Media Kit

INCREASE YOUR VISIBILITY BEFORE A LARGE AND LOYAL AUDIENCE
### Digital

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

**WFYI E-newsletter**
- Over 30,000+ subscribers (sent every Friday)

**WFYI.org**
- 184,652 average monthly visitors
- 35,470 monthly visitors to streaming radio

**WFYI News & Brews**
- Quarterly - 100+ attendees per event

**British Telly Club**
- Quarterly - 100+ attendees per event

**Family Members**
- Quarterly - 50-100 attendees per event

**Nerds**
- Quarterly - 50+ attendees per event

**Listen Up Speaker Series**
- 500 - 2000 attendees per event

**WFYI News & Brews - Quarterly**
- 100+ attendees per event

**British Telly Club - Quarterly**
- 100+ attendees per event

**Family Members - Quarterly**
- 50 -100+ attendees per event

**Nerds - Quarterly**
- 50+ attendees per event

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### Radio

**90.1 FM HD1**
- News & talk
- 255,060 Average Radio On-Air Audience per Month
- Source: based on Monthly CUME PPM Analysis Tool

**90.1 FM HD2**
- Music & storytelling

**90.1 FM HD**
- 364,156 Average TV On-Air Audience per Month
- Source: based on Monthly CUME TRAC Analysis Tool

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### Television

**WFYI Public Radio**

**WFYI.org for live streaming and podcasts**

- Simulcast on:
  - 89.7 WSUI, Terre Haute
  - 89.5 WFCL, Franklin
  - 91.3 WNDY, Crawfordsville

**WFYI.org for live streaming**

- **Free Over the Air**
  - WFYI 1 (HD) - 20
  - WFYI 2 (WFYI's PBS Kids) - 20.2
  - WFYI 3 (Create) - 20.3
  - AT&T U-Verse (Indianapolis)
    - WFYI 1 (HD) - 240 & 1020
    - WFYI 2 - 241
    - WFYI 3 (Create) - 242
  - BrightHouse Cable (Indianapolis)
    - WFYI 1 (SD) - 350
    - WFYI 3 (Create) - 242
  - Comcast Cable (Indianapolis)
    - WFYI 1 (SD) - 3
    - WFYI 1 (HD) - 240 & 1020
    - WFYI 2 - 241
    - WFYI 3 (Create) - 242
  - Dish Network (Indianapolis)
    - WFYI 1 (SD) - 20
    - WFYI 1 (SD/HD) - 20
  - DirecTV (Indianapolis)
    - WFYI 1 (SD/HD) - 20
  - DirecTV (Indianapolis)
    - WFYI 1 (SD) - 20/8456

### InCREASE YOUR VISIBILITY BEFORE A LARGE AND LOYAL AUDIENCE

**WFYI Media Kit**

"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
80% more likely to have attended live theatre in the last year
78% more likely to collect art or attend an arts festival
165% more likely to have visited an art museum in the last year

HAVE AN ADVANCED DEGREE
64% more likely to have a college degree
193% 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
93% more likely to contribute to a charitable organization
33% more likely to have voted in a local election

INFLUENCE BUSINESS DECISIONS
81% more likely to be involved with business purchases worth $1,000,000+

BE A BUSINESS DECISION MAKER
71% more likely to be a business owner, partner or self-employed
29% more likely to work in management

SOURCE: Nielsen Mediaview TAPSCAN Jan 2017 - Feb 2018

INTEGRATE
AFFIRM
PRESENT

THE HALO EFFECT
Your messaging with the values of public media
Your support for public media rather than simply presenting your product information
Your business or organization as providing a service to the community

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

RADIO SCHEDULE

WFYI 90.1 HD1

MONDAY – FRIDAY
5 am Morning Edition
9 am BBC Newshour
10 am 1A
Noon Fresh Air
1 pm Here & Now
4 pm All Things Considered
6 pm The Daily (Mon - Thurs)
Indiana Week in Review (Fri)
6:30 pm Marketplace
7 pm All Things Considered
8 pm The Moth (Mon)
Stolen Moments (Tues)
Cultural Manifesto (Wed)
Echoes of Indiana Avenue (Thurs)
This American Life (Fri)
9 pm World Cafe
11 pm BBC News

SATURDAY
5 am BBC World Service
6 am With Good Reason
6:30 am Indiana Week in Review
7 am The Pulse
8 am Weekend Edition
10 am It’s a Big Minute
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 - Weekend
6 pm Cultural Manifesto
8 pm The Blues House Party
10 pm Small Studio Signal Boost
11 pm Alt Latino/All Songs Considered
12 am BBC News

SUNDAY
5 am BBC World Service
6 am Travel with Rick Steves
7 am On Being
8 am Weekend Edition
10 am New Yorker Radio Hour
11 am Freakonomics Radio
Noon Wait, Wait...Don’t Tell Me
1 pm Reveal
2 pm Climate One
3 pm Code Switch / Life Kit
4 pm The Splendid Table
5 pm All Things Considered - Weekend
6 pm Stolen Moments - Weekend
7 pm Echoes of Indiana Avenue
8 pm Humanities
9 pm Indianapolis Chamber Orchestra
10 pm Hearts of Space
11 pm BBC News

WFYI 90.1 HD2 – THE POINT

MONDAY – FRIDAY
5 am XPoNential Radio
10 am Film Sociology (Mon)
Specials (Tues)
Cultural Manifesto (Wed)
@ The Point (Thurs)
The Guestlist (Fri)
2 pm Joyful Noise Hour (Tues and Fri)
11 am - Overnight XPoNential Radio

SATURDAY
5 am XPoNential Radio
10 am Film Sociology
11 am Eat Drink Indiana Radio
Noon Cultural Manifesto
1 pm The Cool Down
2 pm @ The Point
3 pm Specials
4 pm - Overnight XPoNential Radio
5 pm - Overnight XPoNential Radio

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

Radio schedule may change, please contact your Account Executive for more information.

SOURCE: Jacobs Media 2010 & 2013

SOURCE: Scarborough R2 2021: Jul20-Jun21

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.
THE FACTS

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

**BE AN ARTS PATRON**
More likely to attend art galleries and shows
26% more likely to attend a live theatre show, classical music or opera performances

**HAVE AN ADVANCED Degree**
66% more likely to have an advanced college degree

**BE A LIFE LONG LEARNER**
8% more likely to attend adult education courses of some kind

*NATIONAL STUDIES CONFIRM: PBS IS #1 IN PUBLIC TRUST*
º #1 in public trust
º An “excellent” use for tax dollars
º The most fair network for news and public affairs

SOURCE: *NEILSEN PRIME LINGO DATA JANUARY 2022*

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

**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.

**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 Sanditon, Inspector Lewis, & Poldark. (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
and safe place for children to watch and visit online. PBS Kids is the #1 educational media brand. And is a trusted PBS

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.”

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

#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

NPR LISTENERS ARE...
150% more likely to be an arts patron
50% more likely to have an advanced degree
More likely not to be exposed to TV in an average week
More likely to influence business banking decisions
More likely to be a B2B decision maker

SOURCE: **CARAVAN ORC International, Fall 2018 ACT I based on Nation/Nationally. Persons 12+

AUDIENCE STREAMING FROM
Indianapolis, Carmel, Fishers, Bloomington, Zionsville, Noblesville, Greenwood, Avon, Brownsburg, and Columbus

SOURCE: Stream Guys Reporting from April 1, 2021 - March 31, 2022

“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

SOURCE: Source: (Dee Dee) (full 2018 ACT I based on Nation/Nationally. Persons 12+)

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COPY GUIDELINES & CONTACT INFORMATION

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 ...)

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.

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.

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.”

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