE HOME WITH CHRIS THILE</small>
11 a.m.			TED RADIO HOUR	
12 p.m.	 here & Now	 here & Now	 SOUND OPINIONS	 WAIT WAIT... DON'T TELL ME! <small>FROM NPR'S WBEZ CHICAGO</small>
1 p.m.		 science FRIDAY	 The Blues	 ask me another
2 p.m.	 FRESH AIR <small>WITH TERRY GROSS</small>			 RADIOLAB
3 p.m.	 ALL THINGS CONSIDERED			 ON THE MEDIA
4 p.m.			 ALL THINGS CONSIDERED	 ALL THINGS CONSIDERED
5 p.m.		 MARKETPLACE [®]		<i>COMPANION</i> <small>PRAIRIE HOME WITH CHRIS THILE</small>
6 p.m.	 ALL THINGS CONSIDERED			SESSIONS from STUDIO
7 p.m.	 THE MOTH	 TED RADIO HOUR	 Reveal	 SESSIONS from STUDIO
		 THIS AMERICAN LIFE		 SOUND OPINIONS
8 p.m.	 WORLDCAFE	 WORLDCAFE	 AMERICAN ROUTES [®]	 WORLDCAFE
9 p.m.		 The Blues	 The Blues	
10 p.m.	 echoes			 echoes
11 p.m.				
12 - 5 a.m.	BBC		BBC	BBC



Program Descriptions

1A — Host Joshua Johnson explores important issues such as policy, politics, technology and what connects us across the fissures that divide the country. The program also delves into pop culture, sports and humor.

The 21st — Host Niala Boodhoo connects listeners from all corners of the state on topics affecting their lives in Illinois.

A Prairie Home Companion — Original comedy sketches and music presented by Chris Thile, his cast and musical guests.

All Things Considered — The most listened-to, afternoon drive-time news radio program in the country brings breaking news, compelling analysis, insightful commentaries, interviews and features.

American Routes — Nick Spitzer presents American music and stories that describe both the origins of the music, musicians and cultures and the many directions those things take over time.

Ask Me Another — Host Ophira Eisenberg brings the lively spirit and healthy competition of your favorite trivia night right to your ears.

BBC — The BBC World Service presents comprehensive news from around the world.

The Blues — The best of traditional and contemporary blues, the music that gave birth to rock-n-roll.

Echoes — Host John Diliberto presents a modern soundscape of music that draws from a multitude of cultures, traditions and genres.

Fresh Air — Terry Gross hosts this multi-award-winning daily interview and features program.

Here and Now — NPR's midday news magazine with hosts Robin Young and Jeremy Hobson.

Living on Earth — Weekly environmental news and information program with features, interviews and commentary on a broad range of ecological issues.

Marketplace — Daily magazine of business and economic news. The "Marketplace Morning Report" airs at 6:50 and 8:50 a.m.

Morning Edition — NPR's Renée Montagne and Steve Inskeep with WNIJ's Dan Klefstad bring the day's stories, NPR and local news.

The Moth Radio Hour — Celebrates the art and craft of storytelling by presenting thousands of stories told live and without notes.

On Being — Host Krista Tippett engages listeners across the spectrum of belief and non-belief in conversation about life's deepest questions.

On the Media — A program designed to decode what we hear, read and see in the media and arm us with the critical tools necessary to survive the information age.

Only a Game — Puts sports in perspective with intelligent analysis, insightful interviews and humor.

Radiolab — Hosts Jad Abumrad and Robert Krulwich present an experiential investigation that explores themes and ideas through a patchwork of people, sounds and stories.

Reveal — In-depth, award-winning journalism every Wednesday from the Center for Investigative Reporting.

Science Friday — Ira Flatow presents news and entertaining stories about science.

Sessions from Studio A — Host Carl Nelson features performances by regional and touring musicians recorded live in WNIJ's own Studio A, ranging from folk to indie rock, blues, alternative country, Americana, world music and more.

Sound Opinions — Rock critics Jim Derogatis and Greg Kot provide the latest music news, personal commentary and exclusive interviews and performances.

TED Radio Hour — Using TED Talks as a launching point to explore the best ideas in technology, entertainment, design and much more, host Guy Raz asks probing questions and guests offer deep answers.

This American Life — Host Ira Glass presents stories about everyday life in America.

Wait Wait...Don't Tell Me! — The oddly informative, fast-paced, irreverent news quiz from NPR hosted by Peter Sagal.

Weekend Edition — Weekend news magazine hosted by Scott Simon on Saturday and Rachel Martin on Sunday.

World Cafe — Host Talia Schlanger showcases an eclectic blend of contemporary music.



Program Schedule

90.5 FM WNIU (also heard on 105.7 FM in Rockford) is the region's only 24-hour classical music station, broadcasting some of the most beautiful music ever written, combined with local content and special programs.



EVERY DAY @ 11:00 a.m.
Garrison Keillor brings "The Writer's Almanac" to WNIU, including birthdays, factoids, and a little history for lovers of literature. Every program ends with a poem for the day.



SATURDAYS @ 12:30 p.m. (in season, Dec. - April)
The Metropolitan Opera is among the most celebrated opera companies in the world. WNIU broadcasts live performances every Saturday afternoon during the MET season.



SUNDAYS @ 7:00 a.m.
Sunday mornings from 7:00 a.m to 10:00 a.m. "Sunday Baroque" spotlights Baroque masters such as Bach, Vivaldi, and Handel.

"During the day when I'm traveling in my car, I listen to WNIU. I would love to test my blood pressure as I listen to the station - it has to have a positive effect! I really enjoy the music. It is an alternative music all unto itself... an alternative to anything else that's on the dial."

Kathy Spears, Shabbona



DESIGNATED MONDAYS @ 7 p.m.
"Encore" features a performance and commentary from regional classical musicians.