



March, 2016

MEDIA KIT

89.3 WRKF is Baton Rouge's independent community nonprofit National Public Radio station which began broadcasting in 1980. It is funded largely by private memberships and corporate underwriting.

Forty-seven thousand listeners tune in each week for original coverage of Louisiana politics, NPR news and entertainment. WRKF's signal reaches west to Lafayette and east to Laplace. Station sponsors enjoy an uncluttered medium reaching educated, affluent listeners who consider sponsors like-minded champions of the station they adore and support.

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WRKF.org

3050 Valley Creek Drive | Baton Rouge, LA 70808 | 225-926-3050

The **WRKF** Listener

47,000 listeners per week
from 19 parishes and counties

ESTABLISHED

49 median age **70%** 45 years or older

AFFLUENT

45% of listeners make **100K+** in household income
Median household income: **\$94,000**

GENDER BALANCED

52% male **48%** female

HOMEOWNERS

77% own homes

EDUCATED

70% college graduates **36%** more likely to attend an online education class

CULTURED

3X more likely to attend art galleries
Twice as likely to go to museums
25% more likely to have had at least 4 glasses of wine in the past week

Sources: Arbitron, Spring 2015, total survey area, persons 12+; NPR Profile, 2015

The **WRKF** Listening Area



PREDOMINANT ZIP CODES

70806, 70808, 70809, 70810, 70817, 70815

4,200 listeners in **LAFAYETTE**

WRKF Lineup: Award winning news, information and entertainment

89.3
wrkf
discover with us



NPR'S MORNING EDITION Hosts Renee Montagne, David Greene and Steve Inskeep—along with Frank Barnett in WRKF's studio—bring the day's stories and news to radio listeners on the go. Morning Edition provides news in context, airs thoughtful ideas and commentary, and reviews important new music, books, and events in the arts. All with voices and sounds that invite listeners to experience the stories. Morning Edition, it's a world of ideas tailored to fit into your busy life. **Weekdays 5 a.m. to 9 a.m.**



CAPITOL ACCESS is WRKF's own daily coverage of state government news and the issues that drive discussions in the legislature, with veteran political reporter Sue Lincoln. **Weekday mornings at 5:30, 6:30, 7:30, 8:30.**



MARKETPLACE MORNING REPORT focuses on the latest business news both nationally and internationally, the global economy, and wider events linked to the financial markets. The show covers business and economics with a lively, unexpected reporting style. It is the only national daily business news program originating from the West Coast. Hosted by Kai Ryssdal. **Weekdays at 5:49 a.m. and 7:49 a.m.**



THE DIANE REHM SHOW: Each week, listeners across the country and around the world tune in for a lively mix of current events and public affairs programming that ranges from hard news analysis of politics and international affairs to in-depth examinations of religious issues, health and medical news, education and parenting. **Weekdays 9 a.m. to 11 a.m.**



ON POINT: A call-in show with news makers, thinkers, journalists, artists, scientists and ordinary citizens contributing to the conversation. Each hour opens with a news brief analyzing the day's biggest stories, followed by an in-depth conversation and callers' compelling personal reactions to news and important issues. Hosted by Tom Ashbrook. **Weekdays at 11 a.m. and 7 p.m.**



FRESH AIR WITH TERRY GROSS: Opening the window on contemporary arts and issues with guests from worlds as diverse as literature and economics. **Monday through Thursday, 12 p.m. and 9 p.m.**



HERE & NOW: Supreme Court rulings. Breaking news. Thoughtful interviews. A live production of NPR and WBUR Boston, in collaboration with public radio stations across the country reflects the fluid world of news as it's happening in the middle of the day, with timely, smart and in-depth news, interviews and conversation. **Monday through Thursday, 1 p.m. to 3 p.m.**



ALL THINGS CONSIDERED, in-depth reporting that transforms the way listeners understand current events and view the world. Every weekday, hear two hours of breaking news mixed with compelling analysis, insightful commentaries, interviews, and special—sometimes quirky—features. Adam Vos is local host, adding local news and traffic. **Weekdays 3 p.m. to 7 p.m.**



MARKETPLACE focuses on the latest business news both nationally and internationally, the global economy, and wider events linked to the financial markets. The show covers business and economics with a reporting style that is lively and unexpected. It is the only national daily business news program originating from the West Coast. **Weekdays at 5:30 p.m.**



LOUISIANA'S LAB, WRKF's reporting on science, medicine and innovation in Louisiana. **Monday afternoons at 3:30, 4:30, 6:30.**



TED RADIO HOUR: A journey through fascinating ideas, astonishing inventions, and new ways to think and create. Based on riveting TEDTalks from the world's most remarkable minds. Hosted by Guy Raz. **Fridays at 12 p.m.**



THIS AMERICAN LIFE: With a theme to each episode and a variety of stories on that theme, This American Life is mostly true stories of everyday people, though not always. There's lots more to the show, but it's sort of hard to describe. Hosted by Ira Glass. **Saturdays at 12 p.m.**



OUT TO LUNCH: Baton Rouge Business Report editor Stephanie Riegel interviews local business executives and entrepreneurs over lunch. **Fridays at 1 p.m. and Sundays at 5 p.m.**



BBC WORLD SERVICE : For more than 80 years, BBC World Service has been the globe's most comprehensive and trusted source for news and has more journalists in more countries covering stories from more locations than anyone else. Whenever and wherever news breaks, the BBC World Service is there. **Weekdays starting at 10 p.m. and Sundays starting at 9 p.m.**



WEEKEND EDITION SATURDAY The program wraps up the week's news and offers a mix of analysis and features on a wide range of topics, including arts, sports, entertainment, and human interest stories. Hosted by Scott Simon. **Saturdays starting at 7 a.m.**



BAYOU GARDEN: LSU Ag Center Horticulturist Dan Gill provides useful advice on lawn and garden topics for serious gardeners and beginners. **Saturday mornings at 7:35 and 9:35.**



WAIT WAIT... DON'T TELL ME!
FROM NPR® & WBEZ® CHICAGO

WAIT WAIT...DON'T TELL ME: For a wacky and whip-smart approach to the week's news and news makers, listen no further than the oddly informative news quiz from NPR. Hosted by Peter Sagal. **Saturdays at 11 a.m. and Sundays at 1 p.m.**



LOUISIANA EATS! WITH POPPY TOOKER is a radio show for people who cook and people who love to eat well—all with a Louisiana point of view and Poppy's distinctive Louisiana voice. Poppy explores Louisiana's fields, waters, markets and kitchens to hear from the people who maintain the state's storied food traditions and create new culinary magic inspired by the wealth of Louisiana's food culture. **Saturdays at 1 p.m.**



RADIO LAB is a show about curiosity. Where sound illuminates ideas, and the boundaries blur between science, philosophy, and human experience. Hosted by Jad Abumrad and Robert Krulwich. **Saturdays at 2 p.m.**



MARKETPLACE WEEKEND gives the week's business and economic news a human voice. Host Lizzie O'Leary guides listeners through the most fascinating economic stories of the week, exploring what happened, why it matters, who it affects and what happens next. Join us for an engaging and lively conversation, on air and online. **Saturdays at 3 p.m.**



WEEKENDS ON ALL THINGS CONSIDERED: Each show consists of the biggest stories of the day, thoughtful commentaries on the quirky and the mainstream in arts and life, music and entertainment, all brought alive through sound. **Saturdays and Sundays at 4 p.m.**



A PRAIRIE HOME COMPANION: Recorded live every Saturday and features comedy sketches, music, and Garrison Keillor's signature monologue, "The News from Lake Wobegon." **Saturdays at 5 p.m. and Sundays at 10 a.m.**



AMERICAN ROUTES: From New Orleans, a broad range of American music—blues and jazz, gospel and soul, old-time country and rockabilly, Cajun and zydeco, Tejano and Latin, roots rock and pop, avant-garde and classical. **Saturdays at 7 p.m.**



HOOTENANNY POWER is a folk/international music program. featuring the sounds of many cultures that are expressed in roots and world music, including blues, old-timey, singer/songwriter, bluegrass, Celtic, Afro-Pop, and the music of Louisiana. Taylor Caffery hosts, featuring cutting edge singer-song writers, classic folk and international music. **Saturdays 9 p.m. to midnight.**



WEEKEND EDITION SUNDAY The program. wraps up the week's news and offers a mix of analysis and features on a wide range of topics, including arts, sports, entertainment, and human interest stories. Hosted by Rachel Martin. **Sundays starting at 7 a.m.**



ASK ME ANOTHER: A rambunctious hour of brainteasers, pub trivia night, comedy and music. Play along as host Ophira Eisenberg invites in-studio guests to stretch their noggins and tickle their funny bones. **Sundays at 2 p.m.**



ON THE MEDIA decodes what we hear, read, and see in the media every day, and arms us with critical tools necessary to survive the information age. **Sundays at 3 p.m.**



THE SCORE: A celebration of music in film. **Sundays at 6 p.m.**

SUNDAY CLASSICS WITH TIMOTHY MUFFITT: Concert for radio, curated and hosted by Baton Rouge Symphony Orchestra's music director and conductor, **Sundays at 7 p.m.**



CENTER STAGE, HOSTED BY BRIAN POPE examines a new topic or theme dealing with musical theater. **Sundays at 8 p.m.**



LOUISIANA PUBLIC SQUARE is a monthly public affairs program produced by LPB. It provides citizens a forum to voice their opinions and concerns about issues affecting Louisiana to leading experts and key decision makers. **Every fourth Thursday at 9 p.m.**

WRKF FM Schedule

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	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
12:00 AM-5:00 AM	BBC World Service							12:00 AM-5:00 AM	
5:00 AM	Morning Edition Capitol Access, Mon.-Fri. 5:30, 6:30, 7:30, 8:30 Marketplace Morning Report Mon.-Fri. 5:51, 7:51					BBC World Service		5:00 AM	
6:00 AM						Weekend Edition		6:00 AM	
7:00 AM								7:00 AM	
8:00 AM								8:00 AM	
9:00 AM								9:00 AM	
10:00 AM	The Diane Rehm Show					Wait, Wait... Don't Tell Me!	A Prairie Home Companion	10:00 AM	
11:00 AM	On Point					TED Radio Hour		11:00 AM	
12:00 PM	Fresh Air				TED Radio Hour	This American Life	Wait, Wait... Don't Tell Me!	12:00 PM	
1:00 PM	Here and Now				Out to Lunch 1-1:30	Louisiana Eats!	Ask Me Another	1:00 PM	
2:00 PM						Radiolab	This American Life	2:00 PM	
3:00 PM	All Things Considered					Marketplace Weekend	On the Media	3:00 PM	
4:00 PM						Louisiana's Lab Mon. 3:30 4:30	All Things Considered	All Things Considered	4:00 PM
5:00 PM							A Prairie Home Companion	Out to Lunch	5:00 PM
5:30 PM	Marketplace Mon.-Fri. 5:30-6:00					BBC World Service		5:30 PM	
6:00 PM	Louisiana's Lab 6:30	All Things Considered				The Score		6:00 PM	
7:00 PM	On Point					American Routes	Sunday Classics w/Timothy Muffitt	7:00 PM	
8:00 PM							Center Stage	8:00 PM	
9:00 PM	Fresh Air				State of the ReUnion	Hootenanny Power	BBC World Service	9:00 PM	
10:00 PM	BBC World Service							10:00 PM	
11:00 PM								11:00 PM	

CREDIBILITY: Your message on public radio carries weight

80% of NPR listeners have a more positive opinion of sponsors¹

4,000 members contribute an average of **\$125** per year

87% consider public radio personally important to them¹

IMPACT: Capture hard-to-reach educated listeners

24% of 35- to 64-year-old WRKF listeners listen **EXCLUSIVELY** to WRKF²

No more than **3** sponsor messages in a row.

No more than **4** minutes per hour of sponsor messages

RETURN ON INVESTMENT: Gain top-of-mind awareness, gain business

On average, new public radio sponsors have seen:

54% increase in awareness³

11% improvement in quality perceptions

17% improvement in consideration for next purchase

16% improvement in purchasing

Footnotes: 1. NPR Profile 2015 2. Nielsen Fall 2013 Baton Rouge DMA P 35-64 3. Lightspeed Research, WBUR Boston ROI Study, 2011.

WRKF Underwriting: Message Guidelines & Rates

Listeners love public radio's unique sound, including underwriting messages. These guidelines satisfy listeners' expectations – and requirements for noncommercial stations.

SPECIFICATIONS

- Messages are 15 seconds, approximately 35 words long, starting with "And by..."
- Are preceded by, "Support for WRKF provided by our members..."
- Are produced by WRKF with station talent.

STATE THE FACTS

- Company name
- Products and services offered, in a value neutral, non-promotional manner.

Consider including:

- Years in business
- Location, phone number, web site address, owner's name
- Owner's name brand name
- Established corporate slogans or positioning statements

AVOID COMMERCIAL LANGUAGE. NON-COMMERCIAL STATIONS LIKE WRKF MAY NOT AIR:

- Calls to action: *stop by, email, visit*
- References to price: *free, complimentary, no down payment*
- Qualitative or comparative language or claims: *best, greatest, oldest*
- Inducements to act: *while supplies last, special gift, on sale*
- Overstated or subjective language: *fun-filled, enjoyable, professional*
- Credentials: *board certified, award winning*
- Use of first or second person voice: *we, our, you and your* – which implies the station's endorsement.

SAMPLES

And by... the law firm of Sullivan, Stoler...The Health Law Center. Formed in 1987 to serve the business, regulatory and compliance needs of healthcare providers. Sullivan Stoler—online at The Health Law Center dot com

And by... Arnold and Associates Interiors—specializing in the design of evolving workspaces and furniture solutions for the corporate, government and hospitality markets for 25 years. Arnold and Associates Interiors, 3707 Government Street.

And by... the Baton Rouge International School...educating multilingual global leaders from birth to high school—with an Open House February 12th and 24th. More on academic programs & enrollment at 293-4338 or b-r-i-n-t-l dot com

UNDERWRITING RATES:

SPECIFIC DAYPARTS

Monday-Friday	Daypart	\$/spot
5 a.m. - 10 a.m.	Morning Drive	\$60
5:30, 6:30 & 7:30 a.m.	Capitol Access	\$75
10 a.m. - 3 p.m.	Mid-day	\$50
3 p.m. - 7 p.m.	Afternoon Drive	\$60
5:30 p.m. - 6 p.m.	Marketplace	\$75
7 p.m. - 12 midnight	Evening	\$20

RUN OF SCHEDULE

Monday-Sunday	Various	\$30
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NOTE: WRKF is a nonprofit radio station. Underwriting contributions may be funded from advertising, public relations or charitable contribution budgets.

Unavailable inventory will be made up in dayparts of equal or greater value.

WRKF Multiple Platforms: Reinforce your message

Combine the reach and impact of online presence at WRKF.org, e-newsletter, *WRKF Story of the Week* and WRKF mobile app to reinforce your message.

89.3 WRKF-FM BROADCAST:

47,000 listeners per week

WRKF.org:

10,000 unique users

WEBSITE RATES

Size	Position	Description	Rate
300 x 250	Right Rail	Home page and site-wide	\$1,000 per month
728 x 90	Top	Home page and site-wide	\$1,000 per month

WRKF Story of the Week E-NEWSLETTER:

5,000 subscribers, emailed Thursdays

WRKF Story of the Week E-NEWSLETTER:

Size	Position	Description	Rate
300 x 250 (Link to your website)	Bottom	Emailed to subscribers Thursdays	\$100 per week

WRKF Underwriters:

Arnold & Associates Interiors
Arts Council of Greater Baton Rouge
Atmos Energy
Atmosphere Aerial
Baton Rouge Ballet Theatre
Baton Rouge General Medical Center
Baton Rouge International School
Baton Rouge Metropolitan Airport
Baton Rouge River Center
Baton Rouge Symphony Chorus
Beaver Productions
Beyond Bricks EBR
Blue Cross and Blue Shield of Louisiana
The Bra Genie
Breazeale, Sachse & Wilson, L.L.P...
BREC-Baton Rouge Park and Recreation Facilities
BREC's Baton Rouge Zoo
Brighton School, The
C Spire Wireless
Campus Federal Credit Union
Capitol Area Transit System
Cardinal Capital
Cazayoux Ewing Law Firm
Charles Lamar Family Foundation
Citizens Bank & Trust
Cokie Roberts
Contemporary Arts Center
Cox Communications
Deborah Todd
Debra Kastner, Edward Jones Advisor
DeeDee Reilly
Denicola's Furniture
East Baton Rouge Parish Library
East Baton Rouge Parish Schools
East Baton Rouge Parish Recycling Office
Emerge-Baton Rouge Speech and Hearing Foundation
Entergy
Episcopal School
Executive Suites of Baton Rouge
ExxonMobil Baton Rouge
Festival International de Louisiane
Freshjunkie Salads
Geauxing Places Travel
German Auto Sales & Service

Harper's Haberdashery
Historic New Orleans Collection
Hospice of Baton Rouge
Humana
Junior League of Baton Rouge
Kracke Consulting
Lauren Savoy Olinde Foundation
Ligia Soileau,, Licensed Clinical Social Worker
Lock and Key Whiskey Bar
Louie's Café
Louisiana Association of Nurse Anesthetists
Louisiana Book Festival
Louisiana Connections Academy
Louisiana Farm Bureau Federation
Louisiana Philharmonic Orchestra
Louisiana's Old State Capitol
LSU College of Music and Dramatic Arts
LSU Museum of Art
LSU Press
LSU Swine Palace
Manda Fine Meats
Mid City Merchants
Monochrome Furniture
New Venture Theatre
Our Lady of the Lake RMC
O'Neill's Music House
Orpheum Theater
Ragusa Automotive
Red River Bank
Relief Windows
River Room, The
Rockit Science Agency
Room for Dessert
Shreveport Regional Arts Council
Southeastern Louisiana University
Southern Strategy Group
Southside Gardens Retirement Community
St James Place
St Lukes Episcopal Church
St Stanislaus
Steven Winkler
Subaru of Baton Rouge
Success Labs
Sullivan Stoller Knight LC
Taylor Clark Gallery

Terry Gomez, Edward Jones Financial Advisors
Trinity Episcopal Day School
Unitarian Church
University United Methodist Church
Venyu Solutions
Walters, Papillion, Thomas, Cullens
West Baton Rouge Museum
West Feliciana Parish
Zocalisa Fine Chocolates

WRKF Board of Directors:

Rodney Braxton, Chair
J. Cullens, Vice Chair
Jim Brandt, Secretary
Janet Olson, Treasurer
Mary Kay Carleton
Luke "Joe" Coulson
Bob Mann
Robyn Merrick
Rodd Naquin
Lance Porter
Dustin Puryear
Jenee Slocum
Mary Ann Sternberg
Cyril Vetter
Stafford Wood

Testimonials



“ In a sound bite society it's so great to listen and get the full story. It's not filtered and they come at it from all sides. It's important for Southern Strategy Group to sponsor WRKF because we believe in looking at all sides of an issue and that helps us become better at what we do. ”

Liz Mangham

Partner, Southern Strategy Group

“ As a lifelong listener to WRKF, I consider it vital part of our community.
So when starting this business we wanted to consider partnering with WRKF as a sponsor. We have been so happy with the outcome because we're reaching our upscale clientele and consistently getting new customers in the door.
Customers tell us all the time they appreciate our support of WRKF. Our expectations have been far exceeded and we are proud to be part of WRKF's sponsorship team. ”



Arthur Lauck

Partner, Lock and Key Whiskey Bar