



The Benefits of Underwriting with WNCU 90.7 FM

**Public radio is the best way to reach
your potential clients or customers...**

Why is Underwriting Sponsorship with WNCU for YOU?

- Your business goals include reaching diverse, highly educated, affluent and influential customers/clients;

WNCU would like to introduce our Total Weekly Audience of 42,400 exceptional listeners to your business or organization.

- Your business goals include strengthening public perception of your company's commitment to the community;

WNCU's underwriting program is designed to brand your business in the hearts and minds of our listeners;

- Your time is precious and your budget is limited;

WNCU's goal is to assist you with a cost effective public radio marketing strategy that meets your needs and budget;

The Benefits of Underwriting with WNCU...

- WNCU broadcasts to 42,400 listeners in the Triangle area (Raleigh, Cary, Durham, and Chapel Hill) weekly;
- Underwriting is a cost effective, highly targeted marketing tool that brands the name of your business in the hearts and minds of our listeners;
- WNCU offers association with credible, responsible programming and no commercial clutter for greater impact;
- Underwriting allows you to save time and resources by reaching your core audience by utilizing a single medium;
- WNCU listeners indicate they respond favorably to messages heard on this public radio station;
- Underwriting is a tax-deductible contribution to a non-profit agency.

WNCU 90.7 FM...Listener Support Network

- WNCU reaches the 25-70 age demographic including 88% males ages 45+ and 85% of females 35+. Eighty-eight percent of WNCU listeners are over 45 years of age.
- WNCU has a strong appeal to highly educated, upwardly mobile professionals with an average income of \$75,000.
- WNCU reaches the upscale Jazz audience in the Triangle and beyond with a live audio stream at www.wncu.org.
- WNCU spans in over a 100-mile coverage area, reaching areas in Raleigh, Cary, Durham, and Chapel Hill.
- WNCU has a strong appeal to people who consider themselves “achievers”, “socially conscious”, “informed”, and “culturally aware”.
- WNCU has appeal to a diverse, highly educated audience.
- WNCU appeals to white collar, professional men and women.
- WNCU has an audience that is more likely to have “discretionary” income than most commercial radio audiences.
- WNCU has an audience that is more likely to: attend cultural events, attend theater and concerts, be avid book readers, purchase CDs regularly, own home computers, own stocks and bonds and own real estate investments.

WNCU provides music, news and cultural programming important to your target audience and that reflects the diversity of the Triangle community.

NPR News Programming

**NPR Hourly Newscasts
Tell Me More w/Michel Martin**

Pacifica Network News Programming

Democracy Now!

Local Jazz Programming

**Morning Jazz w/B. H. Hudson
Bop, Blues & Ballads w/Aasim Inshirah
Evening Jazz w/Ken Grady & Aasim Inshirah
Jazz Focus w/Steve Taxman
Sunday Evening Classic Jazz w/Lois Deloatch**

Local Cultural Music Programming

**The Funk Show w/Howard Burchette
8-Track Flashback w/Jim Davis
Hallelujah Praise w/Carolyn Ryals & Walter Hatcher
Reggae Scene w/ DL Underdue
Bonjour Africa w/Bouna Ndiaye**

National Jazz Programming

Jazz After-Hours w/Bob Parlocha

Local News & Public Affairs Programs

**Mastering Your Money w/Ed Fulbright, Host
Radio Skywriter w/Patricia Murray, Host**

What will your underwriting message say?

Message will include:

- Company name
- Description of product or service
- Memorable phone numbers
- Web Address
- Brand & trade names

But avoid:

- Promotional language
- Promotional offers
- Calls to action
- Pricing
- Music or jingles
- Promotion of organizational missions

Sample Acknowledgement...

The WNCU Jazz Calendar is sponsored by Cardinal State Bank, offering a range of banking services; including specialized checking account packages for all businesses as well as personal accounts. For information: (Physical address, website address and telephone number all acceptable.)

Facts about WNCU 90.7 FM...

- WNCU is a non-commercial public radio station in Durham, North Carolina serving the Triangle metro area. (Raleigh, Cary, Durham, Chapel Hill).
- WNCU has been broadcasting in Durham, North Carolina for 14 years.
- WNCU operates at 50,000 watts from an antennae height of 375 feet, with a signal reach that extends over a coverage area of 100 miles.
- WNCU broadcasts 24 hours a day, 7 days a week.
- WNCU reaches a multicultural audience with a format that is educationally and musically stimulating, and raises the audience's consciousness about diversity.
- WNCU serves as a training facility for students and community residents interested in professional broadcasting careers.
- WNCU's national network affiliations include National Public Radio, the Corporation for Public Broadcasting (CPB), Pacifica News Network and Public Radio International.
- WNCU can also be heard on the Internet at www.wncu.org.

WNCU 90.7 FM...Listener Profile

Racial make-up WNCU listeners---68% non-African-American 32% African American.

Over 100% of WNCU listeners are Adults, 25-70

Over 52% of public radio listeners are business managers, professionals & Administrators.

More than 60% of public radio listeners earn over \$75,000 per year.

Over 70% of public radio listeners vote regularly in local, state and National elections.

As one might expect, the NPR audience listens to the radio at higher rates than the general public. Seven out of ten listeners are tuned to their radio between 6am and 10am, and they dominate every time-slot except the midnight-6am day part.

LISTENERS WHO PAY FOR QUALITY

- **WNCU** listeners are extremely loyal and committed to the mission of the station.
- Each year, hundreds of listeners financially support **WNCU** with their personal contributions.
- Support from listeners account for one-third of the station's annual budget.
- **WNCU** listeners have incomes that allow them to make spending decisions based on quality.
- **WNCU** listeners believe in paying for a quality lifestyle--and quality goods and services.
- **WNCU** listeners dislike the hype of commercials. They appreciate the facts without the hype.
- Your business will reach a high concentration of educated, savvy consumers, when you sponsor **WNCU** programs.
- Your business will benefit from the association with a radio station known to listeners for putting quality first.
- Your business will benefit from exposure in a civilized, audience friendly, hype-free media environment--where your message can really be heard.



For more information and special sponsorship packages please contact:

Uchenna Bulliner
Development Director
WNCU 90.7 FM
919 530-7759
919-530-5031(fax)
Email: ubulliner@ncsu.edu
(March 2010)