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Station Address
WMNU-FM
Northern Michigan University
1401 Presque Isle Ave.
Marquette, MI. 49855
Public radio attracts an audience with higher than average household incomes, tend to view their job as a “career,” and are active in the community.

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Lifestyles*</th>
</tr>
</thead>
<tbody>
<tr>
<td>55% Men</td>
<td>92% Public activities</td>
</tr>
<tr>
<td>45% Women</td>
<td>64% Vote</td>
</tr>
<tr>
<td>52% Aged 25 to 54</td>
<td>24% Fund raising</td>
</tr>
<tr>
<td>21% Aged 18 to 34</td>
<td></td>
</tr>
<tr>
<td>36% Aged 35 to 54</td>
<td></td>
</tr>
<tr>
<td>63% College degree or beyond</td>
<td>43% Consider themselves somewhat or very liberal</td>
</tr>
<tr>
<td>31% Post graduate degree</td>
<td>25% Somewhat/Very conservative</td>
</tr>
<tr>
<td>77% HHI $50,000+</td>
<td>26% Middle of the road</td>
</tr>
<tr>
<td>60% HHI $75,000+</td>
<td></td>
</tr>
<tr>
<td>Median HHI: $91,500</td>
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</tr>
<tr>
<td>61% Married</td>
<td>46% Theatre/concert/dance attendance</td>
</tr>
<tr>
<td>23% Never married</td>
<td>60% Dine out</td>
</tr>
<tr>
<td>68% Employed</td>
<td>50% Read books</td>
</tr>
<tr>
<td>52% View job as a “career”</td>
<td>33% Went to zoo or museum</td>
</tr>
<tr>
<td>28% Professional occupation</td>
<td></td>
</tr>
<tr>
<td>18% Involved in business purchases of $1,000 or more</td>
<td></td>
</tr>
<tr>
<td>8% Top management</td>
<td></td>
</tr>
<tr>
<td>READS: Over half (55%) of NPR-CPB listeners are men.</td>
<td></td>
</tr>
<tr>
<td>BASE: Adults 18+ who listen to a public radio station.</td>
<td></td>
</tr>
<tr>
<td>SOURCE: GfK MRI Doublebase 2016</td>
<td></td>
</tr>
<tr>
<td>past year activities</td>
<td></td>
</tr>
</tbody>
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WNMU-FM, Public Radio 90
Northern Michigan University
1401 Presque Isle Ave.
Marquette, MI. 49855
NPR 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.

<table>
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<th>Demographics</th>
<th>Lifestyles*</th>
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<tbody>
<tr>
<td>54%  Men</td>
<td>89% Public activities</td>
</tr>
<tr>
<td>46% Women</td>
<td>63% Vote</td>
</tr>
<tr>
<td>40% Aged 25 to 54</td>
<td>22% Fund raising</td>
</tr>
<tr>
<td>12% Aged 18 to 34</td>
<td></td>
</tr>
<tr>
<td>28% Aged 35 to 54</td>
<td></td>
</tr>
<tr>
<td>64% College degree or beyond</td>
<td>37% Consider themselves somewhat or very liberal</td>
</tr>
<tr>
<td>29% Post graduate degree</td>
<td>31% Somewhat/Very conservative</td>
</tr>
<tr>
<td>50% HHI $50,000+</td>
<td>26% Middle of the road</td>
</tr>
<tr>
<td>58% HHI $75,000+</td>
<td></td>
</tr>
<tr>
<td>Median HHI: $87,400</td>
<td></td>
</tr>
<tr>
<td>61% Married</td>
<td>50% Theatre/concert/dance attendance</td>
</tr>
<tr>
<td>20% Never married</td>
<td>62% Dine out</td>
</tr>
<tr>
<td>59% Employed</td>
<td>51% Read books</td>
</tr>
<tr>
<td>46% View job as a &quot;career&quot;</td>
<td>38% Went to zoo or museum</td>
</tr>
<tr>
<td>24% Professional occupation</td>
<td></td>
</tr>
<tr>
<td>15% Involved in business purchases of $1,000+ each year</td>
<td></td>
</tr>
<tr>
<td>5% Work in top management</td>
<td></td>
</tr>
<tr>
<td>READS: More than half (54%) of NPR classical listeners are men.</td>
<td></td>
</tr>
<tr>
<td>BASE: Adults 18+ who listen to an NPR classical station.</td>
<td></td>
</tr>
<tr>
<td>SOURCE: GfK MRI Doublebase 2016</td>
<td></td>
</tr>
<tr>
<td>*past year activities</td>
<td></td>
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</tbody>
</table>
NATIONAL PUBLIC RADIO STATION AUDIENCES SECTION

Demographics Who Is the NPR Audience?

**Gender.** The NPR audience has a slightly greater concentration of men (55%) than women (45%). The classical audience draws the largest share (49%) of female listeners.

**Age.** NPR is particularly popular among Baby Boomers (b. 1946-1964). Nearly two-thirds of NPR listeners lie between the ages 35 and 64. The median age of the NPR listener is 51.

**Education.** NPR’s audience is extraordinarily well-educated. Seven in ten listeners have at least a bachelor’s degree, compared to only 28% of the U.S. population. Also, they are 3.6 times more likely than the average American to have completed graduate school.

**Race & Ethnicity.** The majority of the NPR audience (87%) identifies itself as white. Hispanics make up the second largest audience for NPR programming, comprising 7% of all listeners. African-Americans make up 33% of the NPR Jazz station listeners. Lifestyle and consumption patterns are similar for NPR listeners across ethnic groups.

**Income.** NPR households tend to be more affluent than other households, primarily as a result of their educational attainment. The median household income of an NPR News listener is about $94,000, compared to the national average of about $60,000.

**Marital Status.** Nearly two-thirds of NPR listeners are married, 22% have never married, and 10% are legally divorced.

**Household Composition and Children.** Despite the high prevalence of married people in the NPR audience, they are less likely to have children living at home when compared with the U.S. population. 38% of listeners live in a house of only two people, and 17% live alone. Households of three to four individuals make up just over 37% of the total audience.

**Employment.** The majority of NPR listeners (73%) are employed. A majority of these listeners work for a business, but substantial concentrations of listeners are also employed by government or are self-employed. Regardless, they are disproportionately represented in white-collar occupations; listeners are more than twice as likely as the average U.S. adult to work in top management. Further, work is important to most NPR listeners. They are 53% more likely than the average American to feel that their work is a career, not merely a job.

2012, NPR Labs
Key Demographics
NPR Listeners vs. U.S. Adults % Composition

- Male: NPR Listeners 55%, Total U.S. Adults 48%
- Female: NPR Listeners 45%, Total U.S. Adults 52%
- Age 25-54: NPR Listeners 55%, Total U.S. Adults 53%
- Age 55 and older: NPR Listeners 41%, Total U.S. Adults 34%
- HHI below $30,000: NPR Listeners 9%, Total U.S. Adults 24%
- HHI $50,000 and above: NPR Listeners 78%, Total U.S. Adults 58%
- HHI $75,000 and above: NPR Listeners 62%, Total U.S. Adults 39%
- Graduated college or more: NPR Listeners 71%, Total U.S. Adults 28%
- Post graduate: NPR Listeners 36%, Total U.S. Adults 10%
- Married: NPR Listeners 63%, Total U.S. Adults 53%
- Home Owners: NPR Listeners 77%, Total U.S. Adults 67%
- Employed Full-Time: NPR Listeners 61%, Total U.S. Adults 48%

Reads: 55% of NPR listeners are male.
Base: U.S. Adults 18+
NPR Audience Insights
SOURCE: GfK MRI Doublebase 2014
# Program Schedule

**Public Radio 90**

**Northern Michigan University**

**Marquette, Michigan**

**March 2018**

## Morning Edition

Promote World Music Hour

Metro Blues Fast Highlights

All Day Classic Jazz

Media Mix

Weekend Edition

# Classiclectic

Cocoyan Guitar Allure

The Piano Matters

The Score

Sounds Choral

Tuba Talk

A New View From Above

## All Things Considered

WKLW's World of Worship

A Very Special Show

Steve Porcaro's Show

Big Picture Science

Debinio Radio's Stateline Radio

World in Progress

Santa Fe Chamber Music Festival

Spoleto Chamber Music

Promenade World Music Tour

## WFMT Jazz Satellite Network

Night Studio

World Café

Chicago Symphony

Copenhagen Orchestra

New York Philharmonic

Deutsche Welle Festival

Brelle Street Concert

Metallica Blues Fast Highlights

Night Studio

Milk Street Radio

# Schedule Details

**SUNDAY**

- Program
- Schedule

**MONDAY**

- Program
- Schedule

**TUESDAY**

- Program
- Schedule

**WEDNESDAY**

- Program
- Schedule

**THURSDAY**

- Program
- Schedule

**FRIDAY**

- Program
- Schedule

**SATURDAY**

- Program
- Schedule
LOCAL SHOWS... LOCAL HOSTS and top National Programming that reaches an audience of educated and affluent listeners who are more likely to buy goods and services from companies that support Public Radio

**Hans Ahlström**
Host of NPR’s All Things Considered; Host and Producer of Weekday; Night Studio; Blues Today; Sound Spectrum; Highlights from the Marquette Area Blues Festival; Veteran’s Reflections; arts & culture interviews; and specialty holiday programming

**Nicole Walton**
Host of NPR's Morning Edition; News Director; 8-18 Media; Anishinaabe Radio News; and news & information interviews

**Kurt Hauswirth**
Host of locally produced show: Classiclectic; Peninsula Performances; arts & culture interviews; and specialty holiday programming

**Jane Cisluycis**
Host and producer of In The Pines and Just Folks. She especially loves doing field recordings for In The Pines. This takes her to many regional and local festivals and concerts.

**Bill Hart**
Bill Hart is the host of Media Meet aired weekly on both Public TV13 and Public Radio 90; Host of House of Blue Lights/Marquette Area Blues Festival Preview Special
Underwriting Language Guidelines

Underwriting differs from traditional radio advertising in both sound and spirit. The public radio audience responds with gratitude to straightforward information presented with clarity and sincerity. Public Radio 90 underwriting announcements are ten to twelve seconds in length and may include some of the following elements:

- The name of the sponsor
- The sponsor’s product or service line, including:
  - A neutral description of the products or services
  - The sponsor’s established corporate slogan
  - Business Location/Website
  - A statement of the underwriter’s institutional goals

In addition, some things to remember that the FCC mandates: announcements may not contain comparative, or qualitative descriptions; price information (sales/discounts); calls to action; inducements to buy, sell, rent, or lease; and excessively detailed “menu listings” of services offered by the entity. Use of such words as “you,” “your,” “we,” and “our” are not used unless they are part of an established slogan.

These rules serve to protect the non-commercial content of public broadcasting. They have also resulted in the style and sound that public radio listeners value so highly. For that reason, all underwriting announcements are read by station announcers. Our staff will help you craft clear, memorable statements that will have positive impacts on listeners.

Editorial Integrity and Station Policy

Public Radio 90, WNMU-FM will comply with all FCC underwriting guidelines. Non-compliance would subject the station to stiff penalties. Underwriting cannot influence the content of Public Radio 90 programs. Potential conflict of interest and problems of listener misperception, confusion, or similar reasons regarding the sponsor’s role and/or influence on programming will be considered in accepting or rejecting underwriting.

In the event a program or announcement is not aired for any reason (including power or equipment failures or pre-emption by special programming), your announcements will be automatically rescheduled during comparable air time. Agreements are subject to cancellation by either party without penalty upon 30 days prior written notice.