



WAMU 88.5
AMERICAN UNIVERSITY RADIO

CONNECT WITH THE PEOPLE WHO
SHAPE WASHINGTON

WAMU CONNECTS WASHINGTONIANS WITH EACH OTHER AND THE WORLD

WAMU Inspires the People Who Shape the World

WAMU is the Region and Nation's Most Listened-To NPR® Station¹

Bridging regional life and Washington's influence throughout the world, WAMU connects with a highly engaged audience across multiple platforms.

Each week, more than

850,000

different people listen to WAMU²

Sources: 1. RRC eRanks Fall 2016; 2. Nielsen Dec. 2016, Jan. 2017

Photo Credits: U.S. Capitol by Victoria Pickering (Cover); DC:PM Union Station by Phil Roeder; Washington DC - Gallery Place Chinatown Station by Wyliepoon — via Flickr

Our audience is more likely than the average Washingtonian to be

EDUCATED

This contributes to making them more

INFLUENTIAL

They drive trends in the economy, government and among their peers, impacting corporate and social networks in their communities and globally

AFFLUENT With discretionary income, they have immense purchasing power

CULTURAL Passionate about the arts, they flock to cultural events

COMMUNITY-MINDED They participate in local initiatives and are highly active in the community



Connecting with Thought and Opinion Leaders

WAMU provides nuanced perspectives on how Washington impacts the world and how the world impacts Washington. Thought and opinion leaders listen intently for context and perspective to inform their decisions.

Listening Like It's Their Job

Professions in and related to public service require them to be discerners of credible news. That's why they rely on WAMU's respected, award-winning fact-based journalism.

NPR News listeners are **53%** more likely than the average American to work in local, state or federal government¹



Across public and private sectors, WAMU draws a top share of audiences of Capitol Hill and private sector Insiders rely on WAMU as a top source of Washington news and information²

50%

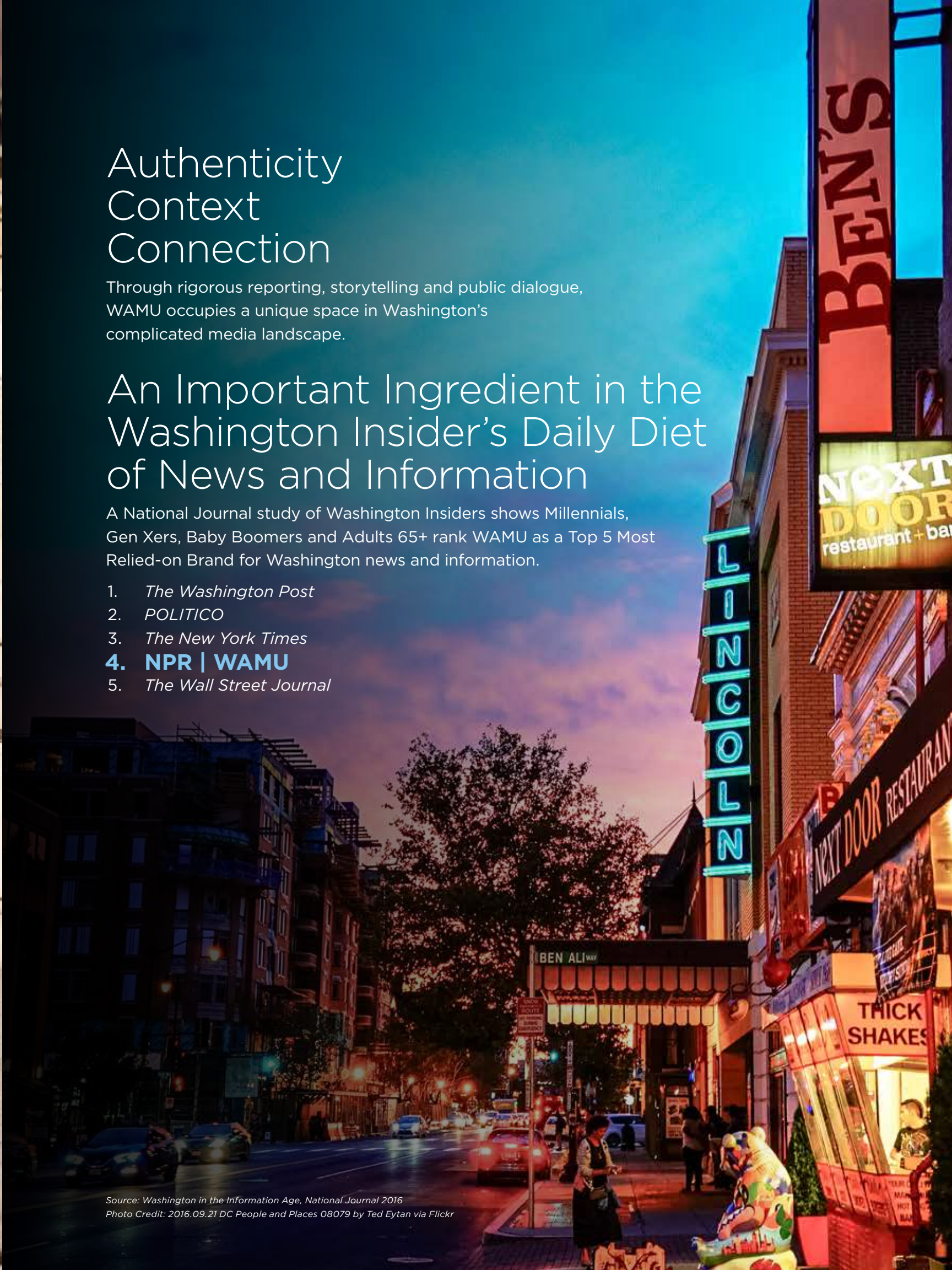
Authenticity Context Connection

Through rigorous reporting, storytelling and public dialogue, WAMU occupies a unique space in Washington's complicated media landscape.

An Important Ingredient in the Washington Insider's Daily Diet of News and Information

A National Journal study of Washington Insiders shows Millennials, Gen Xers, Baby Boomers and Adults 65+ rank WAMU as a Top 5 Most Relied-on Brand for Washington news and information.

1. *The Washington Post*
2. *POLITICO*
3. *The New York Times*
4. **NPR | WAMU**
5. *The Wall Street Journal*



Powerful, Personal Engagement

81% of listeners consider public radio programming personally important¹

The average WAMU listener spends

5 hours, **30** minutes with WAMU each week²

88% of listeners spend more time with WAMU than any other station³

This core audience listens an average

of **1** hour, **14** minutes each day²

Create a Strong, Meaningful Connection with Washingtonians

Your support of WAMU builds a connection with listeners, instilling a Halo Effect that predisposes their desire to do business with you.

WAMU Sponsors Get Results

Sponsorship provides brand lift and enhances corporate image.

71% of listeners hold a more positive opinion of a company that supports NPR

70% of listeners prefer to purchase products and services from public radio supporters

56% of listeners find NPR sponsors to be more credible companies

Be Heard and Remembered

WAMU's clutter-free environment, compelling content and sponsorship information engage active listening.

In a typical hour, three minutes of sponsor messages air, versus up to 18 minutes of advertising and promotion per hour on commercial radio.

Hype-free, concise sponsorship messages make the most of this high-credibility environment.

Public radio listeners are **49%** more likely to pay attention to sponsorship messages than commercial radio listeners are to advertising

The Region and Nation's **Most Listened-To** NPR® Station¹

WAMU's rigorous reporting, storytelling and public dialogue connects with a growing audience.

Each week, more than

850,000+

different people
listen to WAMU²

**EXPANSIVE
AUDIENCE
GROWTH
2015 TO 2016**

25%

increase in
overall listening³

90%

increase among
adults 25-34⁴

**A TRUSTED
RESOURCE
DURING THE
MORNING AND
AFTERNOON
COMMUTE**

Top-Ranked

WAMU connects with Washington
insiders during their average
90-minute daily commute⁵

WAMU Programming Reflects the Ambition, Passion and Curiosity of our Vibrant, Global City

LOCALLY-PRODUCED PROGRAMS provide a voice for the diverse people and issues of the Washington Region.

Trust for local news increased **10%** over the last four years



1A with Joshua Johnson



Diane Rehm: On My Mind



The Kojo Nnamdi Show



The Big Listen

NATIONAL PROGRAMMING from NPR® — the most listened-to radio news network — provides fact-based, independent journalism that examines and airs diverse perspectives.

79% of Washington insiders trust national news brands



Morning Edition



All Things Considered



Marketplace

Source: Washington in the Information Age, National Journal 2016
Photo Credit: DC People and Places 52117 by Ted Eytan via Flickr; Morning Edition Hosts, David Greene and Steve Inskeep by Ralph Alswang; Weekend Edition Host Scott Simon by Will O'Leary; All Things Considered Host Ari Shapiro by Stephen Voss for NPR

Connect with Thought and Opinion Leaders

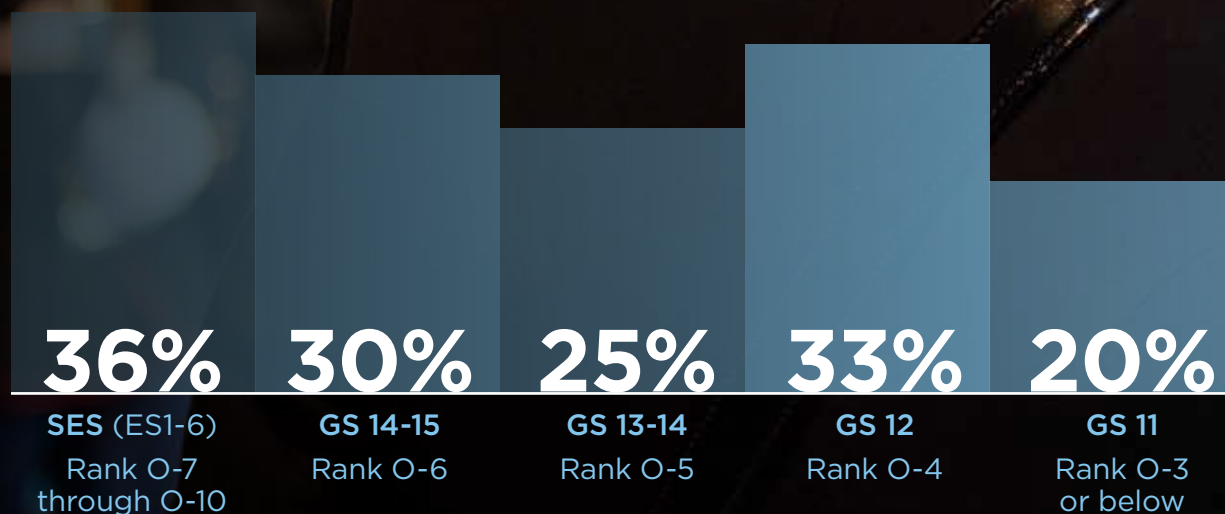
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39% of
D.C. professionals
responsible for policy

36% with
executive / command
responsibility

WAMU Connects with High-Ranking Federal Service and Military Personnel



WAMU Connects with Federal Decision-Makers Across Roles in Procurement

Federal decision-makers working in procurement are **67%** more likely to be WAMU listeners. Their responsibilities include:

33% Evaluation of Proposals / Bids / Quotes

32% Identification of Potential Contractors / Suppliers

31% Determine Requirements of Specifications

31% Identification of Need

30% Allocation of Budget Dollars

28% Makes Final Decision or Approve Purchase

27% Drafting / Writing RFP

In areas of responsibility, WAMU over-delivers audiences in

- **Policy**
- **Executive / Command**
- **Purchasing / Procurement**

WAMU Inspires the People Who Shape the World

Bridging regional life and Washington's influence throughout the world, WAMU connects with a highly engaged audience.

EDUCATED

107% more likely to hold a post-graduate degree

56% have done post-graduate work or hold a post-graduate degree

INFLUENTIAL

63% more likely to hold the title of President

29% more likely to work for Federal, State or Local Government / Public School System

AFFLUENT

75% more likely to have HHI of \$250,000+

76% own their home or a second / vacation home

CULTURAL

97% more likely to contribute to an arts / cultural organization in the past 12 months

72% have attended an arts fair, museum, symphony or live theater in the last 12 months

COMMUNITY-MINDED

95% practice eco-friendly activities regularly *

24% more likely to have done volunteer work *

Connect through Multiple Platforms

Working with your marketing goals and budget, your WAMU representative will partner with you to create an effective campaign using various media.

Broadcast	850,000+ Weekly Highly Engaged Listeners ¹
Digital	1.3 Million Page Views per Month ² 390,000+ Unique Visitors per Month ²
24/7 Audio Streaming	2.3 Million Sessions per Month ³
Podcast and On-Demand	3.3 Million Downloads per Month ⁴
WAMU Weekly E-Newsletter	32,000 Opt-In Subscribers ⁵ 22% Open Rate ⁵
Social Media	625,000+ connections and growing ⁶
Events	From intimate settings to large gatherings, WAMU events launch thought-provoking discussion

Customize a Sponsorship Campaign with These Options to Engage Your Target Audience

- 15-second broadcast messages
- Digital marketing
- Events
- Targeted promotions
- Challenge grants to support our nonprofit pledge drives

Sources:

1. Nielsen Fall 2016; 2. Google Analytics, 2/2017; 3. Webcast Metrics, 1/2017; 4. StreamGuys, 1/2017; 5. Convio, 2/2017; 6. Facebook, Twitter, YouTube, Google+ 2/2017
Photo Credit: 02a.Zebras.Krsko.UnionMarket.WDC.18November2016 by Elvert Barnes via Flickr

More than Radio

In Washington D.C., among Washington Insiders and throughout the country, WAMU is a trusted source of rigorous reporting, storytelling and public dialogue.

WAMU | NPR® Ranks 4th in the Top 10 Media Brands Across All Generations

Media Brands in the Top Ten of 40+ Tested

	MILLENNIALS	GENERATION X	BABY BOOMERS	OVER 65
The Washington Post	•	•	•	•
POLITICO	•	•	•	•
The New York Times	•	•	•	•
NPR	•	•	•	•
The Wall Street Journal	•	•	•	•
CNN	•	•	•	•
National Journal	•	•	•	
The Hill	•	•	•	
Bloomberg	•	•	•	
CQ Roll Call	•	•		
NBC News			•	•
PBS				•
MSNBC				•
BBC News				•

NPR is a Top 5 Brand for Washington Insiders Across Sectors

In a league of its own, WAMU more than doubles the closest D.C. broadcast competitor in terms of insider reliability among Capitol Hill, Federal Executives and Private Sector Insiders.

The Washington Post	70%
POLITICO	60%
CNN	53%
The New York Times	51%
NPR	47%
The Wall Street Journal	43%
National Journal	35%
The Hill	34%
Bloomberg/Businessweek	31%
MSNBC	31%
NBC News	31%
CQ/Roll Call	29%
ABC News	28%
C-SPAN	26%
The Atlantic	26%
BBC News	25%
Huffington Post	25%
CBS News	25%
Fox News	24%
PBS	24%
The Economist	21%
Real Clear Politics	21%
WTOP	20%
FiveThirtyEight	17%
USA Today	15%
Vox	13%
Drudge Report	12%
CNBC	12%
National Review	11%
Slate	11%
Foreign Policy	10%
Buzzfeed	9%
The Guardian	9%
Financial Times	9%
Time	8%
Yahoo News	7%
Daily Beast	6%
Al Jazeera	6%
Think Progress	5%

Political Engagement

A Way of Life for WAMU Listeners

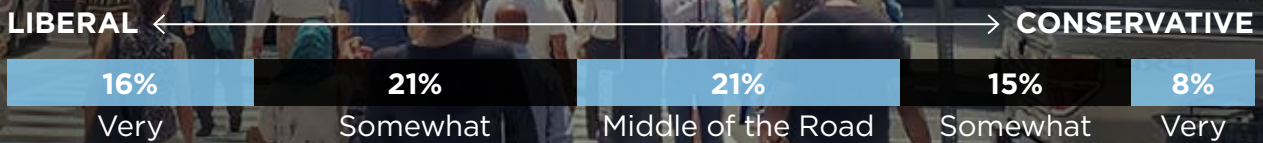
87% are registered to vote in their district¹

85% always vote in local, state or presidential elections¹

WAMU | NPR® Speak to All Sides of the Aisle

NPR AUDIENCE COMPOSITION²

19% Not Stated



29% WAMU listeners are more likely than the average D.C. adult to identify as "Independent closer to Republican"¹

Sources: 1. Scarborough Research R2 2016; 2. GfK MRI 2016

Photo Credit: Dupont Circle's 18th Street NW in Washington DC is bustling at lunchtime on this hot late-Spring day, by Paul Goddin via Flickr

Connect through Multiple Platforms

Your WAMU representative will partner with you to create a multiplatform strategy that connects with your best target.

Broadcast

15-second messages written in an objective and direct style and voiced by station talent win listener appreciation

Digital

WAMU.org display ads, 24/7 audio streaming media player, podcast and on-demand, WAMU newsletter, social media

Events

From intimate settings to large gatherings, WAMU events launch thought-provoking discussions, and provide sponsors networking and sampling opportunities

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AMERICAN UNIVERSITY RADIO

WAMU SPONSORSHIP

WAMU — American University Radio
4401 Connecticut Avenue, NW
Washington, D.C. 20008-2380
202.885.1280 | sponsorwamu.org

WAMU is member-supported, professionally-staffed and licensed to American University.

Market Engenuity® manages sponsorship sales for WAMU with the mission of linking the station and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

Photo Credit: DSC_0132 by Jordan Uhl via Flickr