

ON AIR

89.7

ON-AIR ▶ ON-LINE ▶ MOBILE



▶ 89.7 FM / HD-1: IN-DEPTH NEWS ▶ WUWM2 / HD-2: MUSIC 24/7 ▶ WUWM.COM

MEDIA KIT

Questions? Contact Us!

Noel Skarpmoen
414.270.1138
noel@uwm.edu





REACH A HIGHLY-DESIRABLE AUDIENCE THROUGH UNDERWRITING

UNDERWRITING allows businesses, professional firms and organizations to support the mission of WUWM while reaching a highly desirable audience using a well-crafted on-air or on-line announcement.

Underwriting on public radio has the unique power to shape people's attitudes. Research reveals that an overwhelming majority of public radio listeners are favorably inclined toward underwriters whose messages they hear on the air.*

The Federal Communications Commission (FCC) regulates the language in underwriting announcements. Your concise announcement will increase top-of-mind awareness of your business and further enhance the image of your business with a very loyal, upscale and desirable audience.

*Source: NPR & Jacobs Media, Conducted by Edison Media Research in May-June 2007.

THE POWER OF PUBLIC RADIO

WELL-CRAFTED MESSAGES

- ▶ Underwriting messages on WUWM are highlighted, not broadcast in a cluttered commercial arena.
- ▶ Messages are not considered intrusions but support for WUWM.
- ▶ Copy is kept clear of superlatives and hyperbole and is direct, succinct and informational.
- ▶ Messages are designed to develop awareness, build goodwill, demonstrate good corporate citizenship and establish a favorable presence in the community.

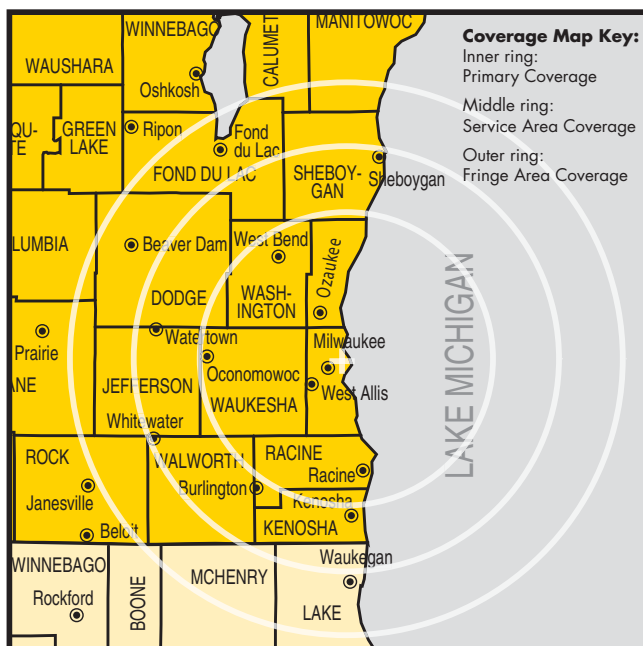
QUALITY BY ASSOCIATION

Quality begets quality. Businesses and professional firms set aside a portion of their marketing budgets for WUWM because of its commitment to produce quality radio. It is one of the most cost-effective strategies to reach customers and prospects who are quality conscious.

WUWM COVERAGE AREA

WUWM operates on 89.7 MHz with an effective radiated power of 13,500 watts. WUWM's primary coverage area extends throughout the **MILWAUKEE METROPOLITAN AREA INCLUDING RACINE, WAUKESHA AND WEST BEND.**

WUWM's extended service area includes listeners throughout southeastern Wisconsin.



DELIVER YOUR MESSAGE ON-AIR

89.7 FM / HD-1: IN-DEPTH NEWS

Your source for NPR News since 1967.

WUWM is southeastern Wisconsin's source for locally-produced in-depth news, quality entertainment and music, and national and international news from National Public Radio, American Public Media and Public Radio International. WUWM is home to the largest radio-only news department in Milwaukee.

WUWM 2 / HD-2: MUSIC 24/7

Today's music...all grown-up.

WUWM 2 is WUWM's unique music station, is a progressive music format featuring independent, underappreciated, talented artists. Bruce Winter and Amanda Shalhoub hand-select the song choices each day.

DELIVER YOUR MESSAGE ONLINE

WUWM.COM compliments the Milwaukee Public Radio experience.

This valuable resource provides listeners with WUWM's on-air News and *Lake Effect* content, plus photos, supplemental audio, contests, podcasts, a community events calendar and more.

We offer several web ad sizes and zone placements.

DID YOU KNOW THAT...

- ▶ Nearly 100,000 listeners tune in each week.
- ▶ More than 20,000 unique visitors visit our website each month.
- ▶ More than 10,000 households support WUWM.
- ▶ More than 200 businesses provide underwriting support.

WHY UNDERWRITE?

- ▶ WUWM is a highly cost-effective media choice
- ▶ Reach and influence a highly-targeted audience
- ▶ Build awareness for your business, products or services
- ▶ Associating with WUWM will strengthen your corporate image
- ▶ Create customer loyalty
- ▶ Receive a positive return on your investment
- ▶ Support WUWM and receive tax benefits—a tax-deductible charitable donation

WUWM FUNDING

Nearly **90%** of WUWM's annual budget comes from non-federal financial sources—local businesses, professional firms and corporations, listener donations and foundations.



TEN CHIMNEYS FOUNDATION is proud to support WUWM through underwriting spots. It makes us feel good about serving the community in which we live; but it also makes us feel smart about how we operate. The depth of community awareness gained by underwriting on WUWM is truly unparalleled. We are able to connect directly with our core constituents, and are able to show them that we value what they value.

—Sean Malone, President,
Ten Chimneys Foundation

My business, **B & L PHOTO**, is unique and WUWM tells southeastern Wisconsin what I do and where I am located. My customers appreciate that I give back to the community by supporting WUWM, and they tell me so when they visit.

—Bob Pecher, Owner
B & L Photo



WUWM'S AUDIENCE PROFILE

WUWM's audience is demographically desirable. Our listeners are upscale in income, education and profession. WUWM listeners are also distinguished by their mind-set. They place a high value on creativity, curiosity and social consciousness.

REACH A DESIRABLE AUDIENCE

82.9% of WUWM's audience is between 25 and 64.

AGE

20.4%	25-34
14.3%	35-44
23.8%	45-54
24.4%	55-64
17.2%	Other

REACH A WELL-EDUCATED AUDIENCE

77.1% have earned a college degree; 43.8% hold an advanced degree.

EDUCATION

43.8%	Post-graduate degree
77.1%	College graduate
17.2%	Attended College
5.7%	High school graduate

REACH AN AFFLUENT AUDIENCE

63.6% of its listeners have a household income of \$50,000 or more.

HOUSEHOLD INCOME

9.3%	<\$24,999
9.2%	\$25,000 - \$34,000
17.8%	\$35,000 - \$49,000
43.3%	\$50,000 - \$74,000
5.1%	\$75,000 - \$99,000
40.1%	\$100,000 - \$149,000
5.1%	\$150,000 +
29.4%	Traded Stocks/Bonds/Securities during past year.

HOME OWNERSHIP

48.8%	Years at Present Address—10 Years or More
30.3%	Years at Present Address—Under 5 Years

REACH A PROFESSIONAL AUDIENCE

WUWM's audience is made up of business decision-makers and opinion-leaders.

OCCUPATION

27%	Proprietors/Managers
10.3%	Business Owner/Partner/Corporate Officer
32.9%	Professional/Technical
28.3%	Working Women

REACH AN ACTIVE, INFLUENTIAL AUDIENCE

ACTIVITIES

60.7%	Attended Opera/Symphony/Theatre—past 12 months
35.4%	Attended Rock/Pop Music Concert—past 12 months
65.4%	Attended Movie Theater
16.4%	Participated Past 12 Months—Snow Skiing/Boarding
8.5%	Participated Past 12 Months—Golf 3+ times
29.6%	Exercised 12+ Times at a Health Club past year
78.2%	Participated Past 12 Months—Lawn/Gardening
88.6%	Past Year Voted in Local, State, National Elections

SHOPPING

51.7%	Purchased 12+ Books in the past year
24.5%	Internet E-Commerce 12+ Purchases in the past year
22.3%	Buy "Green-Good for Environment" regularly

INTERNET USAGE

92.6%	Online Internet: Logged on past month at home
79.8%	Home Internet connection DSL or cable

MISCELLANEOUS

29.1%	Frequent Wine Drinker: 3+ times—past 2 weeks
9.8%	Frequent Restaurant Diner: 4+ times—past 2 weeks

Source: Media Audit Feb.-Mar 2010

WUWM NEWSWORTHY CARD SPONSORSHIP

Is your business looking to expand your reach and find new customers?

Consider becoming a WUWM NewsWorthy Card Sponsor.

The WUWM NewsWorthy Card is a benefit to listeners who contribute \$150 or more to the station. When you join the program, your discount or offer will be distributed to new NewsWorthy Card level donors (3100+ members) and listed on our website. Invest in your business and recognize those who support WUWM.



MAXIE'S supports WUWM and public radio in general because it is a unique way to bond with the community that surrounds public radio. The long term goodwill that is created among supporters of public radio is extremely valuable, some might even call it priceless."

—Dan Sidner, Owner and General Manager of Maxie's Southern Comfort Restaurant

WUWM'S COMMUNITY EVENTS CALENDAR

Post your arts and entertainment events on WUWM's FREE community events calendar at wuwm.com/events.

GUIDELINES:

All submissions will be reviewed and approved by a WUWM editor before appearing live on the site. WUWM reserves the right to edit any submissions. We do not check the details of the event and don't take responsibility for inaccurate information.

WHEN SUBMITTING EVENTS:

- Enter the event at least 2 weeks prior to event date.
- Include your contact information in case we have questions.
- Fill out all information required as completely as possible.
- Text limit: 40 words or less description
- Graphic size maximum: 140 x 140 pixels

E-mail us at wuwm@uwm.edu if you notice inaccurate information in your event listing.

Noel Skarpmoen
Development Director
414.270.1138
noel@uwm.edu

Dan Gille
Underwriting Representative
414.270.1139
dgille@uwm.edu

UNDERWRITING COPY GUIDELINES

The Federal Communications Commission (FCC) restricts the use of non-commercial underwriting copy. They direct that public radio's messages simply: (1) identify the sponsor, (2) give location information and (3) provide "value neutral" descriptions of the underwriter's products or services.

WUWM guarantees underwriters a solo announcement. It will not be clustered with other underwriting announcements, ensuring that listeners will hear a clear message.

WE ARE HERE TO HELP.

We will work with you every step of the way—from ideas to finished production—to make sure your underwriting announcement conveys your desired message and complies with the FCC regulations applicable to non-commercial stations.

- All credits are 20 seconds.
- Credits are produced by WUWM announcer staff.
- Preamble, "Local underwriting is provided by" is included in the :20 credit.

ANNOUNCEMENTS MAY INCLUDE:

- Underwriter's business name
- Factual information about the underwriter, including location, product name and description of services
- Phone number and/or Website address
- Event dates and locations
- Value-neutral descriptions of a product line or service
- Up to 3 trade names, product or service listings which help identify the business
- An established non-promotional corporate slogan
- Description of target market

ANNOUNCEMENTS MAY NOT INCLUDE:

- Comparative descriptions or language (e.g. the best, bigger, faster)
- Qualitative statements which involve subjective evaluation of quality (e.g. fine, great, rich, superb)
- Pricing information (including "free")
- Calls to action statements which direct the audience: to call, to visit, to try, to compare
- Inducements to buy, sell, rent or lease
- No inducement to buy statements which direct the audience to purchase the product (e.g. free trial period, 2 for 1)
 - No first or second person pronouns (e.g. I, me, you)

* Complete underwriting guidelines available upon request.

Anne Jedrzejczak
Underwriting Representative
414.270.1128
annejed@uwm.edu

Laurie Loomis
Sr. Underwriting Representative
414.270.1130
loomis@uwm.edu