Where Wisconsin Connects

For more than 100 years, Wisconsin Public Radio has enriched life in the state with free and independent content that informs and inspires individuals and communities.

We share the best of the nation and the world with Wisconsin.

425,500 Listeners
Weekly statewide listeners

961,000 Visitors
Monthly reach of wpr.org

47,000 Inboxes
Monthly reach of email newsletters

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1) 2019 Ranker Report Export from TAPSCAN Web
2) Average monthly pageviews to wpr.org, January – December 2019

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The best state and national talk, news and entertainment from WPR and NPR.
The Ideas Network

We believe that the open exchange of ideas and information helps Wisconsin thrive. That’s why we offer the best state and national talk from Wisconsin Public Radio and NPR.

Join us on the never-ending search for understanding.

278,800 Listeners\(^1\)
Weekly listeners to The Ideas Network

961,000 Visitors\(^2\)
Monthly reach of wpr.org

47,000 Inboxes
Monthly reach of email newsletters

\(^1\) 2019 Ranker Report Export from TAPSCAN Web
\(^2\) Average monthly pageviews to wpr.org,
January – December 2019
NPR News and Music

WPR’s and NPR’s award-winning journalists report on urgent issues every day, while also taking a deeper look at the economic, political and cultural fabric of Wisconsin. World-renowned musicians are heard side by side with some of Wisconsin’s best artists to keep you focused at work and entertained at home.

196,800 Listeners
Weekly listeners to NPR News and Music

961,000 Visitors
Monthly reach of wpr.org

47,000 Inboxes
Monthly reach of email newsletters

1) 2019 Ranker Report Export from TAPSCAN Web
2) Average monthly pageviews to wpr.org, January – December 2019

The best state and national talk, news and entertainment from WPR and NPR.
Public radio is a clutter-free oasis for sponsors

On WPR sponsor announcements air for **no more than 2 min/hour** and we run **no more than 2 in a row**

Broadcast Your Message in a Clutter Free Environment

WPR airs no more than 2 minutes of sponsor announcements per hour and no more than 2 announcements in a row, compared to commercial radio, which runs up to 18 minutes of commercials per hour.

Our account executives work together with you to craft messages that our listeners want to hear. Your unique 15-second message will be clear, concise and informative — the kind of message listeners have been shown to respond to.

**WPR listeners act on the messages they hear and do business with those who support the station.**
Interests and Buying Habits

Public radio listeners are connected and highly engaged in their community.

They Have Buying Power

$96,600 median household income
$425,000 median home value

They’re Engaged

133% more likely to attend art galleries or shows
206% more likely to contribute to arts and cultural organizations

They Invest

60% more likely to purchase financial investments
103% more likely to enlist services of a personal money manager

They Influence

200% more likely to be influencers* in the community

*An influencer is a person that participates in 3 or more community or public service activities on a regular basis.

Source: 2019 NPR Audience Profile

“This is the first year that we used WPR to promote Jazz at the Trout and it is the first year we sold out every show!”

Christina Turner
President
Trout Museum of Art
Demographics — The Ideas Network

53% Male  47% Female  61% College Graduates

**Our listeners are...**

179% more likely to have a **post-graduate degree***

79% more likely to earn a **household income of $250K+***

91% more likely to hold a **position in upper management***

* Source: 2019 NPR Audience Profile

Source for all but starred data: Fall/Spring 2019 Ranker Report Export from TAPSCAN Web
Demographics — NPR News & Music

51% Female  49% Male  71% College Graduates

Our listeners are...
179% more likely to have a post-graduate degree*
79% more likely to earn a household income of $250K+*
91% more likely to hold a position in upper management*

* Source: 2019 NPR Audience Profile

Source for all but starred data: Fall/Spring 2019 Ranker Report Export from TAPSCAN Web
The Halo Effect
Create a bond with WPR listeners.

The partnership between corporate underwriters and listeners is a bond that is unique to public broadcasting. Our listeners prefer to do business with companies that support public radio.

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

77% of listeners take action in response to a public radio sponsorship announcement.

56% of listeners find public radio sponsors to be more credible companies.

“We love it when our guests tell us they heard about us on the radio. It’s a great partnership!”

Stacey Kalas
Communications/Marketing Coordinator
Franciscan Spirituality Center

Source: 2019 NPR Audience Profile
Broadcast Guidelines

Announcements on WPR are different than those you hear on commercial radio. Some of the differences are required by the Federal Communications Commission (FCC), and some are policies of WPR, but the sound of the station is one of the reasons our announcements are so successful for clients. With fewer ads, higher standards and a large and loyal audience, your message won’t just be played, it will be noticed and heard. WPR has established the following guidelines and retains final editorial authority over all announcement copy.

Each announcement MUST:

• Be limited to 15 seconds in length
• Begin with either “Support for WPR comes from...” or “Support also comes from...”
• Contain the name of the business sponsor

Announcement copy MAY contain:

• Contact Information — Location, phone number and/or website of business
• Description — A value-neutral description of no more than three major products and/or services
• Slogan — An established company slogan is usually allowable with documented use

Announcement copy may NOT contain:

• Value — Price and sales information or value of any kind, such as “free,” “specials,” and “affordable”
• Calls to action such as “call,” “visit,” or “learn more”
• Qualitative, comparative and subjective or promotional language such as “unique,” “oldest,” and “enjoyable”. This includes awards, endorsements and certifications among other things
• First-person references “I, our, my, we” and second-person references, such as “you, your, you’re”
Sample Language
The following examples will help you prepare your message for broadcast. If you have questions, please contact us at any time.

Port Washington Tourism
Support for WPR comes from Port Washington Tourism, with gourmet dining, boutique shopping, hiking, and more. Nestled on the shores of Lake Michigan. Visitor guide and events are at Visit-Port-Washington-dot-com.

Oneida Nation
Support for WPR comes from the Oneida Nation Tourism Department, providing reservation tours and an array of cultural experiences, including dance performances, storytelling and hands-on demonstrations. Explore-Oneida-dot-com.

Minnesota Marine Art Museum

Quilt Peddler
Support for WPR comes from The Quilt Peddler in Fennimore Wisconsin, specializing in quilting fabrics and supplies, offering a nostalgic shopping experience. More about the Quilt Peddler in Fennimore is at Quilt-Peddler-L-L-C-dot-com