



wfdd

inform.  
connect.  
educate.  
inspire.



Photo Courtesy 88.5 WFDD Listener Justine Luzwick  
of East Bend, NC; "Flock of Geese."



# Our Listeners Are Your Best Customers

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

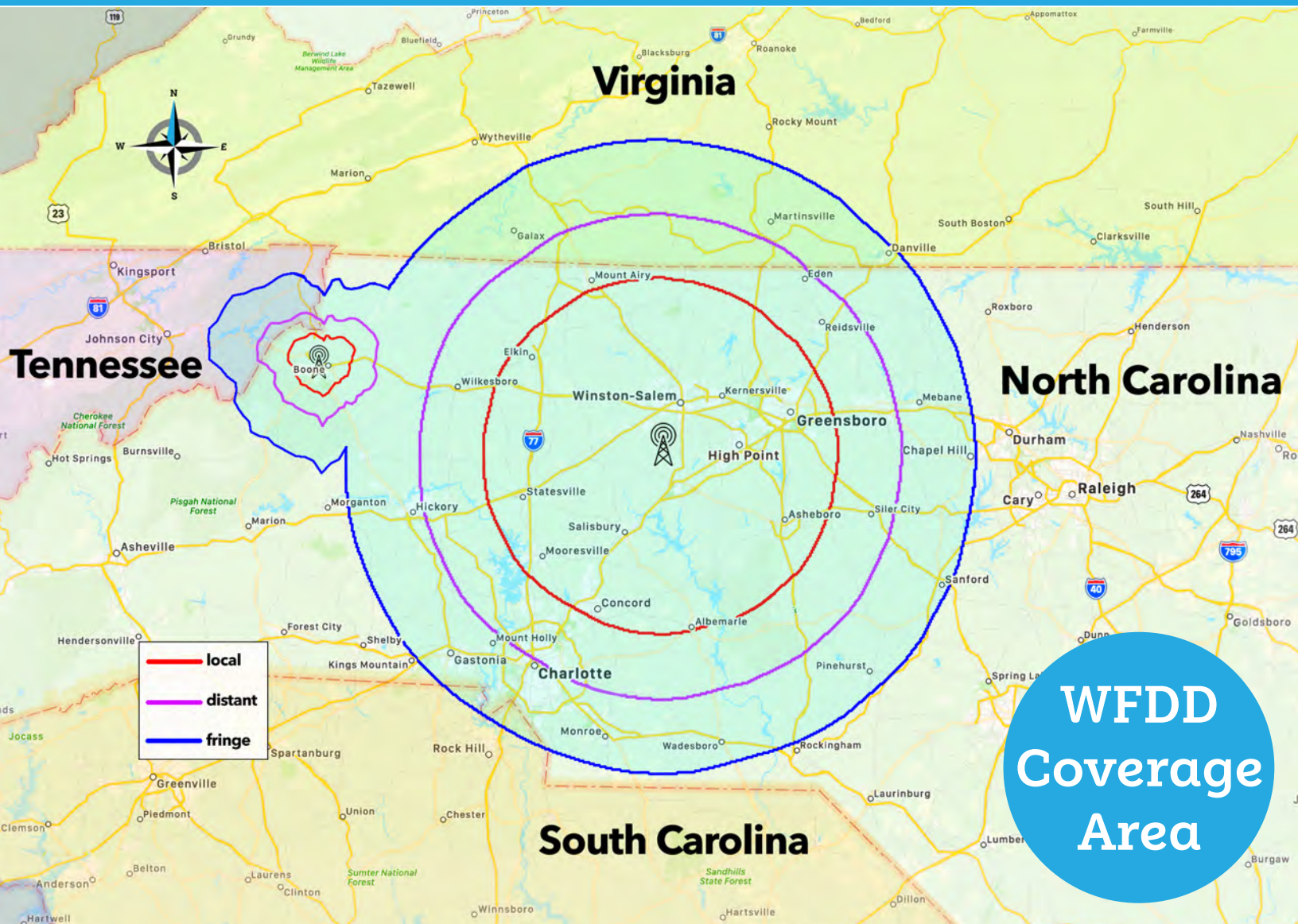


**111K**

weekly listeners

**32**

counties  
in North Carolina  
& Virginia





**51**

median age

**\$102,300**

median  
household  
income

**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

**125%**

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

### **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



# 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

"As a law firm, our relationship with our clients, colleagues, and the community, is critically important. So, it's the relationship that we have with the community through WFDD, it is reinforced over, and over, and over again when people say 'I heard you on WFDD' almost as a 'Thank you. Thank you for supporting WFDD.'"

— Kevin G. Williams, President of Bell, Davis, and Pitt Law Firm



"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 250 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."

# On Air Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12:00	Classical Music					Classical Music	
↓							
4:00							
4:30							
5:00	Morning Edition					Classical Music	Sunday Baroque
5:30							
6:00							
6:30							
7:00						With Heart & Voice	
7:30							
8:00	BBC News Hour					Weekend Edition (8:34 a.m. Hive Program)	
8:30							
9:00							
9:30	1A					Radiolab	It's Been A Minute
10:00						Wait Wait... Don't Tell Me!	Planet Money / How I Built This
10:30							
11:00							
11:30	Here & Now					This American Life	Code Switch & Life Kit
12:00							
12:30							
1:00						Reveal	The Moth
1:30							
2:00	On Point					TED Radio Hour	Wait Wait... Don't Tell Me!
2:30							
3:00	The World					Hidden Brain	Fresh Air Weekend
3:30							
4:00	All Things Considered					Throughline	Latino USA
4:30							
5:00						All Things Considered	
5:30							
6:00	Marketplace					Freakonomics Radio	American Routes
6:30							
7:00	Fresh Air					Martha Bassett Show	
7:30							
8:00	Performance Today					Mountain Stage	
8:30							
9:00							
9:30							
10:00	Classical Music					Classical Music	
10:30							
11:00							
11:30							

# 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](mailto:wfddsales@wfu.edu) | 336-758-8852

Data sources: RRC Nielsen Audio National Topline Report, Spring 2022; NPR Audience Profile 2018; RRC Nielsen Audio 2014; Jacobs Media Study 2012; Lightspeed Research, State of Sponsorship, 2017 Survey; GfK MRI Doublebase 2017.



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