

Media Kit

**INCREASE YOUR VISIBILITY BEFORE
A LARGE AND LOYAL AUDIENCE**



TELEVISION



366,156
Average TV
On-Air Audience per Month
SOURCE: based on Monthly CUME
TRAC Analysis Tool

RADIO



News & talk
255,060
Average Radio
On-Air Audience per Month
SOURCE: based on Monthly CUME
PPM Analysis Tool



Music & storytelling

DIGITAL

WFYI Members Magazine

- 15,000 printed (sent monthly)
- 3,500 digital subscriptions (sent monthly)

WFYI E-newsletter

- Over 30,000+ subscribers (sent every Friday)

EVENTS

- Listen Up Speaker Series - 500 - 2000 attendees per event
- WFYI News & Brews - Quarterly - 100+ attendees per event
- British Telly Club - Quarterly - 100+ attendees per event
- Family Members - Quarterly - 50 -100+ attendees per event
- Nerds - Quarterly - 50+ attendees per event

WFYI.org

- 184,652 average monthly visitors
- 35,470 monthly visitors to streaming radio

SOURCE: Google Analytics and StreamGuys Data 2022 9/1/21 - 3/31/22

“I budgeted for a break even point at 100 in attendance and we had three times that many. So, it was a very successful event.” *(In reference to an event that was promoted on WFYI)*
- Reba Boyd Wooden
Executive Director, Center for Inquiry Indiana

RADIO COVERAGE



TUNE IN ONLINE
WFYI.org for live streaming and podcasts

Simulcast on:
89.7 WISU, Terre Haute
89.5 WFCI, Franklin
91.3 WNDY, Crawfordsville



TELEVISION COVERAGE



TUNE IN ONLINE
WFYI.org for live streaming

FREE OVER THE AIR

WFYI 1 (HD) - 20.1
WFYI 2 (WFYI's PBS Kids) - 20.2
WFYI 3 (Create) - 20.3

AT&T U-Verse (Indianapolis)
WFYI 1 (SD) - 20
WFYI 1 (HD) - 1020

BrightHouse Cable (Indianapolis)
WFYI 1 (SD) - 20 (basic cable)
WFYI 1 (HD) - 349 (digital cable)
WFYI 2 - 350 (digital cable)
WFYI 3 - 351 (digital cable)

Comcast Cable (Indianapolis)
WFYI 1 (SD) - 3 (basic cable)

WFYI 1 (HD) - 240 & 1020
WFYI 2 - 241
WFYI 3 (Create) - 242

DirecTV (Indianapolis)
WFYI 1 (SD/HD) - 20

Dish Network (Indianapolis)
WFYI 1 (SD) - 20/8456



LISTENERS FAVOR SPONSORS BECAUSE THEY SPONSOR NPR.

62% of NPR listeners prefer to buy products or services from NPR sponsors.

RADIO AUDIENCE (90.1 FM HD1)

AGE

18 - 24.....	12.5%
25 - 34.....	17.8%
35 - 54.....	34.5%
55 +	35.2%

ANNUAL INCOME

< \$25K.....	13.6%
\$25K - 50K.....	21.4%
\$50K - 75K.....	18.5%
\$75K - 100K.....	13.9%
\$100K +.....	32.5%

EDUCATION

High School or less.....	5.1%
High School graduate.....	31.9%
Some college.....	28.9%
College degree or more.....	34%

ETHNICITY

White.....	74.0%
Black.....	15.5%
Hispanic.....	6.1%
Other.....	4.4%

GENDER

Female.....	52%
Male.....	48%

SOURCE: Scarborough R2 2021:Jul20-Jun21

THE FACTS

WFYI's radio audience is more likely than the average Indianapolis radio listener to...

BE AN ARTS PATRON

80% more likely to have attended live theatre in the last year
78% more likely to collect art or attend an arts festival
165% more likely to have visited an art museum in the last year

HAVE AN ADVANCED DEGREE

64% more likely to have a college degree
193% more likely to have an advanced college degree

BE ENGAGED IN THEIR COMMUNITIES

72% more likely to have volunteered for a charitable organization in the last year
93% more likely to contribute to a charitable organization
33% more likely to have voted in a local election

INFLUENCE BUSINESS BANKING DECISIONS

81% more likely to be involved with business purchases worth \$1,000,000+

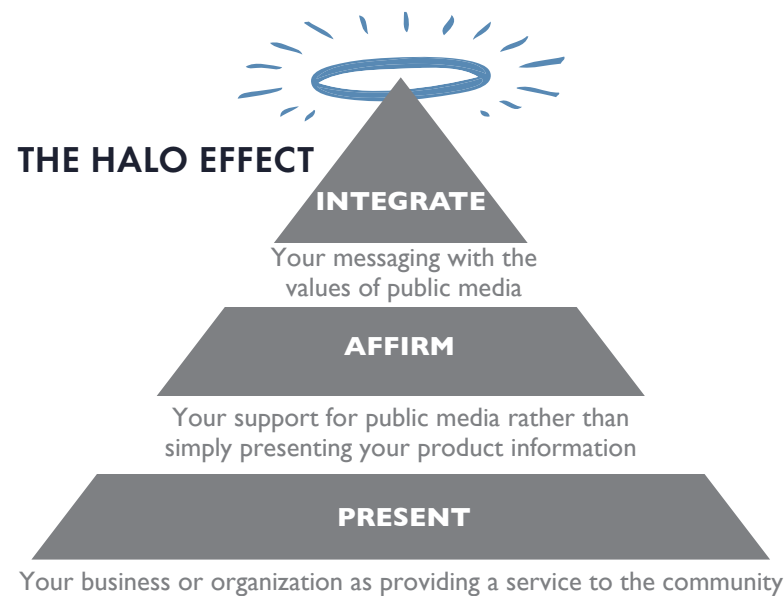
BE A BUSINESS DECISION MAKER

71% more likely to be a business owner, partner or self employed
29% more likely to work in management

SOURCE: Nielsen Mediaview TAPSCAN Jan 2017 - Feb 2018

BREAK THROUGH THE MEDIA CLUTTER

WFYI 90.1 FM HD-1 Public Radio contains 3:30 minutes of non-programming time per hour, compared to 16-26 minutes of non-programming time per hour on commercial radio.



SOURCE: *Jacobs Media 2010 & 2013

RADIO SCHEDULE

WFYI 90.1 HD1

MONDAY – FRIDAY

5 am	Morning Edition
9 am	BBC Newshour
10 am	IA
Noon	Fresh Air
1 pm	Here & Now
4 pm	All Things Considered
6 pm	The Daily (Mon - Thurs)
	Indiana Week in Review (Fri)
6:30 pm	Marketplace
7 pm	All Things Considered
8 pm	The Moth (Mon)
	Stolen Moments (Tue)
	Cultural Manifesto (Wed)
	Echos of Indiana Avenue (Thur)
	This American Life (Fri)
9 pm	World Cafe
11 pm	BBC News

SATURDAY

5 am	BBC World Service
6 am	With Good Reason
6:30 am	Indiana Week in Review
7 am	The Pulse
8 am	Weekend Edition
10 am	It's Been a Minute
11 am	Wait, Wait...Don't Tell Me
Noon	TED Radio Hour
1 pm	This American Life
2 pm	Snap Judgment
3 pm	The Moth
4 pm	Radiolab
5 pm	All Things Considered - Weekend
6 pm	Cultural Manifesto
8 pm	The Blues House Party
10 pm	Small Studio Signal Boost
11 pm	Alt Latino/All Songs Considered
12 am	BBC News

SUNDAY

5 am	BBC World Service
6 am	Travel with Rick Steves
7 am	On Being
8 am	Weekend Edition
10 am	New Yorker Radio Hour
11 am	Freakonomics Radio
Noon	Wait, Wait...Don't Tell Me
1 pm	Reveal
2 pm	Climate One
3 pm	Code Switch / Life Kit
4 pm	The Splendid Table
5 pm	All Things Considered - Weekend
6 pm	Stolen Moments
7 pm	Echos of Indiana Avenue
8 pm	Harmonia
9 pm	Indianapolis Chamber Orchestra
10 pm	Hearts of Space
11 pm	BBC News

ASSOCIATE YOUR BRAND WITH ENGAGING PROGRAMMING

"We enjoy watching and listening to intelligent Television and Radio. Your programming helps us engage our minds and grow in knowledge. Keep up your good work."

- WFYI Member in Carmel

WFYI 90.1 HD2 – THE POINT

MONDAY – FRIDAY

5 am	XPoNential Radio
10 am	Film Soceyology (Mon.)
	Specials (Tues.)
	Cultural Manifesto (Wed.)
	@ The Point (Thurs.)
	The Guestlist (Fri.)
2 pm	Joyful Noise Hour (Tues. and Fri.)
11 am - Overnight	XPoNential Radio

SATURDAY

5 am	XPoNential Radio
10 am	Film Soceyology
11 am	Eat Drink Indiana Radio
Noon	Cultural Manifesto
1 pm	The Cool Down
2 pm	@ The Point
3 pm	Specials
4 pm - Overnight	XPoNential Radio
5 pm - Overnight	XPoNential Radio

SUNDAY

5 am	XPoNential Radio
Noon	Fresh Air Weekend
1 pm	Travel with Rick Steves
2 pm	Film Soceyology
3 pm	The Treatment/All Songs Considered
4 pm	Folk Tales
5 pm	Bonjour Chanson
6 pm	Classics by Request
7 pm	Hearts of Space
8 pm - Overnight	XPoNential Radio

Radio schedule may change, please contact your Account Executive for more information.

THE FACTS

WFYI's television audience is more likely than the average Indianapolis television viewer to...

BE AN ARTS PATRON

More likely to attend art galleries and shows
26% more likely to attend a live theatre show, classical music or opera performances

HAVE AN ADVANCED DEGREE

66% more likely to have an advanced college degree

BE A LIFE LONG LEARNER

8% more likely to attend adult education courses of some kind

NATIONAL STUDIES CONFIRM: PBS IS #1 IN PUBLIC TRUST

- #1 in public trust
- An "excellent" use for tax dollars
- The most fair network for news and public affairs

SOURCE: *NIELSEN PRIME LINGO DATA JANUARY 2022



BREAK THROUGH THE MEDIA CLUTTER

WFYI 1 Public Television contains 2:07 minutes of non-programming time per hour, compared to 14:04 minutes of non-programming time per hour on commercial television.

WFYI 3: Create

More often called "do-it-yourself", the program genres seen on Create TV include viewers' favorite public television series and specials on cooking, travel, arts and crafts, gardening, home improvement and other lifestyle interests.

LIFESTYLE PROGRAMMING

COOKING | TRAVEL | ARTS & CRAFTS
GARDENING | HOME IMPROVEMENT | LOCAL

AGE

18 - 20.....4.9%
21 - 34.....9%
35 - 49.....27.1%
50 - 541.2%
55 - 64.....26.1%
65 +32.1%

ANNUAL INCOME

<\$35K.....12%
\$35 - 49K.....11.7%
\$50 - 74K.....26.5%
\$75 - 99K.....13.5%
\$100 - 249K.....32.8%
\$250K + 3.4%

EDUCATION

H.S. or less.....5.4%
H.S. Graduate.....27.8%
Some college.....22.6%
College degree.....16.5%
Some adv. degree...6.2%
Adv. degree.....21.4%

ETHNICITY

White.....84%
Other.....16%

GENDER

Female.....38.0%
Male.....62.0%

SOURCE: Nielson - Indianapolis, IN 2021 Release 2 Jul 2020 - Jun 2021

WFYI 1 PUBLIC TELEVISION SCHEDULE

(PRIME ACCESS/PRIME TIME)

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30 PM	DW THE DAY					SPECIALS	RICK STEVES' EUROPE
6:00 PM	PBS NEWS HOUR					PBS NEWS HOUR WEEKEND	PBS NEWS HOUR WEEKEND
6:30 PM						ARTS & ENTERTAINMENT PROGRAMMING	NEWS & PUBLIC AFFAIRS PROGRAMMING
7:00 PM	BBC WORLD NEWS AMERICA				INSIDE INDIANA BUSINESS	THE LAWRENCE WELK SHOW	LIFESTYLE & TRAVEL PROGRAMMING
7:30 PM	LIFESTYLE & TRAVEL PROGRAMMING	LOCAL PROGRAMMING	LIFESTYLE & TRAVEL PROGRAMMING	LOCAL PRODUCTIONS			
8:00 PM	ANTIQUES ROADSHOW	FINDING YOUR ROOTS	NATURE	THE OLD HOUSE HOUR	WASHINGTON WEEK	BRITISH TELLY CLUB PROGRAMMING	MASTERPIECE PROGRAMMING
8:30 PM					INDIANA WEEK IN REVIEW		
9:00 PM	NO PASSPORT REQUIRED	SPECIALS	NOVA	SPECIALS	ARTS & ENTERTAINMENT PROGRAMMING		
9:30 PM							
10:00 PM	NEWS & PUBLIC AFFAIRS PROGRAMMING	SPECIALS	SPECIALS	SPECIALS			
10:30 PM							
11:00 PM	BBC WORLD NEWS AMERICA				INDIANA LAWMAKERS	AUSTIN CITY LIMITS	
11:30 PM	AS TIME GOES BY				CONSUELO MACK		ARE YOU BEING SERVED?

PBS national programming highlights

FRONTLINE -- Frontline is investigative journalism that questions, explains and changes our world, telling stories others can't or won't. Since it first aired, there have been over 600 in depth documentaries. (NEWS)

MASTERPIECE -- Masterpiece presents beloved programming from classics such as Bleak House, popular favorites Downton Abbey and Sherlock, as well as Sanditon, Inspector Lewis, & Poldark. (ARTS)

NATURE -- Nature delivers the best in original natural history films to audiences nationwide. Over the years, NATURE has brought the beauty and wonder of the natural world into American homes, becoming in the process the benchmark of natural history programs on American television. (HUMAN EXPERIENCE)

For more information on WFYI's programming, please visit wfyi.org/programs



"I have yet to find a better source of arts, entertainment and current events. I do not know what I would do without public radio and television. Thank you for providing such a vital resource to Indianapolis."

- WFYI Member in Indianapolis



CHILDREN'S TELEVISION SCHEDULE



MON. - FRI.

MORNING PROGRAMS

- 6:00 Let's Learn
- 7:00 Molly of Denali
- 7:30 Wild Kratts
- 8:00 Hero Elementary
- 8:30 Alma's Way
- 9:00 Curious George
- 9:30 Daniel Tiger's Neighborhood
- 10:00 Donkey Hodie
- 10:30 Elinor Wonders Why
- 11:00 Sesame Street
- 11:30 Super Why!

AFTERNOON PROGRAMS

- 12:00 Dinosaur Train
- 12:30 Clifford the Big Red Dog
- 1:00 Xavier Riddle & The Secret Museum
- 1:30 Donkey Hodie
- 2:00 Alma's Way
- 2:30 Hero Elementary
- 3:00 Nature Cat
- 3:30 Wild Kratts
- 4:00 Molly of Denali
- 4:30 Ready Jet Go!
- 5:00 Odd Squad*

* Friday Zone replaces Odd Squad on Fridays

SATURDAYS

MORNING PROGRAMS

- 6:00 Sesame Street
- 6:30 Pinkalicious & Peterrific
- 7:00 Mister Rogers Neighborhood
- 7:30 Daniel Tiger's Neighborhood
- 8:00 Donkey Hodie
- 8:30 Odd Squad
- 9:00 Camp TV

SUNDAYS

MORNING PROGRAMS

- 6:00 Let's Go Luna!
- 6:30 Alma's Way
- 7:00 Kid Stew
- 7:30 Cyberchase
- 8:00 WordGirl
- 8:30 Arthur

DAILY

MORNING PROGRAMS

- 6:00 Cat in the Hat
- 6:30 Ready Jet Go!
- 7:00 Peg + Cat
- 7:30 Super Why!
- 8:00 Daniel Tiger's Neighborhood
- 8:30 Daniel Tiger's Neighborhood
- 9:00 Sesame Street
- 9:30 Elinor Wonders Why
- 10:00 Clifford the Big Red Dog
- 10:30 Dinosaur Train
- 11:00 Let's Go Luna!
- 11:30 Curious George

AFTERNOON PROGRAMS

- 12:00 Nature Cat
- 12:30 Xavier Riddle & The Secret Museum
- 1:00 Molly of Denali
- 1:30 Hero Elementary
- 2:00 Cyberchase
- 2:30 Pinkalicious & Peterrific
- 3:00 Pinkalicious & Peterrific
- 3:30 Elinor Wonders Why
- 4:00 Donkey Hodie
- 4:30 Curious George

EVENING PROGRAMS

- 5:00 Alma's Way
- 5:30 Xavier Riddle & The Secret Museum
- 6:00 Molly of Denali
- 6:30 Hero Elementary
- 7:00 Wild Kratts
- 7:30 Wild Kratts
- 8:00 Odd Squad
- 8:30 Odd Squad
- 9:00 Arthur
- 9:30 Arthur
- 10:00 Cyberchase
- 10:30 Pinkalicious & Peterrific
- 11:00 Pinkalicious & Peterrific
- 11:30 Elinor Wonders Why
- 12:00 Donkey Hodie
- 12:30 Daniel Tiger's Neighborhood
- 1:00 Alma's Way
- 1:30 Xavier Riddle & The Secret Museum
- 2:00 Molly of Denali
- 2:30 Hero Elementary
- 3:00 Wild Kratts
- 3:30 Wild Kratts
- 4:00 Odd Squad
- 4:30 Odd Squad
- 5:00 Arthur
- 5:30 Arthur

PBS IS AMERICA'S LARGEST CLASSROOM

"PBS Kids is the #1 educational media brand. And is a trusted and safe place for children to watch and visit online."

POWER PARENTS

- Over 40% of PBS KIDS Viewers are adults over the age of 18
- 76% of parents watch at least half the time with their kids
- 79% of Children ages 2-11 watch PBS
- 85% of mothers would purchase products and services from a company that sponsors PBS KIDS, all other things being equal

SOURCE: NTI Oct. 10-11

#1 IN PUBLIC TRUST

- Recent national studies confirm that PBS is:
- #1 in public trust
 - An "excellent" use of tax dollars
 - The most fair network for news and public affairs
 - The #1 educational TV/media brand, for PBS KIDS
 - The safest on-air and online destination, for PBS KIDS

SOURCE: **CARAVAN ORC International, January 2014

DIGITAL AUDIENCE

NPR LISTENERS ARE...*

- 150% more likely to be an arts patron
- 50% more likely to have an advanced degree
- More likely not to be exposed to TV in an average week
- More likely to influence business banking decisions
- More likely to be a B2B decision maker

SOURCE: Sources: (On air reach) Fall 2018 ACT 1 based on Nielsen Nationwide, Persons 12+, Mon-Sun. © 2018 The Nielsen Company. May not be quoted or reproduced without the prior written permission of Nielsen. (Online reach) Google Analytics, 3-month average, October-December 2018. (Engagement): (NPR Listeners) Lightspeed Research, State of Sponsorship Survey, March 2017; *NPR Impact Study, NPR Listens, January 2017; (NPR.org Users) Local-National Survey on NPR.org, May 2017; NPR Impact Study November 2015; (NPR Podcast Users) NPR Podcast User Surveys, Fall 2016..



"From my little cubicle, I travel the world, speak with fascinating people and expand my mind. I am very happy to support WFYI. It's cheaper than therapy!"

- WFYI Member in Westfield

NPR LISTENERS CONNECT WITH NPR SPONSORS

<h3>83%</h3> <p>of listeners take action in response to an NPR sponsorship announcement.**</p>	<h3>76%</h3> <p>of NPR podcast users have taken action based on NPR sponsorship announcement.**</p>	<h3>87%</h3> <p>of listeners discuss content with friends, family, and colleagues.**</p>	<h3>75%</h3> <p>of users hold a more positive opinion of companies that support NPR.org**</p>
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17,640

unique visitors to streaming radio (average per month)

1,096,485

accesses of streaming radio per month (via WFYI.org, Tune In radio app, NPR app, Windows Media Player and internet radio)

12:44

average online listening duration

AUDIENCE STREAMING FROM

Indianapolis, Carmel, Fishers, Bloomington, Zionsvile, Noblesville, Greenwood, Avon, Brownsburg, and Columbus

SOURCE: Stream Guys Reporting from April 1, 2021 - March 31, 2022

COPY GUIDELINES & CONTACT INFORMATION

We are here to help

We work with sponsors every step of the way - from ideas to finished production - to make sure the underwriting announcements convey a desired message and comply with FCC guidelines.

On-air messages may contain:

- The organization name
- Brief, non-qualitative, value-neutral description of products or services
- Location
- The organization's web address or phone number

On-air messages may **not** contain:

- Qualitative language or facts that cannot be proven
- Comparative language (better, best, oldest, largest, etc.)
- A call to action (visit our store, order NOW etc.)
- References to price or value
- Personal pronouns (you, your, we, our ...)

Radio on-air messages may be purchased in :10 and :15 live reads. Television on-air messages may be purchased in :10, :15 and :30 pre-produced spots.

Underwriting schedules can be purchased for any length of contract. Your Account Executive can suggest specific programs and frequencies to meet your organization's goals.

WFYI reserves the right to refuse any underwriting messages or sponsorships that may offend its audience or are in conflict with WFYI's image, mission or interest. All messages are subject to FCC guidelines and decisions are made on a case-by-case basis. WFYI will not accept underwriting from companies who solely deal in distilled spirits, tobacco or firearms, and cannot air messages that express a view with respect to a matter of public interest.

WFYI is governed by regulations and policies pertaining to non-commercial broadcasts adopted by the Federal Communications Commission and the Corporation for Public Broadcasting.

Our audience values this characteristic as part of what makes public media unique in sound and substance.

On-air guidelines

- Underwriters must be identified by name (almost always at the beginning of the spot due to the preamble that precedes it)
- The message may include factual, value-neutral descriptive information about the underwriter's products, product line or services
- The information may not be qualitatively or promotionally descriptive, but may include location, phone number, website, etc.
- The message may include the underwriter's well-established, trademarked corporate tag line
- The message may include brand or trade names that help identify the underwriter, but that do not promote nor induce to buy
- Talent from WFYI will voice underwriting messages either pre-recorded or as a live read during broadcast
- Radio Scripts: To help preserve the NPR sound, limit the number of syllables in a :15 script to 60-70 syllables.

LISTENERS CONNECT WITH PUBLIC RADIO SPONSORS.

"65% of NPR listeners hold a more positive opinion of sponsors that support NPR. 62% agree NPR is selective about companies that sponsor its programming. 59% prefer to buy products or services from NPR sponsors."

