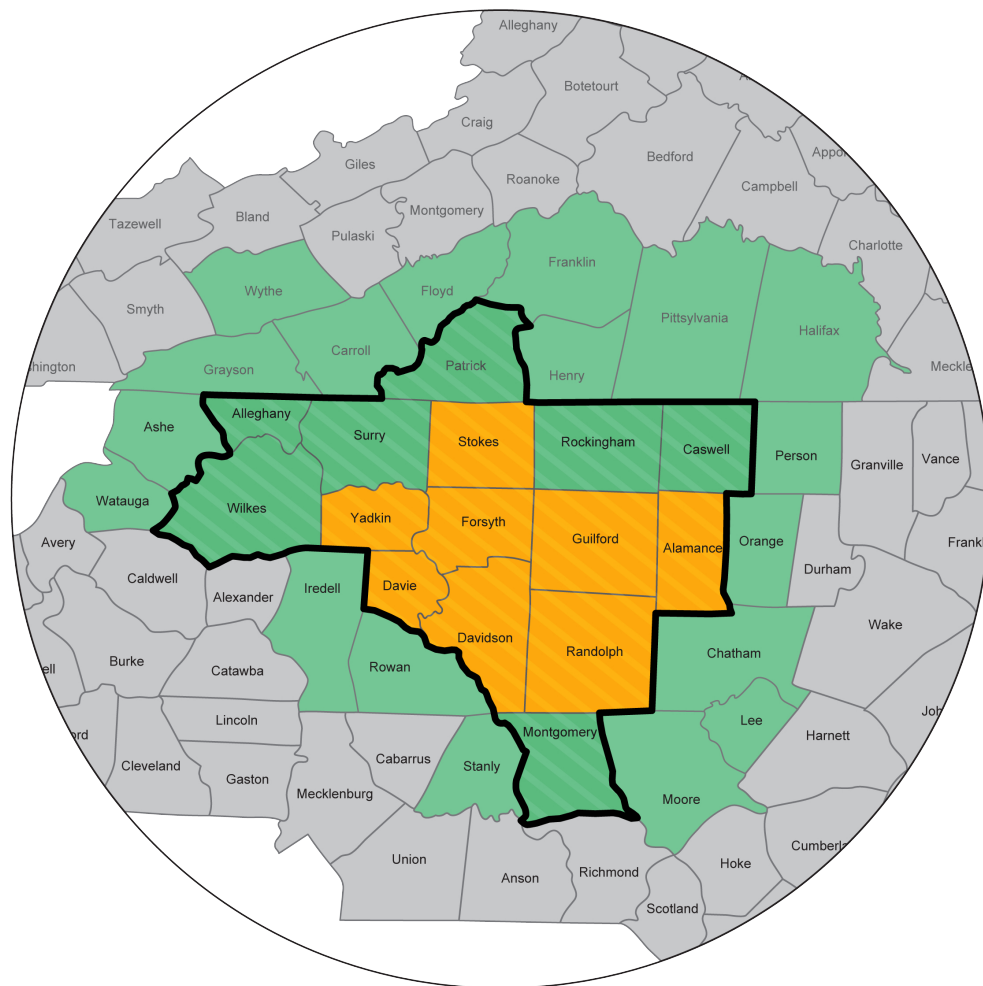







# 88.5 WFDD

PUBLIC RADIO FOR THE PIEDMONT

*88.5 WFDD covers 32 counties in North Carolina and Virginia and broadcasts to more than 108,000 listeners\* each week.*



-  **TSA:** Total Survey Area
-  **DMA:** Designated Market Area
-  **MSA:** Metro Survey Area

*\*Source: Radio Research Consortium National Topline Report, Spring 2014*



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## 88.5 WFDD listeners are your best customers ...

Each week, 88.5 WFDD reaches more than 108,000 listeners who are among the most educated and affluent audiences in all media. 88.5 WFDD listeners place a high value on creativity, curiosity, and social consciousness, and they have a strong attachment to nature and the environment. Public radio listeners are 88% more likely to buy products and services from companies that support public radio than from companies that advertise on commercial radio. This “halo effect” is the ultimate connection between your company and 88.5 WFDD’s listeners. The WFDD audience on average is an even gender split. The median age is 51, and listeners have an average household income of \$94,100.

### 88.5 WFDD listeners are:

#### Well-Educated

- 260% more likely to have a post graduate degree.
- 90% more likely to have at least a 4 year degree.

#### Affluent

- 139% more likely to have \$150k+ investment portfolio
- 77% more likely to earn \$100k+ a year
- 48% more likely to own a home valued \$200K - \$499K
- 44% more likely to own a vacation/weekend home or 52% more likely to own investment real estate

#### Philanthropic

- 214% more likely to contribute to arts and cultural organizations
- 100% more likely to be a member of charitable organizations
- 97% more likely to contribute money to educational organizations, and 42% more likely to give to health organizations

#### Engaged in Community Life

- 110% more likely to serve on a committee for a local organization
- 51% more likely to vote in Federal, State or local elections
- 50% more likely to be engaged in fundraising
- 173% more likely to have visited a museum or art gallery in the last year

#### Business Leaders

- 162% more likely to work in top management
- 142% more likely to be involved in one or more purchase decisions valued at \$1,000+
- 109% more likely to work in a management occupation

#### Active

- 69% more likely to go cycling/mountain biking
- 103% more likely to go canoeing/kayaking
- 119% more likely to go hiking
- 113% more likely to go snow skiing

#### Use Professional Services

- 99% more likely to use a financial advisor or broker
- 61% more likely to use an attorney
- 53% more likely to have used an outside contractor for home improvements in the past 12 months

#### Curious About the World Around Them

- 103% more likely to have taken 6 or more domestic trips or 3 or more foreign trips in the past 12 months

Source: NPR Audience Profile 2015, RRC Nielsen Audio 2014, Jacobs Media Study 2012



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	Mon	Tue	Wed	Thu	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									
7:00						Best of Car Talk (encore)		With Heart & Voice	
7:30									
8:00									
8:30	BBC News Hour					Radio Camp/Radio 101 8:34 a.m.      SciWorks Radio 8:34 a.m. <b>Weekend Edition</b>			
9:00									
9:30									
10:00	The Diane Rehm Show					Best of Car Talk	Tavis Smiley Show		
10:30									
11:00									
11:30	WFDD News Headlines - 12:04 p.m. weekdays					This American Life	A Prairie Home Companion		
noon	Here & Now					Radiolab			
12:30									
1:00									
1:30									
2:00	On Point					TED Radio Hour	Wait Wait... Don't Tell Me!		
2:30									
3:00	Fresh Air					The Dinner Party Download	Fresh Air Weekend		
3:30									
4:00	All Things Considered					Ask Me Another	Bullseye		
4:30									
5:00									
5:30									
6:00	Marketplace					All Things Considered      SciWorks Radio 5:34 p.m.			
6:30	BBC World Service					Across The Blue Ridge			
7:00	PRI's The World					A Prairie Home Companion			
7:30						American Routes			
8:00	Performance Today					Across The Blue Ridge			
8:30									
9:00									
9:30						Mountain Stage	Mountain Stage		
10:00									
10:30	Classical Music								
11:00						Classical Music	Classical Music		
11:30									



**88.5 WFDD**  
PUBLIC RADIO FOR THE PIEDMONT

## Sample Underwriting Announcements

*Support for WFDD comes from listeners and ...*

- ... Carmine's Import Service, providing European auto repair and maintenance for BMW, Mercedes, Audi, Porsche, and other luxury brands. Kernersville, carmines import dot com.
- ... Dr. Neal Goldman, providing minimally invasive facial rejuvenation to our community since 1999. Practicelimited to facial, aesthetic and reconstructive surgery. Dr. Goldman, Facial Plastic Surgery NC dot com.
- ... Guilford College's Bryan Series, featuring film maker RON HOWARD, authors BILL BRYSON and MARGARET ATWOOD, and others, in the 2014-15 season. A limited number of subscriptions available at [bryanseries.guilford.edu](http://bryanseries.guilford.edu)
- ... Cone Health Cancer Care, offering True Beam STx radiosurgery and TomoTherapy technologies, access to clinical trials and comprehensive multidisciplinary approaches to the individualized treatment of cancer.
- ... Nexsen Pruet. One hundred ninety lawyers helping companies meet their business challenges, in Greensboro and seven other Carolina Locations. Next challenge, next level, Nexsen Pruet.



**88.5 WFDD**  
PUBLIC RADIO FOR THE PIEDMONT

### Creative Guidelines for Announcement Copy

We'll work with you to create an underwriting announcement that meets your needs and adheres to designated FCC guidelines for public radio. Because of the unique relationship that 88.5 WFDD has with its listeners, we reserve the right to accept or reject any copy language.

All underwriting announcements are :15 in length including the following lead-in language "Support for WFDD comes from listeners and ...". The deadline for approved announcements is three business days prior to the start of your air schedule.

#### **Your underwriting message may include:**

- A value-neutral description of your business or organization and products or services
- Your corporate philosophy or mission
- Brand and trade names and value-neutral product or service listings
- Non-promotional corporate slogan
- General business location and length of time in business
- Web site address and/or telephone number or Facebook page

The announcement should be written in third person (no use of pronouns such as you, your, our, or we).

#### **The announcement may not include:**

- Promotional or value-laden adjectives (words like exclusive, expertise)
- Comparative or qualitative language (words like excellent, better, tasty, top, finest)
- Pricing information (mentions of discounts, sales, percent savings, interest rates)
- Calls to action (such as stop by, try, enjoy, visit us)
- Inducements to buy (such as offering discount tickets, free checking)
- Music or jingles