**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

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**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
Listeners favor sponsors because they sponsor NPR.

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

INTEGRATE
Your messaging with the values of public media.

AFFIRM
Your support for public media rather than simply presenting your product information.

PRESENT
Your business or organization as providing a service to the community.

**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.
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
Break through the media clutter.

WFYI 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.

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

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

LIVING ROOM DECO

SOURCE: Nielsen - Indianapolis Release 2, August 2019 M-SAT CUME
**WFYI 1 PUBLIC TELEVISION SCHEDULE (Prime Access/Prime Time)**

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
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<tbody>
<tr>
<td>5:30PM</td>
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<tr>
<td>6:00PM</td>
<td></td>
<td>PBS NEWS HOUR</td>
<td>PBS NEWS HOUR WEEKEND</td>
<td>PBS NEWS HOUR WEEKEND</td>
<td>ARTS &amp; ENTERTAINMENT PROGRAMMING</td>
<td>NEWS &amp; PUBLIC AFFAIRS</td>
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<tr>
<td>6:30PM</td>
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<tr>
<td>7:00PM</td>
<td>BBC WORLD NEWS AMERICA</td>
<td>INSIDE INDIANA BUSINESS</td>
<td>THE LAWRENCE WELK SHOW</td>
<td>LIFESTYLE &amp; TRAVEL</td>
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<tr>
<td>7:30PM</td>
<td>LIFESTYLE &amp; TRAVEL</td>
<td>LOCAL PROGRAMMING</td>
<td>LIFESTYLE &amp; TRAVEL</td>
<td>LOCAL PRODUCTIONS</td>
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<tr>
<td>8:00PM</td>
<td>ANTIQUES ROADSHOW</td>
<td>FINDING YOUR ROOTS</td>
<td>NATURE</td>
<td>THIS OLD HOUSE HOUR</td>
<td>WASHINGTON WEEK</td>
<td>INDIANA WEEK IN REVIEW</td>
</tr>
<tr>
<td>8:30PM</td>
<td>NO PASSPORT REQUIRED</td>
<td>SPECIALS</td>
<td>NOVA</td>
<td>SPECIALS</td>
<td>BRITISH TELLY CLUB PROGRAMMING</td>
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<tr>
<td>9:00PM</td>
<td>NEWS &amp; PUBLIC AFFAIRS</td>
<td>SPECIALS</td>
<td>SPECIALS</td>
<td>SPECIALS</td>
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<tr>
<td>10:00PM</td>
<td>NEWS &amp; PUBLIC AFFAIRS</td>
<td>SPECIALS</td>
<td>SPECIALS</td>
<td>SPECIALS</td>
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</tr>
<tr>
<td>10:30PM</td>
<td>BBC WORLD NEWS AMERICA</td>
<td>INDIANA LAWMAKERS</td>
<td>ARE YOU BEING SERVED?</td>
<td>AUSTIN CITY LIMITS</td>
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<td>11:00PM</td>
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<tr>
<td>11:30PM</td>
<td>AS TIME GOES BY</td>
<td>CONSEULO MACK WEALTHTRACK</td>
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</tbody>
</table>

**PROGRAM CATEGORIES**

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

Television schedule is subject to change - check 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

"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
**CHILDREN’S TELEVISION SCHEDULE**

**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
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- 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
54,168
UNIQUE VISITORS TO STREAMING RADIO (AVERAGE PER MONTH)

261,048
ACCESSSES 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 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


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
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.”