WUKY is a community supported service of the University of Kentucky which provides high-quality news, cultural and entertainment content through the use of existing and emerging media. Through our comprehensive, unbiased news coverage, unique musical offerings, and community partnerships, WUKY fosters civic development, celebrates our cultural diversity, and advances the mission of the University of Kentucky.

WUKY, where NPR Rocks@ 91.3, was the first university-owned FM radio station in America, and Kentucky’s first public radio station. We came to life on October 17, 1940, as WBKY, operating with a mere 100 watts, in Beattyville, KY. In 1945, WBKY came to Lexington. In 1989, WBKY changed its call letters to WUKY to better reflect its affiliation with the University of Kentucky.

WUKY helped create National Public Radio, and was one of the first stations to carry NPR’s “All Things Considered” when it debuted in 1971. We’re licensed to the University of Kentucky, and serve Lexington and much of central Kentucky with 100,000 watts. We stream our signal to the world, too, via our online streaming at wuky.org. In early 2007, we became the first Lexington radio station to broadcast in HD—high definition, digital radio. Most recently WUKY has expanded its technological reach by introducing a new smartphone app. WUKY can also be found on Facebook and Twitter.

Our news comes from NPR, and our own award-winning newsroom. Our music is ROCK & ROOTS. Our specialty music shows encompass Women’s Music, Americana, Blues, World, and more. There’s humor, arts, and culture here, too.
The WUKY Halo Effect

Sponsors are likely to experience a “Halo Effect” when they create a partnership with WUKY. That is, the goodwill that WUKY shares with its listeners will be transferred to the sponsor via association. This is because WUKY is a mission-driven, membership organization which the public sees as contributing to the local community—and the sponsor benefits from WUKY’s standing in the community.

What Do We Mean?
- Audience sees sponsor organization in a favorable light due to its support of a community asset they value.
- Our audience is highly loyal and actually PAYS to support public radio—our audience APPRECIATES the sponsor’s support.
- Sponsorship on public radio enables sponsor to visibly invest in their community.
- Association with public radio creates a positive emotional bond between the listener and the sponsor.

How We Can Back It Up?

Listeners Connect with Public Radio
- 74% discuss content with family, friends, and colleagues
- 87% consider public radio important to them
- 95% take action in response to something heard on NPR
*Source: Lightspeed Research, NPR Impact Study, October 2013

Listeners Connect with Public Radio Sponsors
- 61% hold a more positive opinion of sponsors that support NPR
- 53% agree NPR is selective about companies that sponsor its programming
- 54% prefer to buy products or services from NPR sponsors
*Source: Lightspeed Research, NPR Sponsorship Survey, November 2013

What Does This Mean To You?
- Listeners are actively engaged and connect with NPR content.
- Listeners value the non-commercial aspect of public radio and expect it to be an oasis from the more aggressive nature of commercial radio.
- WUKY is personal—listeners view and value public radio as a local, mission-driven institution.
- Builds brand loyalty—which means listeners are more likely to choose sponsor over competitor when it comes to making a buying decision.
- Builds employee loyalty and morale, which could help reduce turnover and create a favorable impression to aid in recruitment.
Informative & Influential

Actions Taken as a Consequence of Listening to NPR

In response to something they heard on NPR, listeners:

- Shopped at a particular store or location
- Purchased a product or service
- Visited a particular destination
- Recommended a product or service to others
- Donated money to a charitable cause
- Attended a performance, event or exhibit
- Saw a movie
- Gathered information about a company or product
- Read a book
- Visited a particular website
- Did further research into a topic

Source: Lightspeed Research, NPR Impact Study, October 2013
Who Listens to WUKY?

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Market Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, Technical</td>
<td>290</td>
</tr>
<tr>
<td>Young With Money (Age 18-34) $100k+</td>
<td>301</td>
</tr>
<tr>
<td>Affluent White Collar Worker - Family Income $10</td>
<td>307</td>
</tr>
<tr>
<td>Affluent Boomers $250k+ Stock...</td>
<td>316</td>
</tr>
<tr>
<td>Annual Household Income $100k - $149k</td>
<td>322</td>
</tr>
<tr>
<td>Education - Advanced College Degree</td>
<td>332</td>
</tr>
<tr>
<td>Plan College Level Courses Next 12 Months (Age 35+)</td>
<td>365</td>
</tr>
<tr>
<td>Flew 6 Plus Times Past Year</td>
<td>383</td>
</tr>
<tr>
<td>Logged on Past Month to LinkedIn</td>
<td>396</td>
</tr>
<tr>
<td>Opinion Leader</td>
<td>635</td>
</tr>
<tr>
<td>Art Patrons</td>
<td>769</td>
</tr>
</tbody>
</table>

Market Index=100

If WUKY is above 100, this number represents how many more times that our listeners are “likely” to behave in comparison to the way the general Lexington population behaves. Example: An index of 700 for WUKY means our listeners are seven times more likely to do something than the general Lexington population.
Our Clients Have Spoken

“I feel that advertising with WUKY has really helped us promote our events and ReStore. I get so excited to hear the spots during drive-time and know the word is being spread about Lexington Habitat for Humanity and how we are helping the Lexington community.”

Megan Meserve, Resource Development Coordinator for Lexington Habitat for Humanity

“Advertising with WUKY gives Cardinal Hill the additional reach in our service demographic area. The customer loyalty listeners have to WUKY was another reason we chose to advertise on this station. Cardinal Hill’s target audience is so very broad and we knew we could get that reach with WUKY. When asking people what they listen to the most during their drive times, it was local NPR stations. These are just a few of the reasons we chose WUKY!”

Samantha J. Richardson, Marketing Coordinator, Cardinal Hill Rehabilitation Hospital

“WUKY has provided great marketing opportunities for our clients. They have an audience that is plugged-in.”

Brad Flowers, Bullhorn Creative

“PNC Bank is strategic in the vehicles it uses to promote products and services. The demographics of the audience that WUKY reaches are a perfect fit in promoting and growing both personal and business relationships for the bank. The various programming offered by WUKY allow for the bank to reach a diverse audience that could benefit from the various products and services provided by PNC. An added benefit to marketing with WUKY is the personal relationships built between our two organizations. The staff at WUKY are devoted to ensuring that our marketing dollars are spent wisely and appropriately so that both parties are achieving their goals.”

Yajaira Aich, Vice President, Client & Community Relations Director, PNC Bank
Public Radio’s Influence

Who is reaching the minds of WUKY’s intelligent listeners?
Intelligent Listeners

Lexington, Kentucky: 9th Most Educated City in the United States. According to the United States Census Bureau, Lexington is the 9th most educated city in the United States with 39.2% of our population holding a college degree, beating out Oakland, San Diego, Charlotte, and Cincinnati. The complete list is available at americasbestonline.net/index.php/pages/citiesmosteducated.html

Spring 2012 Media Audit data shows that 85% of WUKY listeners have a single or advanced college degree, more than double the market average. Over 46,000 different adults over 18 years old in Central Kentucky listen to WUKY each week. (Arbitron Spring 2012) Affluent, educated, and professional. That is OUR LISTENER and YOUR FUTURE CUSTOMER!

### Listener Demographics

<table>
<thead>
<tr>
<th>Male</th>
<th>53.1%*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>46.9%*</td>
</tr>
<tr>
<td>College Degree</td>
<td>30.7%*</td>
</tr>
<tr>
<td>Advanced Degree</td>
<td>51.4%*</td>
</tr>
<tr>
<td>Median age 43 years old*</td>
<td>(84.5% are 25-64 years old)**</td>
</tr>
<tr>
<td>Median Income $92,713*</td>
<td>(46% $100,000 +)*</td>
</tr>
<tr>
<td>Home Owners: 80%*</td>
<td></td>
</tr>
</tbody>
</table>
Sponsorship Guidelines

WUKY offers up to 15 seconds (35 words) of sponsorship air time to reach an affluent, well-educated audience with an informative, non-promotional message describing your business, its products, and/or services.

- Must begin with an sponsors’s name or that of a subsidiary, operating division, or parent company
- May include location and duration of business
- May include non-promotional mentions of product lines or business *(Co-op funds can be used)*
- May include brand names, product, service listings that identify sponsor
- May include a business marketing slogan if well established and non-promotional
- May not include a “call to action”
- May not include comparative or promotional language
- May not include inducement to visit the sponsor’s place of business or to support the sponsor because they support WUKY

Sample Announcement

Support for WUKY comes from...

... *The Grey Goose in Lexington and in Midway: Open daily at four PM —serving artisan stone hearth thin crust pizzas, char-grilled hamburgers, chicken and salad specials every day. Online at Grey Goose LLC dot com.*

Rate Card

<table>
<thead>
<tr>
<th>Rate</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50</td>
<td>Morning Drive, M-F 6am-10am, Afternoon Drive, M-F 4pm-7pm, Weekend Prime Time, Sat-Sun 10am-2pm, Prairie Home Companion, Sat 6pm-8pm, Sun 2pm-4pm</td>
</tr>
<tr>
<td>$25</td>
<td>NPR Noon News (name only), M-F</td>
</tr>
<tr>
<td>$35</td>
<td>All other programs</td>
</tr>
<tr>
<td>$30</td>
<td>Run of Schedule (ROS) Mon-Sun 6am-8pm</td>
</tr>
<tr>
<td>$250</td>
<td>Rotating website banner ad (per month), Webstream pre-roll (per month): 15 second announcement</td>
</tr>
</tbody>
</table>

*All rates are per spot

A variety of packages are available, pending a needs analysis. All rates are net to station.

Terms: Payment due 30 days from station invoice.
## Schedule: Weekdays

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
</tr>
</thead>
</table>
| **UNDERCURRENTS**  
(12 am – 5 am) | **WORLD CAFÉ**  
with David Dye  
(12 am – 2 am) | **UNDERCURRENTS**  
(2 am – 7 am) | **BLUES BEFORE SUNRISE**  
(1 am – 6 am) | **UNDERCURRENTS**  
(2 am – 7 am) | **FRESH AIR WEEKEND**  
(6 am – 7 am) | **WORLD CAFÉ**  
with David Dye  
(12 am – 1 am) |
| **MORNING EDITION from NPR**  
hosted by Rusty Sharp & Karyn Czar  
(5 am – 9 am) | **ROCK & ROOTS**  
with Joe Conkwright  
(9 am – Noon) | **UNDERCURRENTS**  
(2 am – 7 am) | **FRESH AIR WEEKEND**  
(6 am – 7 am) | **WEEKEND EDITION**  
(8 am – 10 am) | **Latino USA**  
(7 am – 8 am) | **WORLD CAFÉ**  
with David Dye  
(12 am – 1 am) |
| **ROCK & ROOTS**  
with Joe Conkwright  
(9 am – Noon) | **ROCK & ROOTS**  
with Mike Graves  
(Noon – 3 pm) | **WAIT WAIT DON’T TELL ME**  
(10 am – 11 am) | **SPLENDID TABLE**  
(10 am – 11 am) | **WAIT WAIT DON’T TELL ME**  
(10 am – 11 am) | **DINNER PARTY**  
(11 am – Noon) | **RADIO LAB**  
(Noon – 1 pm) |
| **TELL ME MORE**  
(3pm - 4pm) | **AMERICAN ROUTES**  
(3 pm – 5 pm) | **SNAP JUDGMENT**  
(1 pm – 2 pm) | **HERE’S THE THING**  
(2 pm – 3 pm) | **SNAP JUDGMENT**  
(1 pm – 2 pm) | **A PRAIRIE HOME COMPANION**  
(1 pm – 3 pm) | **WAIT WAIT DON’T TELL ME**  
(Noon – 1 pm) |
| **NPR’s ALL THINGS CONSIDERED**  
hosted by Alan Lytle  
(4 pm – 6 pm) | **MOUNTAIN STAGE**  
(3 pm – 5 pm) | **TELL ME MORE**  
(3pm - 4pm) | **ALL THINGS CONSIDERED**  
(5 pm – 6 pm) | **A PRAIRIE HOME COMPANION**  
(6:30 pm – 7 pm) | **LE SHOW**  
with Harry Shearer  
(6 pm – 7 pm) | **KEY CONVERSATIONS**  
(7 pm – 8pm) |
| **MARKETPLACE**  
(6 pm – 6:30 pm) | **LE SHOW**  
with Harry Shearer  
(6 pm – 7 pm) | **AMERICAN ROUTES**  
(3 pm – 5 pm) | **ALL THINGS CONSIDERED**  
(5 pm – 6 pm) | **KEY CONVERSATIONS**  
(7 pm – 8 pm) | **A PRAIRIE HOME COMPANION**  
(6:30 pm – 7 pm) | **LE SHOW**  
with Harry Shearer  
(6 pm – 7 pm) |
| **NPR’s ALL THINGS CONSIDERED**  
(6:30 pm – 7 pm) | **RED BARN RADIO**  
(8 pm – 9 pm) | **FRESH AIR**  
with Terry Gross  
(7 pm – 8 pm) | **RED BARN RADIO**  
(8 pm – 9 pm) | **RED BARN RADIO**  
(8 pm – 9 pm) | **RED BARN RADIO**  
(8 pm – 9 pm) | **RED BARN RADIO**  
(8 pm – 9 pm) |
| **FRESH AIR**  
with Terry Gross  
(7 pm – 8 pm) | **GIRLS’ NIGHT OUT**  
(8 pm – 9 pm) | **JOE’S BLUES**  
(8 pm – 9 pm) | **GIRLS’ NIGHT OUT**  
(8 pm – 9 pm) | **GIRLS’ NIGHT OUT**  
(8 pm – 9 pm) | **GIRLS’ NIGHT OUT**  
(8 pm – 9 pm) | **GIRLS’ NIGHT OUT**  
(8 pm – 9 pm) |
| **JOE’S BLUES**  
(8 pm – 9 pm) | **CURTAINS @ 8**  
With Nick Lawrence  
(8 pm – 9 pm) | **RED BARN RADIO**  
(8 pm – 9 pm) | **RED BARN RADIO**  
(8 pm – 9 pm) | **RED BARN RADIO**  
(8 pm – 9 pm) | **RED BARN RADIO**  
(8 pm – 9 pm) | **RED BARN RADIO**  
(8 pm – 9 pm) |
| **WORLD CAFÉ**  
With David Dye  
(9 pm – 11 pm) | **SOLO SHOTS**  
(9 pm – 10 pm) | **SOLLO SHOTS**  
(9 pm – 10 pm) | **GRATEFUL DEAD HOUR**  
(9 pm – 10 pm) | **SOLO SHOTS**  
(9 pm – 10 pm) | **SOLO SHOTS**  
(9 pm – 10 pm) | **SOLO SHOTS**  
(9 pm – 10 pm) |
| **WORLD CAFÉ**  
With David Dye  
(9 pm – 11 pm) | **CROSSROADS RADIO**  
(9 pm – 10 pm) | **CROSSROADS RADIO**  
(9 pm – 10 pm) | **GRATEFUL DEAD HOUR**  
(9 pm – 10 pm) | **CROSSROADS RADIO**  
(9 pm – 10 pm) | **CROSSROADS RADIO**  
(9 pm – 10 pm) | **CROSSROADS RADIO**  
(9 pm – 10 pm) |
| **UNDERCURRENTS**  
(11 pm – 12 am) | **WOODSONGS**  
(10 pm – 11 pm) | **WOODSONGS**  
(10 pm – 11 pm) | **PUTUMAYO WORLD MUSIC HOUR**  
(10 pm – 11 pm) | **UNDERCURRENTS**  
(11 pm – 12 am) | **UNDERCURRENTS**  
(11 pm – 12 am) | **UNDERCURRENTS**  
(11 pm – 12 am) |
| **UNDERCURRENTS**  
(11 pm – 12 am) | **JOE’S BLUES**  
(11 pm – 12 am) | **WORLD CAFÉ**  
(11 pm – 12 am) | **WORLD CAFÉ**  
(11 pm – 12 am) | **UNDERCURRENTS**  
(11 pm – 12 am) | **UNDERCURRENTS**  
(11 pm – 12 am) | **UNDERCURRENTS**  
(11 pm – 12 am) |
Event Sponsorships

Summer Concert Series:
Join WUKY and the Downtown Lexington Corporation for a new Summertime Concert Series. And here’s how you can be a part of the excitement:

WHAT: WUKY proposes a series of free concerts in downtown Lexington

WHEN: on the fourth Friday of each month, June through September 2014. The June and September concerts will be held at the end of Gallery Hop (approximately 7PM).

WHERE: Phoenix Park... corner of Main & S. Limestone

WHY: There is a strong musical movement afoot in Lexington and WUKY would like to help encourage its development. While being involved with local musical clubs by presenting shows that coincide with its format, this will be another way for WUKY to give back to its listeners that continually show their support.

Downtown Lexington has emerged as the cultural epicenter of Central Kentucky, already drawing thousands of citizens each week who attend Gallery Hop, Thursday Night Live, films and live performances at the Kentucky, the Opera House, cultural festivals at the Courthouse, and Children’s Theater. This would be one of the few cultural events centered in the heart of Lexington.

IMPORTANCE:
- Showcase promising musical talent that’s both local and national.
- Accelerate the growth of downtown’s economy.
- Bring together the UK and local communities.
- Strengthen and broaden support for WUKY and its cultural role in both the city and campus communities.

TO WHOM:
- Up and coming musical talent – month long promotion both on the air and through social media, in addition to the prospect of creating thousands of new fans with live concerts.
- City leaders, helping foster their effort to more closely tie UK campus to downtown.
- Downtown merchants and restaurants – including food and drink, retail, even parking facilities.
- Local Arts Community – help grow Lexington’s profile as a regional arts center, fostering new talent across multiple media.
- Lexington Community – adding to the rich cultural mix that improves the city’s profile, quality of life measure.

Derby Dinner Party Event:
(April/May) TBD

Bluegrass Mud Run:
(September) TBD

Thiller Parade Concert:
(Halloween) TBD
# Contact Us

## Mailing Address
WUKY  
340 McVey Hall  
University of Kentucky  
Lexington, KY 40506

## Email Addresses
Station email: wuky@wuky.org  
Webmaster: josh.james@uky.edu  
News Department: wukynews@hotmail.com

## Audience & Member Services
Business Office - 859-257-3221  
Studio - 859-257-9600  
Newsroom - 859-257-9859

## Marketing / Sales / Gifts
Gail Bennett, Marketing Director  
859-257-7049  
wukgail@uky.edu  
Tom Godell, General Manager  
859-257-3226  
tom.godell@uky.edu

## Important Websites
NPR Online: http://npr.org  
American Public Media: http://americanpublicmedia.publicradio.org

## Mailing Addresses
National Public Radio (NPR)  
635 Massachusetts Ave. N.W.  
Washington, DC 20001  
202-513-2000