Our Listeners Are Your Best Customers

Your marketing or branding message will reach an audience from Boone to Burlington and all points in between.

117K weekly listeners
32 counties in North Carolina & Virginia
Our listeners . . .

• are among the most educated and affluent audiences in all media
• place a high value on creativity, curiosity, and social consciousness
• have a strong attachment to nature and the environment

51 median age

$102,300 median household income

125% more likely to own at least $150,000 in investments

2x as likely as the average U.S. adult to work in top management

3x as likely as the average American to have a graduate degree
Public radio listeners value companies and organizations that show an interest in their community and that support the public radio station they rely on.

83% take action in response to something heard on NPR

88% more likely to buy from companies that support public radio than from companies that advertise on commercial radio

71% have a more positive opinion of sponsors that support NPR

Photo courtesy 88.5 WFDD Listener Joey Arrowood of southwest Virginia: “Rainbow...photographed from my back deck.”
“It really is truly effortless to partner with WFDD. They are tireless in their efforts in helping us meet our needs to create awareness of our programs . . . .” — Dr. Sandy Vannoy, Associate Dean for Graduate Programs and Research for the Walker College of Business at Appalachian State University

“I think this is . . . a larger investment; it’s not only just about promoting your organization in a good and thoughtful way . . . it’s about . . . promoting the overall community . . . so anytime we’re able to do that, and your name’s associated with good organizations, that works out for everybody.” — Mike Wells, Wells Law, PLLC

“By underwriting for WFDD we’re supporting our local public radio station, and, as a non-profit, of course we have limited funds. Knowing that I can partner with WFDD and my [messages] are getting to our supporters, this is why we choose to partner with WFDD.” — Sheila Cauthen, Director of Marketing at the Greensboro Symphony

Get Inspired.
Take the first step . . .
to connecting with our dynamic audience that values our uncluttered environment and riveting, in-depth content.

:15 on-air announcements
written and delivered in the clean, thoughtful style that our listeners appreciate and respond to

online and email
300 x 274 static jpg ads available on our robust website or in our Monthly Insider email, delivered to 6k+ subscribers

we’ll work with you
to create announcements and a schedule that suit your needs and budget

Photo courtesy 88.5 WFDD Listener Sydney Gringow of Greensboro; “Barefoot in LeBauer Park”
With 88.5 WFDD, you’re with the world.

Connect locally and globally with flagship programs like Morning Edition and All Things Considered, plus local favorites like Carolina Curious, and reporting from the award-winning 88.5 WFDD news team.

inform. connect. educate. inspire.

Get started with underwriting today
wfddsales@wfu.edu | 336-758-8852


Photo courtesy 88.5 WFDD Listener Robert Neuhardt of High Point; “Pilot Peak.”