WYOMING PUBLIC MEDIA CONNECTS WYOMING THROUGH NEWS AND CULTURAL PROGRAMMING THAT INFORMS, INSPIRES, AND EDUCATES.

Underwriting Team
Wyoming Public Media
1000 E. University Ave. Dept 3984
Laramie, WY 82071
(307) 766-2401
wyomingpublicmedia.org

Wyoming Public Media is a statewide service of the University of Wyoming.

Listener Photo Credits
Bull Elk at Dawn © Don Getty; What a View © Aaron Kraft; Milky Way Lake © Megan Johnson; Deep Lake © Aaron Kraft; Turn Out After a Long Day © Bill Cooley; Queen of Grand © Sue Ernisie; Well Worn Chaps © Diane Mintl; Fishing the Upper Green © Peter Arnold; Bison Bull in Fountain Flats in Yellowstone National Park © Dan Hayward
WYOMING PUBLIC MEDIA IS DEDICATED TO THE MAGIC OF RADIO

65,000
listeners across our listening area

90,000+
square miles of broadcast reach

7,800
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

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 that magic for granted—our engineers work tirelessly to make sure our statewide network is running smoothly so our listeners never miss a minute. It isn’t easy, but the value of public radio motivates us to deliver a reliable product year in and year out: it’s the Wyoming Public Media way.
Public radio listeners are drawn to media that satisfies their need for intellectual and artistic simulation; they value creativity, curiosity, and social responsibility.

Across platforms, public radio reaches the nation's best and brightest. They are connected to and within their local communities, and poised to be thought and opinion leaders. 87% of listeners discuss content with friends, family, and colleagues.

Public radio listeners are more likely than the average adult to participate in almost every kind of online activity, from communication with friends and family to purchasing goods and services. They are more likely to be involved in purchases of computer hardware, personal computers, software, and web development services.

Public radio listeners are excellent stewards of their shopping dollars and value product quality, corporate reputation, and environmental responsibility as key drivers when making purchasing decisions. They anticipate more spending for travel, investments, home remodeling, and financing their child's college education.

Public radio listeners are 39% more likely than the average adult to have voted in a federal, state, or local election. They are 120% more likely to serve on a committee for a local organization. They are willing to devote their time and resources to issues they care about.

Public radio listeners are interested in traveling both domestically and abroad; 82% more likely to have taken three or more vacation/personal trips in the past year, favoring cultural and historic sites, live concerts, museums, and art galleries.
WYOMING PUBLIC RADIO BELIEVES IN SUBSTANCE OVER SOUNDBITES

“Forty one million listeners trust their local public radio station each week to deliver the fact-based, unbiased journalism they need to stay informed about the news in their communities and the world. But listeners love NPR because public radio provides insights on life and culture—authentic voices they may not hear anywhere else and stories that will spark their curiosity.

MEG GOLDTHWAITE,
NPR CHIEF MARKETING OFFICER

Recent Wyoming Public Media Honors Include:


Three Public Radio News Directors Incorporated (PRNDI) Awards for Best Use of Sound, Best Interview, and Best Enterprise/Investigative (2017); recipient of 30 additional PRNDI Awards and Recognitions since 2004

Wyoming Legacy Award from the Wyoming Business Alliance and the Wyoming Heritage Foundation (2016)

Regional National Headliner Award from the Press Club of Atlantic City for Blackout: Reinventing the Grid (2016)

Albany County Historical Society Award of Excellence (2016)

Wyoming State Historical Society “Judge and Mrs. Percy W. Metz” Memorial Award for outstanding contribution to the history of Wyoming, Wyoming Stories (2015)"
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 Media 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, the Music Discovery Lab, and every time they turn on the radio or streaming service.

We know music has the power to connect us all.
Winner of a PRNDI podcast award, HumaNature tells real stories where humans and our habitat meet. Along the way, we meet people whose encounters with nature help us reflect on our own place in the world. Heard in all 50 states, the show attracts a diverse American and global audience. Here’s what listeners are saying:

“I love how HumaNature expertly melds experiences in the outdoors with deeper psychological and societal topics.”

“Like sitting around a campfire, listening to a friend tell a great story.”

Open Spaces is a news and public affairs program about Wyoming and the West. From in-depth coverage of legislative issues, news from University of Wyoming, and discussion about how Wyoming fits into national issues of the day, our news reporting keeps Wyoming listeners informed and connected to current events.

Spoken Words is the newest podcast from Wyoming Public Media, produced in collaboration with the University of Wyoming MFA in Creative Writing program. Each episode gives listeners a chance to discover a new writer—or maybe revisit an old favorite with a fresh perspective.

The show targets literature fans; we hear from authors living in the West, writing from the West, or writing about the West from around the world.

The Modern West is a monthly digest of news and cultural stories from the Mountain West. Through features, interviews, oral history, readings and more, this podcast offers a rich snapshot of life in the Mountain West.

Wyoming Public Media is proud to present four original programs in addition to the 37 quality programs NPR (the #1 publisher of podcasts) offers to its audience.

On-demand listening via podcast is driven by a diverse roster of programming on a broad range of topics including long-form interviews, storytelling, comedy, science, politics, finance, and pop culture.

Free. Anywhere, anytime.

“The material you were choosing was interesting— I just thought you guys had good taste. The stories that I heard, I thought, ‘this keeps my interest.’
—IRA GLASS, HOST OF THIS AMERICAN LIFE
2,826,678
number of page views on wyomingpublicmedia.org from January 2016 to May 2017

160,000+
average number of page views per month on wyomingpublicmedia.org

37,000
average number of unique visitors per month on wyomingpublicmedia.org

65,000
podcast downloads per quarter

4,500+
Facebook likes

4,030+
Twitter followers

2,400+
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 the 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.
Underwriting Matters!

Wyoming Public Media informs and entertains a statewide audience with a world of news, music, and cultural programming while providing underwriting clients 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 to—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.

Wyoming Public Media enables access to content across radio, desktop, tablet, and mobile devices without geographic limits. That translates to unique audio sponsorship opportunities with both familiar and untapped audiences. Loyal audiences.

54%

54% of public radio listeners feel that public radio is personally important to them

163%

Public radio listeners are 163% more likely to apply their high opinion of NPR to brands that support NPR through sponsorship

Source: Lightspeed Research, NPR Sponsorship Surveys 2010-2017
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.

Podcast Underwriting reaches a world-wide audience. The fast-growing popularity of podcasts creates new opportunities to support Wyoming Public Media and 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.

Challenge Grants multiply the effect of your philanthropic contribution during our spring and fall membership drives! Business Challenge Grant funds are used as an on-air incentive, matching-challenge for listeners. Grants are an effective way to gain regional name recognition, stimulate a spike in new members, and demonstrate your commitment to Wyoming Public Media. Challenge Grants are a win-win for everyone!

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.

HELP WYOMING PUBLIC MEDIA GROW AND PROTECT ITS LEGACY
Afton 91.3
Alta / Driggs 91.7
Buffalo 90.5
Casper 91.3
Cheyenne 91.9
Cody 90.1
Douglas 91.7
Dubois 91.3
Evanston 89.7
Gillette 90.9
Green River 90.5
Jackson 90.3
Kayce 88.7
Lander 90.9
Laramie 91.9
Lusk 90.7
Newcastle 90.5
Pinedale 90.9
Powell 90.1
Rawlins 89.9
Riverton 91.3
Rock Springs 90.5
Saratoga 98.9
Sheridan 91.3
Sundance 91.5
Thermopolis 91.3
Torrington 89.9
Worland 93.3

...plus HD and streaming worldwide
<table>
<thead>
<tr>
<th>Time</th>
<th>Monday-Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 am</td>
<td></td>
<td>TRAVEL WITH</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rick Steves</td>
<td></td>
</tr>
<tr>
<td>6 am</td>
<td>morning edition</td>
<td>WEEKEND EDITION</td>
<td></td>
</tr>
<tr>
<td></td>
<td>morning edition</td>
<td>npr</td>
<td></td>
</tr>
<tr>
<td>7 am</td>
<td>WYOMING SOUNDS</td>
<td>WEEKEND EDITION</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WYOMING SOUNDS</td>
<td>npr</td>
<td></td>
</tr>
<tr>
<td>8 am</td>
<td>noon</td>
<td>因为没有节目信息</td>
<td></td>
</tr>
<tr>
<td>9 am</td>
<td>here &amp; now</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 am</td>
<td>science friday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 am</td>
<td>WYOMING SOUNDS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>noon</td>
<td>science friday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 pm</td>
<td>FRESH AIR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 pm</td>
<td>ALL THINGS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CONSIDERED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 pm</td>
<td>ALL THINGS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CONSIDERED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 pm</td>
<td>ALL THINGS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CONSIDERED</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 pm</td>
<td>Bbc news</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 pm</td>
<td>UNDERCURRENTS</td>
<td>UNDERCURRENTS</td>
<td></td>
</tr>
<tr>
<td>9 pm</td>
<td>CLASSICAL</td>
<td>JAZZ WYOMING</td>
<td></td>
</tr>
<tr>
<td></td>
<td>WYOMING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 pm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 pm</td>
<td>Bbc news</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-4 am</td>
<td>Bbc news</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Fine Print

Compared to commercial radio, Wyoming Public Media provides our audience a media 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 goals. Announcements are produced at no additional cost using the Wyoming Public Media voices our listeners know best.

Wyoming Public Media supports 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 use of:
+ price information
+ calls to action
+ inducements to buy, sell, rent, or lease
+ comparative or qualitative language
+ more than three 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 announcements:
“Wyoming Public Radio supporters include JEFFREY’S BISTRO...offering an eclectic menu including Thai, Indian, vegetarian and other dishes. Served Monday through Saturday in downtown Laramie. Jeffrey’s Bistro dot com.”

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

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.

Union Wireless supports Wyoming Public Radio because their blend of unique programming appeals to an audience that is both discriminating and informed. These are people that for the most part, couldn’t be reached as effectively in any other medium. It’s programming that is both entertaining as well as informative, making WPR a terrific value for the business community to promote their services and products statewide. Wyoming Public Radio: it just makes sense.
—JAN FASSELIN
FORMER DIRECTOR OF ADVERTISING AND CREATIVE, UNION WIRELESS

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 we travel to other states, as our 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
OUR LISTENERS UNDERSTAND THE VALUE OF WYOMING