Connect with the People
Who Shape Southeastern Wisconsin

An Influential Audience Actively Connecting with Content to Inform Their Decisions
Connect with the Intellectually Curious

WUWM 89.7 FM — Milwaukee’s NPR is southeastern Wisconsin’s NPR® news source, providing award-winning radio journalism, thoughtful conversations and smart entertainment.

A forum for the breadth of topics that reflect the rhythms of the region, the educational mission of WUWM anchors the passionate bond our community shares with us.
Common Threads

Educated They make higher education and lifelong learning a priority

Influential They drive trends through word of mouth and influence corporate and social networks

Affluent With discretionary income, they have immense purchasing power

Cultural Passionate about the arts, they flock to cultural events

Community-Minded They participate in local initiatives and are highly active in the community

Messages Stand Out and Prompt Action

In public radio’s clutter-free environment, listeners pay attention throughout short sponsorship breaks

Per hour, less than 4½ minutes of sponsor messages air on WUWM, versus up to 18 minutes of advertising on commercial radio

Sponsorship Generates Results

Your support builds a connection with audiences, instilling a Halo Effect that inclines preference for your brand

71% hold a more positive opinion of a company that supports public radio

70% prefer to purchase products and services from public radio sponsors

56% find public radio sponsors to be more credible companies

Source: NPR Sponsorship Survey, Lightspeed Research, 2017

Each week, 140,000+ different people listen to WUWM

Source: Nielsen Audio, Milwaukee-Racine, Jul17–Dec17 P6+ M-S 6A-12M
The Region's NPR® News Source

For intelligent, independent and insightful radio, southeastern Wisconsin turns to WUWM 89.7 FM — Milwaukee’s NPR to connect to the issues of the day and the people of the world.

WUWM carries trusted national and international news from NPR’s Morning Edition and All Things Considered, while its own team — the largest radio-only news department in Milwaukee — covers local, regional and state issues with the same thoughtful perspective. Thought-provoking ideas and entertainment from the likes of This American Life, Wait Wait...Don’t Tell Me!, TED Radio Hour and Radiolab keep curious minds stimulated.

Photography Credits
Ari Shapiro and Audie Cornish by Stephen Voss for NPR
Focus on Community = Local Impact

WUWM’s growing staff of news and specialty reporters help southeastern Wisconsin stay current on relevant topics, from life-changing sensitive issues to light-hearted lifestyle trends.

Specialty Reporting
Arts | Education | Environment | Innovation
Race and Ethnicity | Von Fellow

Award-winning News
WUWM’s relentless pursuit of excellence in journalism has been recognized by its peers with numerous local awards from the Midwest Broadcast Journalists Association and national recognition from the Edward R. Murrow Award for Outstanding News Series.

Original Programming
Lake Effect | weekday magazine program about local and regional issues, the people and cultural events that shape our community

Project Milwaukee | series of long-form reporting on vital regional issues and a public forum

I’m An American | ongoing series that explores what it means to be an American for people from underrepresented groups

Bubbler Talk | listener questions about Milwaukee answered

Beats Me | beat reporters tackle crowd-sourced inquiries

Capitol Notes | reports on the state of state government

Photography Credit
Views Above Milwaukee by Thomas Hawk | Flickr
## WUWM Audience Snapshot

### Connects Across Generations

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>25-34</td>
<td>30%</td>
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<tr>
<td>35-54</td>
<td>35%</td>
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<tr>
<td>55+</td>
<td>33%</td>
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At 68% WUWM has the **largest share of public radio listening** in the region.

### Educated

60% hold a college degree or more.

### Influential

58% work in management, business, finance, professional services or sales.

### Affluent

60% have household incomes of $75k or more.

### Community-Minded

87% always vote in presidential elections.

### Cultural

29% contribute regularly to arts / cultural organizations.

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Sources:
1. Nielsen, Milwaukee-Racine, Scarborough R1 2019 Jan 18-Jan 19, A18+  
2. Nielsen Audio PPM, Milwaukee-Racine, Apr 2019, M-Su 6a-12m, P6+

Photography Credit:
The Wonder Wheel Fair by Ken Mattison | Flickr
Multiple Touchpoints
Extend and Amplify Engagement

Your WUWM representative will work with you and your budget to customize a multimedia campaign

30-second messages with 20 seconds of dedicated copy written in an objective style that listeners expect and appreciate

Challenge grants to support our on-air membership drives

Web and digital marketing

Targeted Promotions

Special Events

“In the time since we’ve started using WUWM as a marketing tool, we’ve heard feedback from people made aware of Marquette County and intrigued to learn more about us. **WUWM is an organization that truly stands out** and one that I plan to continue partnering with.”

Michael Bradford, Events Marketing Manager
Marquette County Convention & Visitors Bureau

“This is my second year as a business sponsor on WUWM and I couldn’t be happier. **The returns have been phenomenal!** Moving listeners to action, we’ve seen 20 families and closed 20 sales. I am so pleased with the response we’ve had in just a short time that I’ve increased our commitment.”

Jan Van Rens, Executive Director
Forest Home Cemetery

Photography Credit
City Year Milwaukee-301 by City Year | Flickr
Mission
To serve listeners in southeastern Wisconsin with quality news, public affairs and entertainment programming

Sponsorship Representatives
WUWM 89.7 FM — Milwaukee’s NPR
111 E. Wisconsin Avenue, Suite 700
Milwaukee, Wisconsin 53202
414.227.3355
sponsorwuwm.com

Market Ingenuity® manages sponsorship sales for WUWM, linking the station and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.