



Public Media

# MEDIA KIT

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## TELEVISION:



398,000 VIEWERS A WEEK  
(ADULTS 18+)



## RADIO:

90.1 FM HD1 **npr**

NEWS & TALK  
166,000 LISTENERS PER WEEK  
\*PPM FEBRUARY 2019

90.1 FM HD2 **npr**

MUSIC & STORYTELLING



## DIGITAL:

### WFYI MEMBERS MAGAZINE

- 15,000 printed (*sent monthly*)
- 3,500 digital subscriptions (*sent monthly*)

### WFYI.ORG

- 87,019 unique visitors (*average per month*)\*
- 54,168 weekly visitors to streaming radio\*



### WFYI E-NEWS

- Over 37,000 subscribers (*sent every other Thursday*)

## EVENTS:

- WFYI Trivia Night Fundraiser - March 2020 - 600+ attendees
- WFYI News & Brews - Quarterly - 100+ attendees
- Listen Up Speaker Series - 500 - 2000 attendees each
- British Telly Club - Annual Events - 100+ attendees



SOURCE: \*Google Analytics 1/1/2019 - 4/1/2019 and StreamGuys Data 2019

**Increase your visibility before a large and loyal audience.**

"I budgeted for a break even point at 100 in attendance and we had three times that many. So, it was a very successful event."  
(In reference to an event that was promoted on WFYI) — Reba Boyd Wooden Executive Director, Center for Inquiry Indiana



## Radio Coverage



**TUNE IN ONLINE**  
WFYI.ORG FOR LIVE STREAMING  
AND PODCASTS

### Simulcast on:

89.7 WISU, Terre Haute  
89.5 WFCI, Franklin  
91.3 WNDY, Crawfordsville



## Television Coverage



**TUNE IN ONLINE**  
WFYI.ORG FOR LIVE STREAMING

### Free Over the Air

WFYI 1 (HD) - 20.1  
WFYI 2 (WFYI's PBS Kids) - 20.2  
WFYI 3 (Create) - 20.3

AT&T U-Verse (Indianapolis)  
WFYI 1 (SD) - 20  
WFYI 1 (HD) - 1020

BrightHouse Cable (Indianapolis)  
WFYI 1 (SD) - 20 (basic cable)  
WFYI 1 (HD) - 349 (digital cable)  
WFYI 2 - 350 (digital cable)  
WFYI 3 - 351 (digital cable)



Comcast Cable (Indianapolis)  
WFYI 1 (SD) - 3 (basic cable)

WFYI 1 (HD) - 240 & 1020  
WFYI 2 - 241  
WFYI 3 (Create) - 242

DirectTV (Indianapolis)  
WFYI 1 (SD/HD) - 20

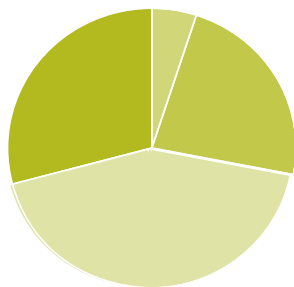
Dish Network (Indianapolis)  
WFYI 1 (SD) - 20/8456

**Listeners favor sponsors because they sponsor NPR.**

62% of NPR listeners prefer to buy products or services from NPR sponsors.

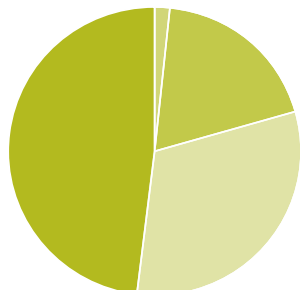


## AGE



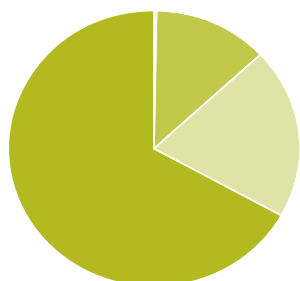
18 - 24	12.0%
25 - 34	18.3%
35 - 54	35.1%
55 +	34.6%

## ANNUAL INCOME



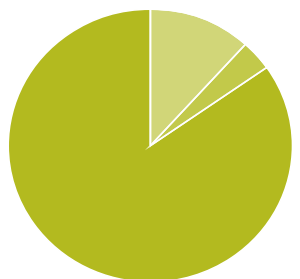
< \$25K	17.6%
\$25K - 50K	20.9%
\$50K - 75K	17.7%
\$75K +	43.8%

## EDUCATION



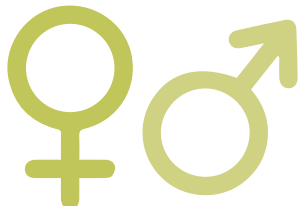
H.S. OR LESS	6.1%
H.S. GRADUATE	32.6%
SOME COLLEGE	28.9%
COLLEGE DEGREE OR MORE	61.3%

## ETHNICITY



BLACK	11.9%
HISPANIC	3.5%
OTHER	84.6%

## GENDER



FEMALE	52%
MALE	48%

## THE FACTS:

WFYI's radio audience is more likely than the average Indianapolis radio listener to...

### • BE AN ARTS PATRON

- 180% more likely to have attended live theatre in the last year.
- 178% more likely to collect art or attend an arts festival
- 265% more likely to have visited an art museum in the last year.

### • HAVE AN ADVANCED DEGREE

- 164% more likely to have a college degree.
- 293% more likely to have an advanced college degree.

### • BE ENGAGED IN THEIR COMMUNITIES

- 72% more likely to have volunteered for a charitable organization in the last year.
- 193% more likely to contribute to a charitable organization.
- 133% more likely to have voted in a local election.

### • INFLUENCE BUSINESS BANKING DECISIONS

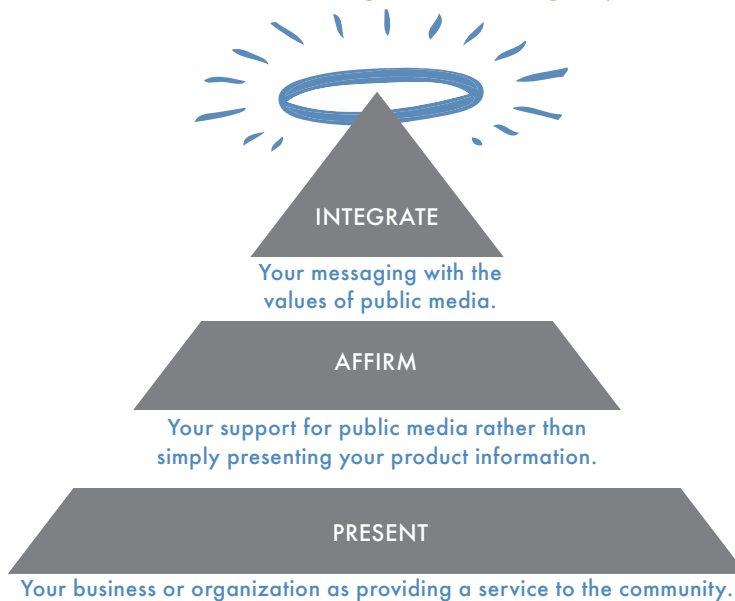
- 81% more likely to be involved with business purchases worth \$1,000,000+.

### • BE A BUSINESS DECISION MAKER

- 171% more likely to be a business owner, partner or self employed.
- 129% more likely to work in management

SOURCE: Nielsen Mediaview TAPSCAN Jan 2017 - Feb 2018

## THE HALO EFFECT:



SOURCE: \*Jacobs Media 2010 & 2013

SOURCE: NIELSEN AUDIO 13 MONTH AVERAGE JULY 2018-AUGUST 2019

## Break through the media clutter.

WFYI 90.1 FM HD-1 Public Radio contains 3:30 minutes of non-programming time per hour, compared to 16-26 minutes of non-programming time per hour on commercial radio.



## MONDAY - FRIDAY

5 am	Morning Edition
9 am	BBC Newshour
10 am	1A
Noon	Fresh Air
1 pm	All IN
2 pm	Here & Now
4 pm	All Things Considered
6 pm	Indiana Week in Review (Fri)
6:30 pm	Marketplace
7 pm	Fresh Air (Mon - Thur) Freakonomics Radio (Fri)
8 pm	The Moth (Mon) Stolen Moments (Tue) A Cultural Manifesto (Wed) Curious Mix (Thur) This American Life (Fri)
9 pm	Special Programming (Mon) Conversations from the World Cafe (Tue) Snap Judgment (Wed) On Being (Thur) Radiolab (Fri)
10 pm	Indianapolis Chamber Orchestra (Mon) Indianapolis Symphony (Tue) Harmonia (Wed) Classics by Request (Thur) Alt Latino/All Songs Considered (Fri)
11 pm	BBC News

## SATURDAY

5 am	BBC World Service
6 am	Monthly Specials
6:30 am	Indiana Week In Review
7 am	The Pulse
8 am	Weekend Edition
10 am	Planet Money/How I Built This
11 am	Wait, Wait...Don't Tell Me
Noon	TED Radio Hour
1 pm	This American Life
2 pm	Snap Judgment
3 pm	The Moth
4 pm	Radiolab
5 pm	All Things Considered
6 pm	Live From Here with Chris Thile
8 pm	The Blues House Party
10 pm	A Cultural Manifesto
11 pm	Alt Latino/All Songs Considered
12 am	BBC News

## SUNDAY

5 am	BBC World Service
6 am	Rick Steves
7 am	On Being
8 am	Weekend Edition
10 am	A Way With Words
11 am	Ask Me Another
Noon	Wait, Wait...Don't Tell Me
1 pm	Live Wire
2 pm	It's Been A Minute with Sam Sanders
3 pm	Curious Mix
4 pm	The Splendid Table
5 pm	All Things Considered
6 pm	Stolen Moments
7 pm	Conversations from the World Cafe
8 pm	Live From Here with Chris Thile
10 pm	Indianapolis Symphony Orchestra
11 pm	Hearts of Space
12 am	BBC News

## WFYI 90.1 HD2 - THE POINT

### MONDAY - FRIDAY

5 am	<b>XPoNential Radio</b>
10 am	<b>Film Soceyology (Monday)</b> <b>Specials (Tuesday)</b> <b>A Cultural Manifesto (Wednesday)</b> <b>@ The Point (Thursday)</b> <b>Eat Drink Indiana Radio (Friday)</b>
2 pm	<b>Joyful Noise Hour (Tuesday and Friday)</b>
11 am - Overnight	<b>XPoNential Radio</b>

### SATURDAY

5 am	<b>XPoNential Radio</b>
7 am	<b>Curious Mix</b>
10 am	<b>Film Soceyology</b>
11 am	<b>Eat Drink Indiana Radio</b>
1 pm	<b>Cultural Manifesto</b>
2 pm	<b>Specials</b>
3 pm	<b>@ The Point</b>
4 pm	<b>Weekly Special</b>
5 pm - Overnight	<b>XPoNential Radio</b>

### SUNDAY

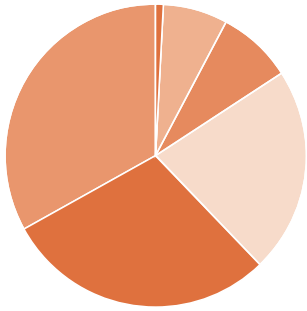
5 am	<b>XPoNential Radio</b>
Noon	<b>Fresh Air Weekend</b>
1 pm	<b>Travel with Rick Steves</b>
2 pm	<b>Film Soceyology</b>
3 pm	<b>The Treatment/All Songs Considered</b>
4 pm	<b>Folk Tales</b>
5 pm	<b>Bonjour Chanson</b>
6 pm	<b>Classics by Request</b>
7 pm	<b>Hearts of Space</b>
8 pm - Overnight	<b>XPoNential Radio</b>

Radio schedule is likely to change, please contact your Account Executive for more information.

**Associate your brand with engaging programming.**

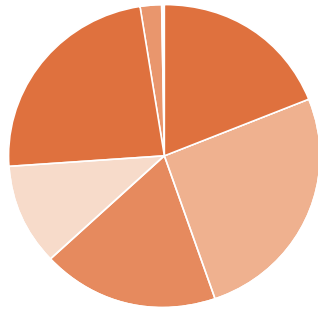
We enjoy watching and listening to intelligent Television and Radio. Your programing helps us engage our minds and grow in knowledge. Keep up your good work. —  
WFYI Member in Carmel

## AGE



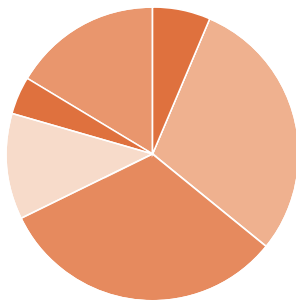
18 - 20	5.1%
21 - 34	25.4%
35 - 49	23.5%
50 - 54	9.5%
55 - 64	16.5%
65 +	20%

## ANNUAL INCOME



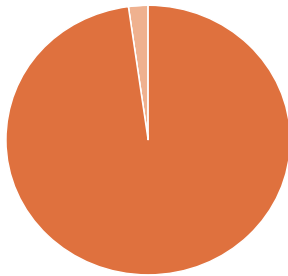
<\$35K	28.3%
\$35 - 49K	13.7%
\$50 - 74K	18.2%
\$75 - 99K	14.6%
\$100 - 249K	23.3%
\$250K +	2%

## EDUCATION



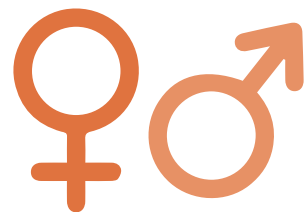
H.S. OR LESS	8.3%
H.S. GRADUATE	32.1%
SOME COLLEGE	24.1%
COLLEGE DEGREE	14%
SOME ADV. DEGREE	7.2%
ADV. DEGREE	14.3%

## ETHNICITY



WHITE	84%
OTHER	16%

## GENDER



FEMALE	51.5%
MALE	48.5%

SOURCE: Nielson - Indianapolis Release 2, August 2019 M-SAT CUME

## THE FACTS:

WFYI's television audience is more likely than the average Indianapolis television viewer to...

## BE AN ARTS PATRON\*\*

**103%** more likely to attend art galleries and shows.  
**126%** more likely to attend a live theatre show, classical music or opera performances.

## BE A LIFE LONG LEARNER\*\*

**8%** more likely to attend adult education courses of some kind.

## HAVE AN ADVANCED DEGREE\*\*

**166%** more likely to have an advanced degree.

SOURCE: \*NIELSEN PRIME LINGO DATA JANUARY 2018

## NATIONAL STUDIES CONFIRM PBS IS #1 IN PUBLIC TRUST\*

**#1** in public trust.

An **"excellent"** use for tax dollars.

The **most fair** network for news and public affairs.

## REACH YOUR TARGET AUDIENCE

When it comes to high-quality, award-winning television, WFYI has the best sponsorship opportunities on TV, including primetime series like Antiques Roadshow, MASTERPIECE and NOVA, an award-winning children's lineup, and your favorite lifestyle shows.

CHILDREN'S PROGRAMMING | DRAMA & PERFORMANCE  
 HISTORY & DOCUMENTARIES | NEWS & PUBLIC AFFAIRS  
 SCIENCE & NATURE | LIFESTYLE | LOCAL DOCUMENTARIES



Masterpiece:  
Poldark



Antiques Roadshow

## WFYI 3: CREATE

More often called "do-it-yourself", the program genres seen on Create TV include viewers' favorite public television series and specials on cooking, travel, arts and crafts, gardening, home improvement and other lifestyle interests.

## LIFESTYLE PROGRAMMING:

COOKING | TRAVEL | ARTS & CRAFTS  
 GARDENING | HOME IMPROVEMENT | LOCAL

Break through the media clutter.

WFYI 1 Public Television contains 2:07 minutes of non-programming time per hour, compared to 14:04 minutes of non-programming time per hour on commercial television.



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
5:30PM	DW THE DAY					SPECIALS	RICK STEVES' EUROPE	
6:00PM	PBS NEWS HOUR					PBS NEWS HOUR WEEKEND	PBS NEWS HOUR WEEKEND	
6:30PM						ARTS & ENTERTAINMENT PROGRAMMING	NEWS & PUBLIC AFFAIRS	
7:00PM	BBC WORLD NEWS AMERICA				INSIDE INDIANA BUSINESS	THE LAWRENCE WELK SHOW	LIFESTYLE & TRAVEL	
7:30PM	LIFESTYLE & TRAVEL	LOCAL PROGRAMMING	LIFESTYLE & TRAVEL	LOCAL PRODUCTIONS				
8:00PM	ANTIQUES ROADSHOW	FINDING YOUR ROOTS	NATURE	THIS OLD HOUSE HOUR	WASHINGTON WEEK	BRITISH TELLY CLUB PROGRAMMING	MASTERPIECE PROGRAMMING	
8:30PM					INDIANA WEEK IN REVIEW			
9:00PM	NO PASSPORT REQUIRED	SPECIALS	NOVA	SPECIALS	ARTS & ENTERTAINMENT PROGRAMMING			
9:30PM								
10:00PM	NEWS & PUBLIC AFFAIRS	SPECIALS	SPECIALS	SPECIALS				
10:30PM								
11:00PM	BBC WORLD NEWS AMERICA				INDIANA LAWMAKERS	ARE YOU BEING SERVED?	AUSTIN CITY LIMITS	
11:30PM	AS TIME GOES BY				CONSUELO MACK WEALTHTRACK			

### PROGRAM CATEGORIES

NEWS & PUBLIC AFFAIRS	SCIENCE & NATURE
LIFESTYLE & TRAVEL	BRITISH
ARTS & ENTERTAINMENT	VARIABLE

Television schedule is subject to change - check [wfyi.org](http://wfyi.org) for up to date information.

## PBS NATIONAL PROGRAMMING HIGHLIGHTS

**FRONTLINE** – Frontline is investigative journalism that questions, explains and changes our world, telling stories others can't or won't. Since it first aired, there have been over 600 in depth documentaries. (NEWS)

**MASTERPIECE** – Masterpiece presents beloved programming from classics such as Bleak House, popular favorites Downton Abbey and Sherlock, as well as mysteries including Endeavour, Inspector Lewis, Wallander, starring Kenneth Branagh and more. (ARTS)

**NATURE** – Nature delivers the best in original natural history films to audiences nationwide. Over the years, NATURE has brought the beauty and wonder of the natural world into American homes, becoming in the process the benchmark of natural history programs on American television. (HUMAN EXPERIENCE)

For more information on WFYI's programming, please visit [wfyi.org/programs](http://wfyi.org/programs)

Great source for the arts, entertainment and current events.

"I have yet to find a better source of arts, entertainment and current events. I do not know what I would do without public radio and television. Thank you for providing such a vital resource to Indianapolis." — WFYI Member in Indianapolis



## WFYI 1

6:00 AM	Daniel Tiger's Neighborhood
6:30 AM	Dinosaur Train
7:00 AM	Ready Jet Go!
7:30 AM	Nature Cat
8:00 AM	Wild Kratts
8:30 AM	Molly of Denali
9:00 AM	Xavier Riddle and the Secret Museum
9:30 AM	Let's Go Luna!
10:00 AM	Peg + Cat
10:30 AM	Daniel Tiger's Neighborhood
11:00 AM	Sesame Street
11:30 AM	Sesame Street
12:00 PM	Super Why!
12:30 PM	Cat in the Hat Knows A Lot About That!
1:00 PM	Xavier Riddle and the Secret Museum
1:30 PM	Splash and Bubbles
2:00 PM	Pinkalicious & Peterrific
2:30 PM	Peg + Cat
3:00 PM	Nature Cat
3:30 PM	Wild Kratts
4:00 PM	Molly of Denali
4:30 PM	Ready Jet Go!
5:00 PM	Odd Squad



### POWER PARENTS\*

- Over 40% of PBS KIDS Viewers are adults over the age of 18
- 76% of parents watch at least half the time with their kids.
- 79% of Children ages 2-11 watch PBS.
- 85% of mothers would purchase products and services from a company that sponsors PBS KIDS, all other things being equal.

SOURCE: NTI Oct. 10-11

### #1 IN PUBLIC TRUST\*\*

Recent national studies confirm that PBS is:

- #1 in public trust.
- An "excellent" use of tax dollars.
- The most fair network for news and public affairs.
- The #1 educational TV/media brand, for PBS KIDS.
- The safest on-air and online destination, for PBS KIDS.

SOURCE: \*\*CARAVAN ORC International, January 2014

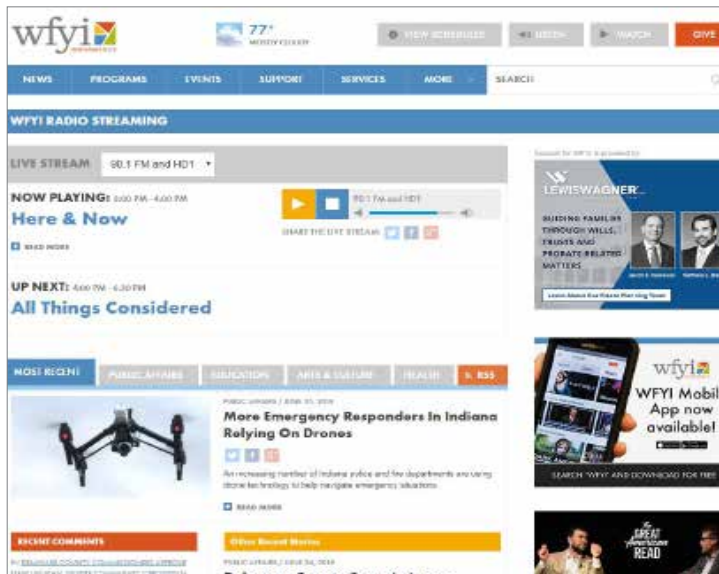
**PBS is America's largest classroom.**

"PBS Kids is the #1 educational media brand. And is a trusted and safe place for children to watch and visit online."

## WFYI 2



6:00 AM	Cyberchase
6:30 AM	Cyberchase
7:00 AM	Arthur
7:30 AM	Odd Squad
8:00 AM	Ready Jet Go!
8:30 AM	Peg + Cat
9:00 AM	Clifford The Big Red Dog
9:30 AM	Pinkalicious & Peterrific
10:00 AM	Sesame Street
10:30 AM	Super WHY!
11:00 AM	WordWorld
11:30 AM	Splash and Bubbles
12:00 PM	Sid the Science Kid
12:30 PM	Caillou
1:00 PM	Bob the Builder
1:30 PM	Peep and the Big Wide World
2:00 PM	Sesame Street
2:30 PM	Daniel Tiger's Neighborhood
3:00 PM	Daniel Tiger's Neighborhood
3:30 PM	Pinkalicious & Peterrific
4:00 PM	Wild Kratts
4:30 PM	Wild Kratts
5:00 PM	Let's Go Luna!
5:30 PM	Nature Cat
6:00 PM	Wild Kratts
6:30 PM	Wild Kratts
7:00 PM	Xavier Riddle and the Secret Museum
7:30 PM	Molly of Denali
8:00 PM	Odd Squad
8:30 PM	Arthur
9:00 PM	Ready Jet Go!
9:30 PM	Wordgirl
10:00 PM	Sesame Street
10:30 PM	Daniel Tiger's Neighborhood
11:00 PM	Daniel Tiger's Neighborhood
11:30 PM	Pinkalicious & Peterrific
12:00 AM	Cat in the Hat Knows A Lot About That!
12:30 AM	Dinosaur Train
1:00 AM	Ready Jet Go!
1:30 AM	Nature Cat
2:00 AM	Wild Kratts
2:30 AM	Wild Kratts
3:00 AM	Xavier Riddle and the Secret Museum
3:30 AM	Molly of Denali
4:00 AM	Odd Squad
4:30 AM	Arthur
5:00 AM	Ready Jet Go!
5:30 AM	Wordgirl



## NPR LISTENERS ARE...\*

- 250% more likely to be an arts patron (advanced degree, \$100K+ income and attend cultural events)
- 150% more likely to have an advanced degree
- 100% more likely not to be exposed to TV in an average week
- 100% more likely to influence business banking decisions
- 100% more likely to be a B2B decision maker

SOURCE: Sources: (On air reach) Fall 2018 ACT 1 based on Nielsen Nationwide, Persons 12+, Mon-Sun. © 2018 The Nielsen Company. May not be quoted or reproduced without the prior written permission of Nielsen. (Online reach) Google Analytics, 3-month average, October-December 2018. (Engagement): (NPR Listeners) Lightspeed Research, State of Sponsorship Survey, March 2017; \*NPR Impact Study, NPR Listens, January 2017; (NPR.org Users) Local-National Survey on NPR.org, May 2017; NPR Impact Study November 2015; (NPR Podcast Users) NPR Podcast User Surveys, Fall 2016.

## NPR AUDIENCE INFORMATION

### LISTENERS CONNECT WITH NPR SPONSORS:

**83%**

of listeners take action in response to an NPR sponsorship announcement...

**76%**

of NPR podcast users have taken action based on NPR sponsorship announcement...

**87%**

of listeners discuss content with friends, family, and colleagues.\*\*

**75%**

of users hold a more positive opinion of companies that support NPR.org\*\*

**54,168**

UNIQUE VISITORS TO STREAMING RADIO (AVERAGE PER MONTH)

**261,048**

ACCESSES OF STREAMING RADIO

(PER MONTH VIA WFYI.ORG/LISTEN-NOW, TUNE IN RADIO APP, NPR APP, WINDOWS MEDIA PLAYER AND INTERNET RADIO)

**13:09**

AVERAGE ONLINE LISTENING DURATION

### AUDIENCE STREAMING FROM:

INDIANAPOLIS, CARMEL, FISHERS, BLOOMINGTON, ZIONSVILLE, NOBLESVILLE, GREENWOOD, AVON, BROWNSBURG, AND COLUMBUS

SOURCE: \*Google Analytics Reports and Stream Guys Reporting from Jan 1 - March 31, 2019

**NPR takes you across the world with great reporting.**

"I have a predictable, isolated desk position. I nearly lost my mind until I discovered NPR. From my little cubicle, I travel the world, speak with fascinating people and expand my mind. I am very happy to support WFYI. It's cheaper than therapy!" — WFYI Member in Westfield



## WE ARE HERE TO HELP :

We work with sponsors every step of the way - from ideas to finished production - to make sure the underwriting announcements convey a desired message and comply with FCC guidelines.

## ON-AIR MESSAGES MAY CONTAIN :

- THE ORGANIZATION NAME
- BRIEF, NON-QUALITATIVE, VALUE-NEUTRAL DESCRIPTION OF PRODUCTS OR SERVICES
- LOCATION
- THE ORGANIZATION'S WEB ADDRESS OR PHONE NUMBER

## ON-AIR MESSAGES MAY NOT CONTAIN :

- QUALITATIVE LANGUAGE OR FACTS THAT CANNOT BE PROVEN
- COMPARATIVE LANGUAGE (BETTER, BEST, OLDEST, LARGEST, ETC.)
- A CALL TO ACTION (VISIT OUR STORE, ORDER NOW ETC.)
- REFERENCES TO PRICE OR VALUE
- PERSONAL PRONOUNS (YOU, YOUR, WE, OUR ...)

WFYI is governed by regulations and policies pertaining to non-commercial broadcasts adopted by the Federal Communications Commission and the Corporation for Public Broadcasting.

Our audience values this characteristic as part of what makes public media unique in sound and substance.

## ON-AIR GUIDELINES:

- Underwriters must be identified by name (almost always at the beginning of the spot due to the pre-amble that precedes it)
- The message may include factual, value-neutral descriptive information about the underwriter's products, product line or services
- The information may not be qualitatively or promotionally descriptive, but may include location, phone number, website, etc.
- The message may include the underwriter's well-established, trademarked corporate tag line
- The message may include brand or trade names that help identify the underwriter, but that do not promote nor induce to buy
- Talent from WFYI will voice underwriting messages either pre-recorded or as a live read during broadcast
- Radio Scripts: To help preserve the NPR sound, limit the number of syllables in a :15 script to 60-70 syllables.

Radio on-air messages may be purchased in :10 and :15 live reads. Television on-air messages may be purchased in :10, :15 and :30 pre-produced spots.

Underwriting schedules can be purchased for any length of contract. Your Account Executive can suggest specific programs and frequencies to meet your organization's goals.

WFYI reserves the right to refuse any underwriting messages or sponsorships that may offend its audience or are in conflict with WFYI's image, mission or interest. All messages are subject to FCC guidelines and decisions are made on a case-by-case basis. WFYI will not accept underwriting from companies who solely deal in distilled spirits, tobacco or firearms, and cannot air messages that express a view with respect to a matter of public interest.

# WFYI PUBLIC MEDIA

317-636-2020

1630 N. Meridian Street  
Indianapolis, IN 46202

Listeners connect with public radio sponsors.

"65% of NPR listeners hold a more positive opinion of sponsors that support NPR. 62% agree NPR is selective about companies that sponsor its programming. 59% prefer to buy products or services from NPR sponsors."