



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.

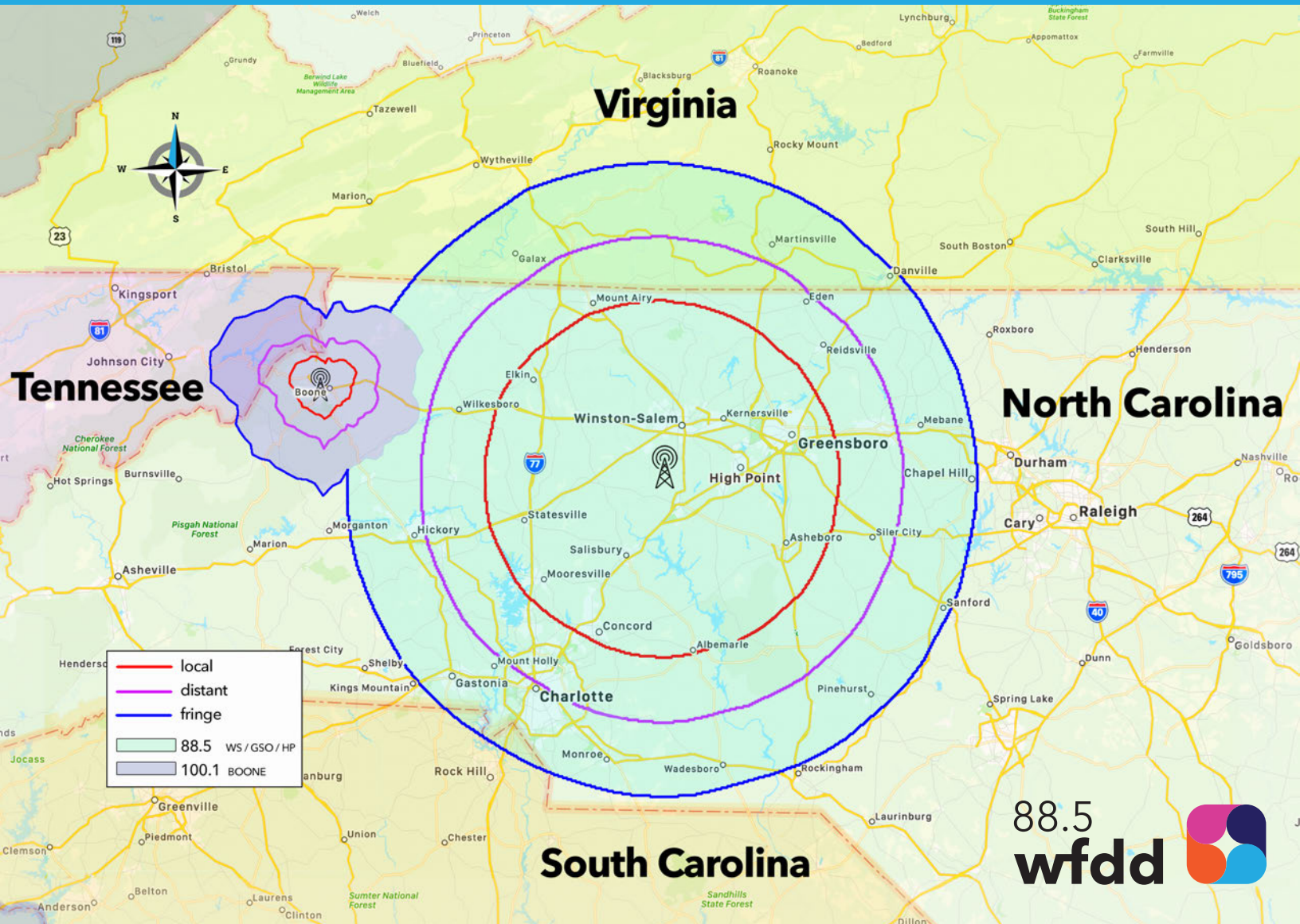


111K

weekly listeners

32

counties
in North Carolina
& Virginia



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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.



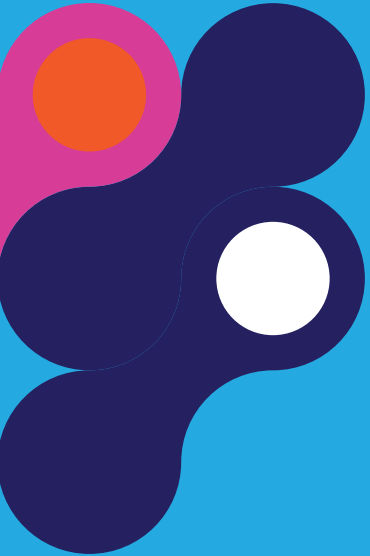
88.5

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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

300px by 250px static jpg ads available on our robust website or in our *The Monthly Insider* email, delivered to 6k+ subscribers

we'll work with you

to create announcements and a schedule that suit your needs and budget

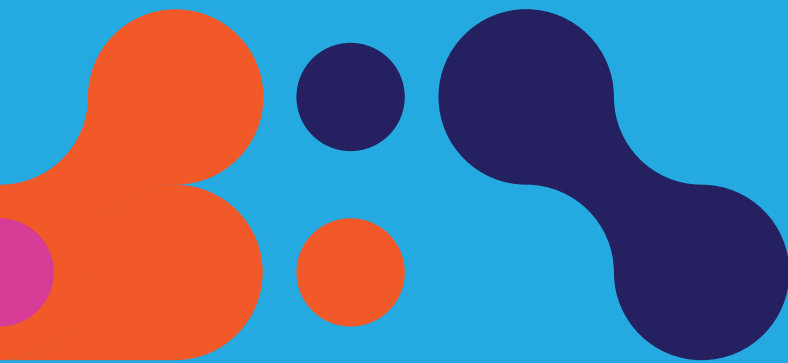


Photo courtesy 88.5 WFDD Listener Sydney Gringow of Greensboro; "Barefoot in LeBauer Park."

On Air Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
12:00	Classical Music					Classical Music			
↓									
4:00	BBC World Service								
4:30									
5:00	Morning Edition					Classical Music	Sunday Baroque		
5:30									
6:00									
6:30								With Heart & Voice	
7:00									
7:30									
8:00									
8:30						Weekend Edition (8:34 a.m. Hive Program)			
9:00	BBC News Hour								
9:30									
10:00	1A					New Yorker Radio Hour	Reveal		
10:30									
11:00									
11:30						Wait Wait... Don't Tell Me!	Planet Money / How I Built This		
12:00	Here & Now					This American Life	Code Switch & Life Kit		
12:30									
1:00								Snap Judgement	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					Freakonomics Radio	Latino USA		
4:30									
5:00								All Things Considered	
5:30									
6:00	Marketplace					Throughline	American Routes		
6:30	The Daily								
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 | 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."