



Media Kit

CENTRAL & NORTHERN MICHIGAN'S
TRUSTED SOURCE
FOR **PBS & NPR** PROGRAMMING.



WCMU

IS CENTRAL & NORTHERN MICHIGAN'S

MULTI-MEDIA ORGANIZATION

PROVIDING 44 COUNTIES WITH TV, RADIO AND DIGITAL CONTENT

As a service of Central Michigan University, **WCMU Public Media** is a vital community resource whose mission is to *educate, inform, entertain* and engage the communities we serve through programming and partnerships.

It is our goal to improve the quality of life in our service areas, promote cultural understanding and facilitate civil discourse on issues of public interest and importance.

As Central & Northern Michigan's **PBS** and **NPR** station, **WCMU Public Media** is uniquely positioned to share your message with our loyal and established audience.

EDUCATE. INFORM. ENTERTAIN. ENGAGE.



WCMU PUBLIC TELEVISION

WCMU **PBS**

News, Dramas, Documentaries
Fine Arts, Science, Music, and
Lifestyle Television programs.

WCMU **create**

How-to channel for Cooking,
Gardening, Arts, Crafts, Travel
and Home Improvement.

WCMU PBS KIDS 24/7

Kids programming from
the nation's most trusted
educational media provider.



WCMU PUBLIC RADIO

WCMU - Music & NPR News

Music, Local, National and International News,
and Fine Arts programs, on-air and online

WCMU - News & Talk

Stay up to date with the latest local, state,
national and international news

WCMU DIGITAL & PRINT

wcmu.org - NPR & PBS shows streamed live or on-demand.

WCMU App - Reach over 12,000 fans through streaming pre-roll messaging and digital advertising.

WCMU E-Newsletter - With over 40,000 subscribers.

WCMU Program Guide - Reach over 12,000 living rooms across Central & Northern Michigan monthly.

WCMU Public Television Coverage Area



With four full power digital transmitters, **WCMU Public Television** reaches a potential audience of over **2 million people in 42 counties** in Michigan with programs and services that engage, entertain and enlighten. Using high definition studio production facilities and a state-of-the-art mobile production truck, WCMU Public Television locally produces series that inform viewers on issues of importance and programs that showcase the communities we serve.



WCMU PUBLIC TELEVISION LOCAL PRODUCTIONS



Ask The Specialists – This weekly live program allows our audience to call in and ask anonymous questions to our in-studio specialists every Thursday night at 7:30PM. Past guests have included: Doctors, Physical Therapists, Optometrists, Nutritionists, Financial Advisors, Realtors and the DNR!



Capitol Report – Each week, we discuss the latest news and developments that affect us all through one-on-one interviews with representatives of Michigan's government and state Congressional Representatives.



Destination Michigan – An Emmy award-winning Television show produced by WCMU Public Media. Each episode features fun and exciting stories highlighting the hidden treasures across the state of Michigan such as recreational opportunities, attractions and restaurants.



Quiz Central – Top high school students from across the state of Michigan face off in WCMU Public Television's educational and entertaining academic quiz show.



Your Health Matters – Covering a broad range of important health topics that impact our communities. Viewers call in live and ask our guest medical experts relevant questions.



WCMU PROVIDES A BRAND LIFT & ENHANCED CORPORATE IMAGE



#1

PBS VIEWERS ARE MOST LIKELY TO PURCHASE FROM SPONSORSHIP MESSAGES COMPARED TO OTHER NETWORKS OF THE COMPETITIVE SET.



74%

OF PBS VIEWERS APPRECIATE THE CLUTTER-FREE ENVIROMENT



61%

OF PBS VIEWERS SAT THAT SPONSORS ARE "DIFFERENT" AND "BETTER" THAN OTHER NETWORKS.



57%

OF PBS VIEWERS HAVE A MORE FAVORABLE VIEW OF A BRAND FOR SPONSORING PBS.



50%

OF VIEWERS SAY THAT PBS SPONSORS ARE "HIGH-QUALITY BRANDS."

Source: 2019 CitySquares Commercialism Research

OUR SMART PROGRAMMING ATTRACTS SMART VIEWERS.

WCMU Public Television viewers are educated.

They value education and make higher education and lifelong learning priorities for themselves, their children, and their grandchildren.

16%

More likely to have a post-graduate degree.

WCMU Public Television viewers are influential.

They drive trends through word-of-mouth and influence business and social networks.

70%

More likely to be an active member of a group that tries to influence public policy or government.

WCMU Public Television viewers are cultural. They're passionate about the arts and relish music, theatre and museums.

198%

More likely to attend classical music or opera performances.¹

WCMU Public Television viewers are community-minded. They participate in local initiatives and are highly active in their communities.

81%

More likely to serve a charitable organization.



Source: 2019 Doiublebase GfK MRI weighted to Population





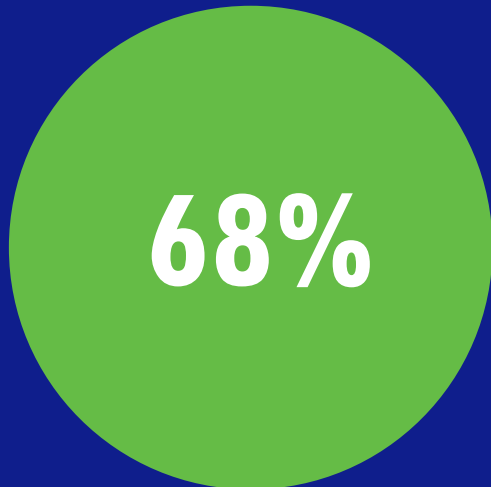
PBS KIDS IS THE UNDISPUTED LEADER
IN CHILDREN'S PROGRAMMING

66% OF ALL
KIDS AGE 2 TO 8
WATCHED PBS
DURING THE 2018-'19 SEASON

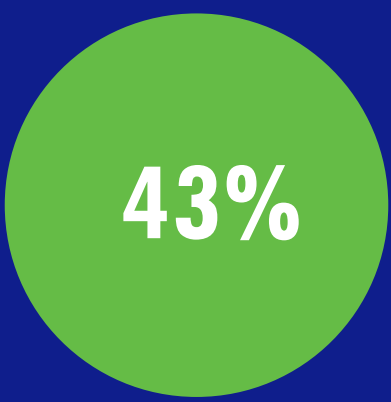
Source: 1. NPOWER, 9/24/2018-9/22/2019, L+7 M-Su 6A-6A TP reach, ALL PBS Stations, 50% unif., 1+min.)

Parents are more likely to purchase products from sponsors
of PBS KIDS than from advertisers on commercial cable.

PBS Kids



Commercial / Cable



Source: Lightspeed Research/SGPTV Viewer Attitudes & Behavior Study, March 2018 n=950



WCMU PBS KIDS engages kids on-air,
online, in the classroom, and in the community.

WCMU PBS Kids 24/7 Channel or Watch the livestream at wcmu.org/tv/pbsKids/

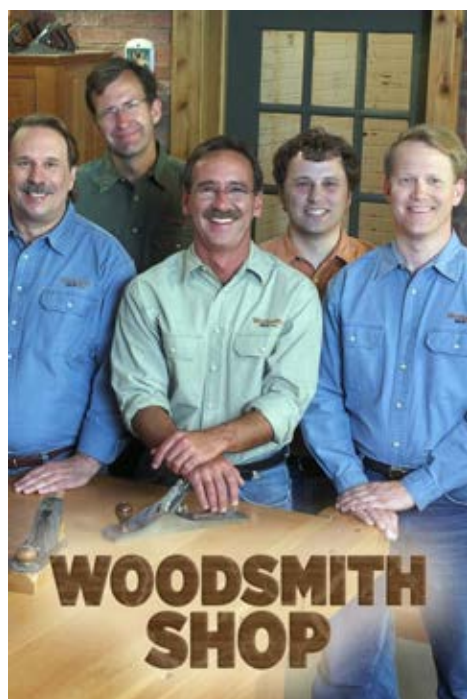


The premier TV channel for how-to programming

Create® TV is a nationwide channel that features viewer-favorite public television “do-it-yourself” series and specials on food, travel, arts and crafts, home and garden and other lifestyle interests. The programs seen on Create TV come from American Public Television, The National Educational Telecommunications Association (NETA) and Public Broadcasting Service (PBS).

Create TV was launched to serve an increasing interest from viewers in the “do-it-yourself” genre. Create was designed for round-the-clock* broadcast of the most popular lifestyle and how-to programming seen on public television – where lifestyle programming got its start!

WCMU launched Create locally in 2010 and has quickly become a favorite among viewers.



COMMUNITY ENGAGEMENT AND OUTREACH

WCMU Public Media believes in the joy of wonder, the value of discovery, and the thrill of a mind opening to a new idea. WCMU strives to be a positive influence in the communities in its coverage area, working hard to be responsive to the needs of our viewers and listeners. We are recognized as a resource for identifying important issues in our communities and offering programs and services that empower individuals to make informed decisions. That's why we're committed to bringing more resources, partnerships, and access to the best quality learning tools around, all for free.

Here are a few ways that you can partner with us with a few examples of our accomplishments:

Community Engagement at WCMU Public Media

Over the years, WCMU applies for and is regularly awarded grants to fund community engagement. While these grants provide base funding for a project or event, often matching funds are required, or additional funds are needed to fulfill WCMU's goals.

PBS/NPR Speakers- PBS/NPR Host appearances at WCMU

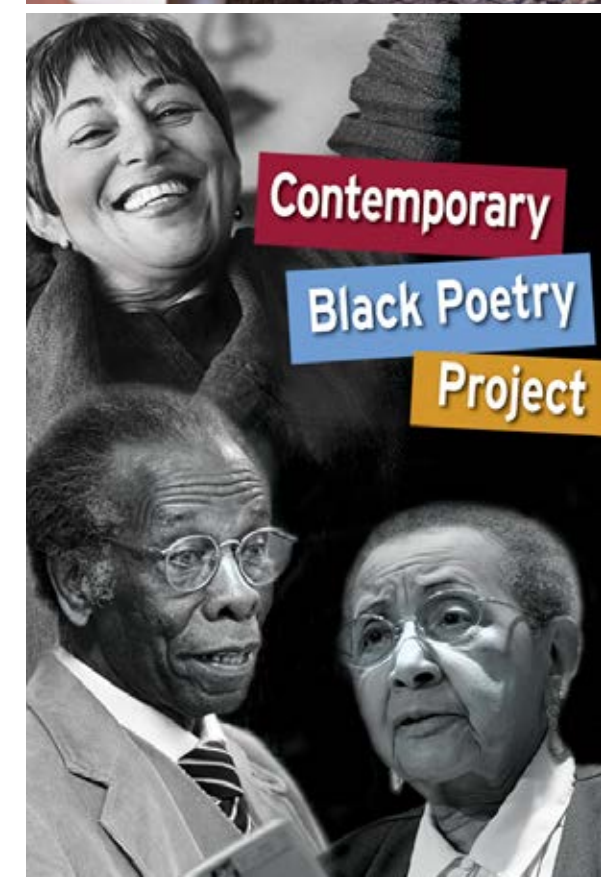
WCMU hosts events with PBS and NPR Speakers. In recent years, we have welcomed Renee Montagne, NPR's former host of Morning Edition, to share her experiences reporting around the world, hosting a national news magazine, and her recent story projects as well as Melissa Block, host of All Things Considered.

Community Events Hosted or Co-Hosted with Community Partners

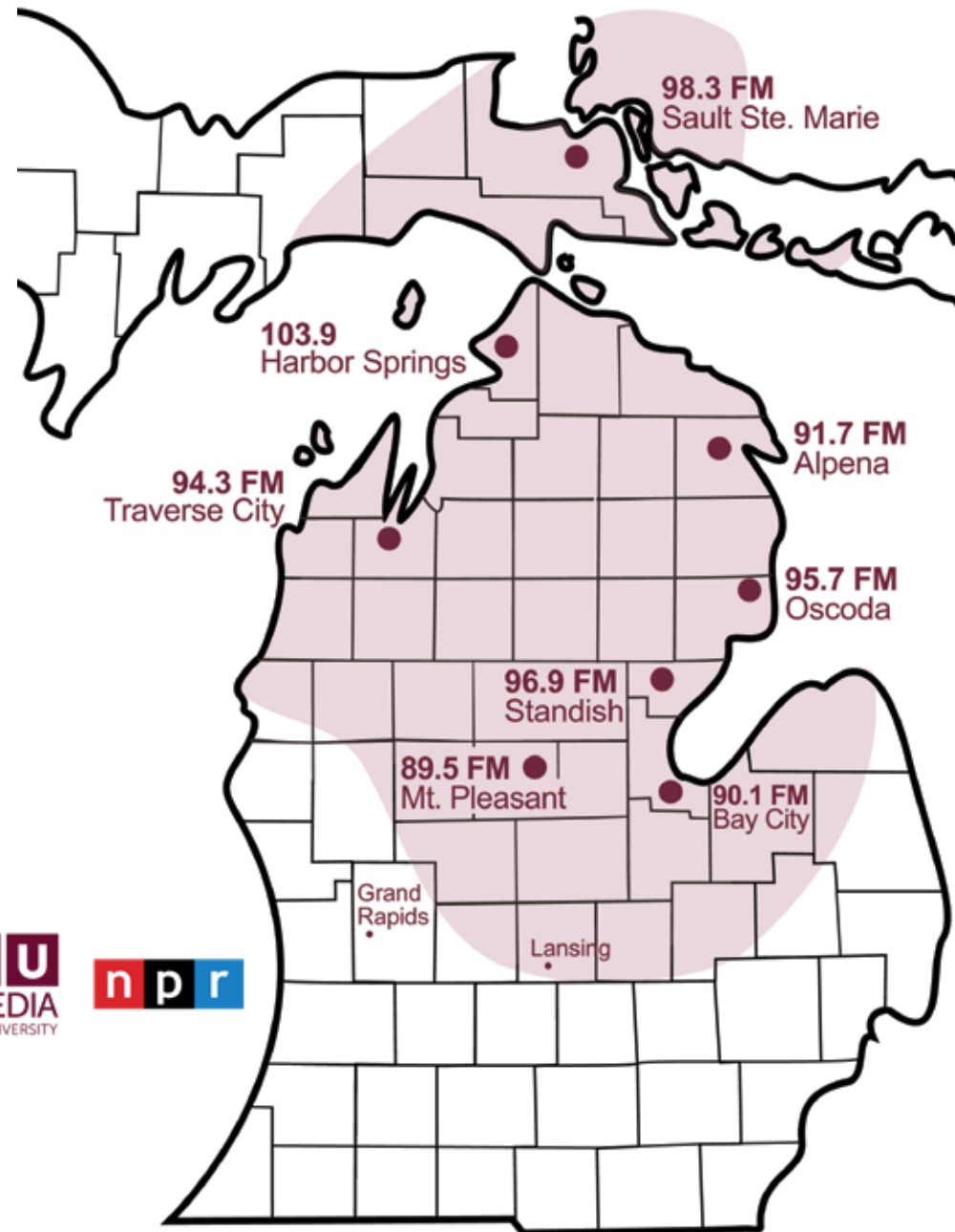
WCMU searches for and welcomes opportunities to collaborate with non-profit organizations to present educational and cultural events for young people. These events are not covered by grants and funding outside its regular budget are needed to cover related expenses.

PBS Kids Character Visits

WCMU recognizes the value of its PBS Kids programming and the thrill children experience when they get to visit with a PBS Kids character. We regularly bring the mascot costumes to sites within our coverage area to participate in local events. From Luna, to Clifford the Big Red Dog, to Arthur, WCMU staff members get a thrill, too, when we see the smiles the characters bring to the faces of our youngest audience members.



WCMU Public Radio Coverage Area



WCMU Public Radio reaches a potential audience of **2 million listeners in 44 Michigan counties** through a network of eight transmitters, bringing the world to central and northern Michigan. Four of the transmitter locations provide two HD transmissions. HD-1 (our main signal) provides a mix of locally produced and network music, news and talk programs. HD-2 offers an all “News & Talk” schedule, including local news content. Both transmissions are available to stream through our website, mobile app, and various smart speakers.



Morning Edition – The most popular news program on public radio, featuring an international team of award-winning journalists, commentators, producers, and analysts, offering a welcome alternative to the talking heads, sound-bite journalism, and confrontational conversation found elsewhere.



Afternoon Classical – Host, Judy Wagley brings a wide range of music to listeners Monday through Thursday from 1pm to 4pm. You’ll hear classic recordings and new releases from the biggest names in the world of music, as well as interviews with Michigan musicians, composers and directors.



Fresh Air – One of Public Radio’s most iconic programs giving listeners a unique perspective on contemporary arts and issues with a broad range of guests and topics. Host, Terry Gross is known for her extraordinary ability to engage guests of all dispositions, resulting in fascinating interviews.



All Things Considered – The longest running and most listened-to, afternoon drive-time, news radio program in the country. Each show consists of the news of the day, insightful features on arts and life, music and entertainment, all brought alive through sound, and enhanced by WCMU’s staff of journalists.



Wait, Wait... Don’t Tell Me! – Host Peter Sagal leads what might be characterized as the news Olympics. Callers, panelists and guests compete by answering questions about the week’s events, identifying impersonations, filling in the blanks at lightning speed, sniffing out fake news items and deciphering limericks



WCMU PUBLIC RADIO

WCMU PUBLIC RADIO LISTENERS ARE EDUCATED, INFLUENTIAL, ACTIVE AND INVOLVED.

7 OUT OF 10 NPR LISTENERS HAVE A BACHELOR'S DEGREE OR HIGHER, COMPARED TO 31% OF THE U.S. POPULATION..

75% PERCENT OF NPR LISTENERS VOTED IN LOCAL, STATE, OR FEDERAL ELECTIONS IN THE PAST YEAR. LISTENERS HAVE STRONG COMMUNITY TIES THAT GIVE THEM UNPARALLELED INFLUENCE IN THEIR SOCIAL AND POLITICAL NETWORKS.

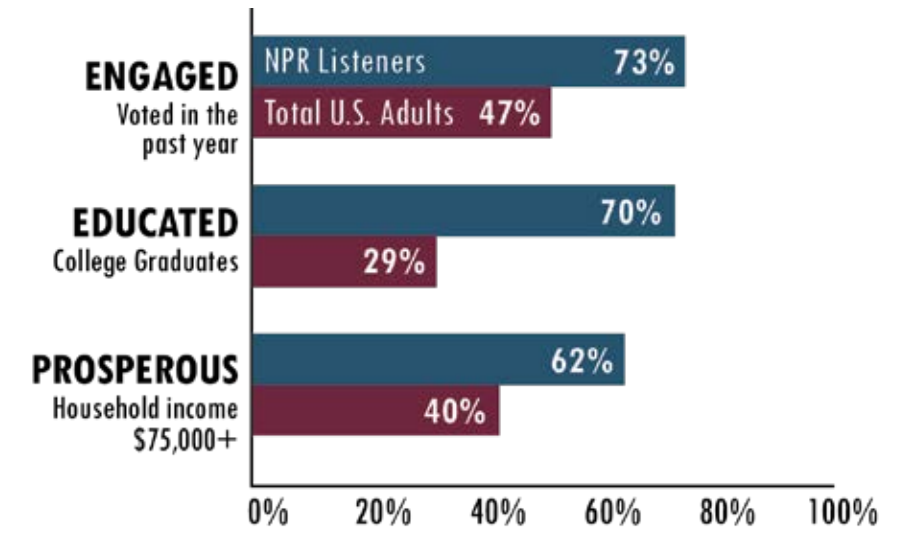
32% OF NPR LISTENERS VISITED MUSEUMS, 20% ATTENDED LIVE THEATRE PERFORMANCES AND 19% ATTENDED ART GALLERIES/SHOWS IN THE PAST YEAR.

NPR LISTENERS ARE 28% MORE LIKELY TO ENJOY LEARNING ABOUT ART, CULTURE & HISTORY.

NPR LISTENERS ARE 17% MORE LIKELY TO BE B2B DECISIONS MAKERS INVOLVED IN ONE OR MORE PURCHASE DECISIONS VALUED AT \$1,000+

Source: Profile 2020, NPR Audience Insights.

COMPARED TO THE U.S. POPULATION AS A WHOLE, NPR LISTENERS ARE...



CURIOUS ABOUT THE WORLD AROUND THEM —

59% more likely than the broader population to own a passport.

INFLUENTIAL IN BUSINESS —

70% more likely to be the president of a company, and twice as likely to work in top management.

PLANNING FOR THE FUTURE —

130% more likely to own at least \$150,000 in investments and

113% more likely to use a financial planner.

LISTENERS CONNECT WITH PUBLIC RADIO SPONSORS

77%

Take action in response to something they heard on NPR.

75%

Hold a more positive opinion of sponsors that support NPR.

69%

Prefer to buy products or services from NPR sponsors.

Source: Lightspeed Research, NPR State of Sponsorship Survey, March 2019.



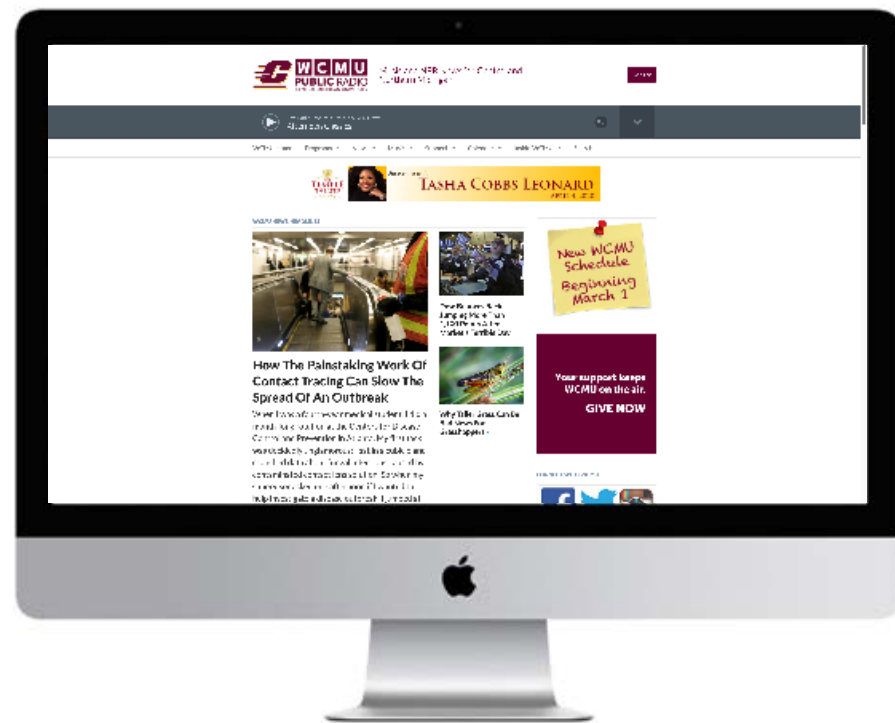
WCMU PUBLIC RADIO



Hey Alexa,
play WCMU...



WCMU DIGITAL MARKETING



REACH OUR ONLINE AUDIENCE
OF OVER 11,000 FANS THROUGH
STREAMING PRE-ROLL MESSAGING
AND DIGITAL ADVERTISING ON WCMU.ORG
AND THE WCMU APP.

App & Web Ad Sizes:

2048x100	768x50	728x90
1024x50	640x100	300x250
1536x100	320x50	

• If design assistance is needed, art direction and copy must be provided 5 days prior to publication

• **Resolution:** 72 DPI, **Color Mode:** rgb, **File Type:** .pdf, .psd, .png, .jpg

WCMU PROGRAM GUIDE

WCMU PUBLIC MEDIA'S PROGRAM GUIDE IS
A FAVORITE COFFEE-TABLE FIXTURE IN OVER
11,000 LIVING ROOMS ACROSS CENTRAL &
NORTHERN MICHIGAN.

Artwork Specs

Outside Color Covers

Print Area 5.5"x 8.5"
(Bleed size 5.625" x 8.75")

Inside Color Covers

Full Page Print Area 5.5"x 8.5"
(Bleed size 5.625" x 8.75")
Full Page No Bleed Print Area 4.5"x 8"
Half Page Print Area 4.5" x 3.875"

Inside B&W Pages

Full Page Print Area 4.5"x 8"
Half Page Print Area 4.5" x 3.875"

• **Resolution:** 300 DPI, **Color Mode:** CMYK, **File Type:** .pdf, .eps, .psd

• If design assistance is needed, art direction and copy must be provided 5 days prior to normal deadline (Normal deadline is the 1st of the previous month. ex. an ad for July would be due 5 days before June 1st).

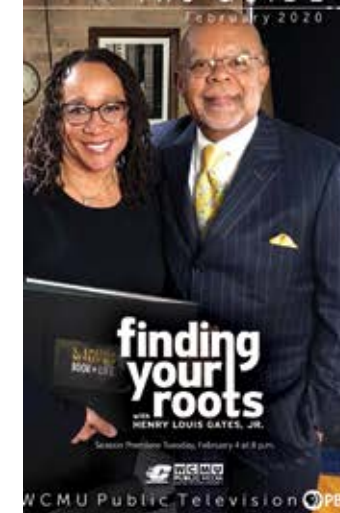
• Providing files? Digital artwork provided as high res files by the 1st of the previous month, with NO BLEED OR CROP MARKS. (ex. an ad for the July magazine is due June 1st.).

WCMU E-NEWSLETTER

BI-WEEKLY EDITIONS OF THE WCMU
E-NEWSLETTER KEEP 40,000 SUBSCRIBERS UP TO
DAY ON WHAT'S COMING UP ON RADIO, SPECIAL
FEATURES ON TELEVISION, AND COMMUNITY
ENGAGEMENT AND EVENTS.

Newsletter Banner Ad size 728 x 90

Resolution: 72 DPI, **Color Mode:** rgb, **File Type:** .pdf, .psd, .png, .jpg



WCMU SPONSORS ARE VALUED IN THE COMMUNITY

"I've been a supporter of WCMU for well over 7 years now and I've tried almost every other form of marketing but nothing has been more effective for my business than being on PBS. I feel great about supporting a non-profit station that produces quality shows that are fun to watch for my entire family."

- Jeff Johnson, Brookhaven Lake

"We have had great response! People love supporting our brand when they know that we are aligned with an organization that shares their values. It really is a perfect fit."

- Chloe Ayers, Sockclub.com

"Habitat for Humanity of Michigan greatly values our partnership with WCMU Public Media and their efforts to help us amplify our mission and message throughout the state of Michigan. Since launching our marketing campaign with WCMU, we have seen significant increases in website traffic, as well as financial benefits in more than 50 ReStores"

- Maureen Savage, Habitat for Humanity of Michigan

"We are continuously told by visitors as well as long term patrons that they have heard or seen FIA related content on WCMU. I can't think of a better partnership than what we have with WCMU Public Media"

- Chene Koppitz, Flint Institute of Arts

OUR COMMUNITIES TRUST AND VALUE WCMU

"I began listening around 1983 and over the years have totally drifted away from commercial radio. There are shows I can't miss. Thank you!"

- Denny T

"Keep up the great work you're doing for all ages. Hope to see more great programs."

- Betsy P

"The only radio station I listen to. It has everything - wonderful music that includes Classica, Jazz, Blues, World Music and terrific, thought-provoking News and Talk programs (plus Wait, Wait... Don't Tell Me for some great humor). Love this station and always have!"

- Sue G

"Awesome station with an amazing line-up"

- Donald S

"Love my local PBS - WCMU"

- Alice D

SPONSORSHIP MAKING YOUR COPY WORK FOR YOU

Sponsorship differs from commercial advertising in both sound and spirit. The public media audience responds best to straightforward information presented in a concise, clear and sincere manner.

SPONSORSHIP CREDITS MAY INCLUDE:

All sponsorship credits must include the legal name of the sponsor and are preceded by the opening phrase "Support comes from..."

WCMU Public TV sponsorship announcements are either 15 or 30 seconds in length.

WCMU Public Radio sponsorship announcements are 20 seconds in length and read live by station announcers.

Information about the company, brand names and descriptions of products and services offered are delivered in a "value neutral", non-promotional manner.

Business location, phone number OR website as well as years in business can be included.

Established slogans stating the company's philosophy or positioning statement can be included if it is keeping with public media copy guidelines.

Guidelines are based on FCC rules and on WCMU Public Media's Policy. They are designed to protect the non-commercial nature of public broadcasting and preserve the style and sound that our audience values and responds to.

SPONSORSHIP CREDITS MAY NOT INCLUDE:

CALLS TO ACTION: i.e. "call", "stop by", "email", "visit", or phrases prompting action

REFERENCES TO PRICE: i.e. "free", "10% off", "complimentary", "no down payment" etc.

CREDENTIALS: i.e. "board certified", "award-winning" etc.

ENDORSEMENTS: i.e., "recommended by New York Times", "the Wall Street Journal says"

INDUCEMENTS TO BUY: i.e. "while supplies last", "special gift", "on sale", "limited offer"

OVERSTATED OF SUBJECTIVE LANGUAGE: i.e. "fun-filled", "enjoyable", "long awaited", "by popular demand", "authentic character", "informed counsel", "professional advice"

QUALITATIVE OR COMPARATIVE LANGUAGE OR CLAIMS: i.e. "best", "greatest", "most reliable", "oldest", "largest", "can improve/provide/teach/expand..."

WORDS SUCH AS: "you", "your", "our" and "we" are not permitted as part of sponsorship language. It suggests personal endorsement on the part of the station.

PBS CONTENT IS...

TRUSTED...

PBS IS #1 IN PUBLIC TRUST.



Graph indicates trust "a great deal" and "somewhat"



CONTENT IS...

IMPORTANT...

85% OF LISTENERS CONSIDER NPR "PERSONALLY IMPORTANT" TO THEM.¹

COMPELLING...

77% OF LISTENERS TAKE ACTION IN RESPONSE TO SOMETHING THEY HEARD ON NPR.²

Source 1. Marketing & Research Resources, Inc. (M&RR) fielded 17 questions via an online survey during the window of January 6-6, 2020. The survey was conducted among a sample of 1,000 adults age 18+, 483 men and 517 women. The results are weighted to be nationally representative of the US adult population. Results presented throughout are for all respondents, unless otherwise noted.

Source 2. Lightspeed Research, NPR State of Sponsorship Survey, March 2019