



91.7 FM Ann Arbor/Detroit
104.1 FM West Michigan
91.1 FM Flint

A silhouette of the Michigan skyline, including a prominent tree on the left and various buildings, set against a light background.

Michigan Radio: *Your NPR News Station*

The Value of Sponsorship

Good for Your Business, Good for Michigan

Providing access to Lower Michigan's highest concentration of influential, educated, and loyal listeners, Michigan Radio sponsorship is an effective way to reach an exclusive and desirable audience. Michigan Radio is the only news radio service that simultaneously ***reaches all of Southern Michigan, shore-to-shore.*** Your message will be heard throughout the state.

Michigan Radio maintains a full-time award-winning staff of local reporters throughout Lansing, Detroit, Flint, Ann Arbor, and Grand Rapids. *Your business will be associated with quality, up-to-the-minute news in an intelligent, informed environment.*

Michigan Radio has the largest local news gathering team in the state, covering topics that range from education, politics, and the environment. *Our stories are covered with insights, not sound bites.*

In the changing media landscape Michigan Radio has emerged as a vital local news source across the state. More than ever, communities turn to us for their news. *Your support for this valued service will be respected and appreciated.*

Michigan Radio sponsors reach an audience of influential opinion-makers who are devoted to our public radio service. The people who listen to Michigan Radio are involved active citizens who will recognize your organization as a supporter of public radio, and will support your organization in return.

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Our Listening Area

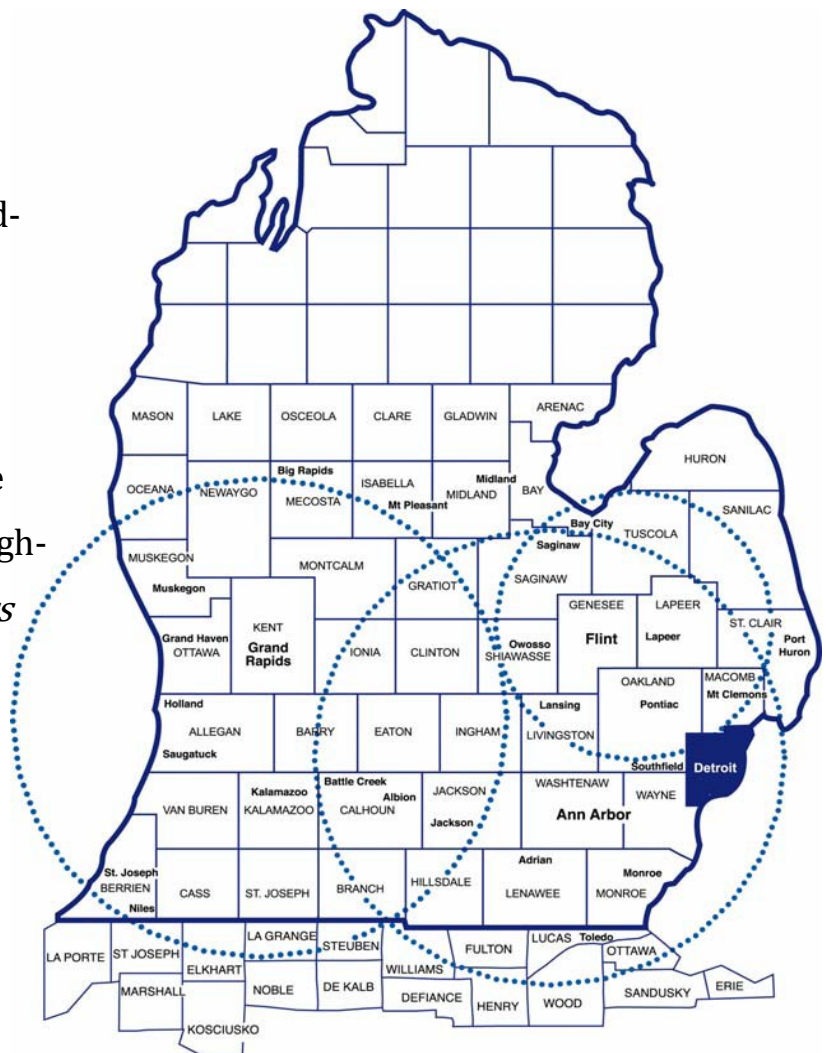
Reaching our listeners shore-to-shore.

Michigan Radio is the state's most listened-to public radio service. We simulcast programming on three FM transmitters from Ann Arbor, Flint and Grand Rapids with a broadcast signal that *reaches 80% of Michigan's population.*

*Our stations serve over 520,000 listeners each week across the southern half of Michigan's Lower Peninsula, and a world-wide audience through our online audio stream.**

Michiganradio.org offers in-depth online coverage of breaking news stories throughout the day to *over 250,000 unique users per month.***

Michigan Radio is accessible to our loyal audience 24 hours a day through our FM and streaming broadcasts, video, and podcasts.



Sources:
 * Arbitron TAPSCAN Fa 2013 Report
 ** Google Analytics Data 1/1/14–1/31/14

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Our Audience

Michigan's Leaders and Influencers listen to NPR on Michigan Radio

Educated

NPR listeners are well-educated – 68% have completed their bachelor's degree, compared to 27% of the national population*.

They are also three times as likely to have completed a graduate degree*.

Our audience is discerning and sees the value in our service. Your commitment to Michigan Radio will be positively recognized and appreciated by our listeners.

Involved

Our audience members are three times as likely to be described as “influentials” – people who participate in three or more public activities that demonstrate common engagement with their community*.

40% of NPR audience members are active members of a club or organization*.
 70% vote in Federal, State or local elections*.

The full political spectrum is represented within our audience—24% conservative, 35% liberal, and 22% sit in the middle of the road politically*. This level of engagement gives NPR listeners a stronger influence over those in their social or political networks.

Decision Makers

NPR listeners are more likely to be self-employed or decision-makers within their place of work*.

Associating your brand with Michigan Radio will deliver your message to an affluent group that is more likely to invest, own real estate, and be medically insured than the average American*.

Responsive

NPR listeners are:

- 13% more likely to switch to a brand or service featured on NPR, if all other things were equal †.

NPR listeners believe:

- associated companies are “giving back, kindred spirits, community-focused, and smart marketers”*. responsible, stable, credible, socially conscious and professional, as well as good stewards ††.
- 60% agree their opinion of a company is more positive when they find out it supports NPR ††.
- 52% assert that they prefer to buy products from NPR supporters ††.

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Sources:
 NPR Profile 2013—NPR Audience Insight and Research
 † Jacobs Research 2007
 †† Halo Investigation Qualitative Study, 2012



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Sponsorship Opportunities

Reach our listeners on-air and digitally

Working together, we can create a marketing strategy that will maximize exposure, create visibility and generate awareness for your company.

Return on Investment

85% of public radio listeners have taken direct action as a result of sponsorship.

Brand Loyalty and Trust

52% of audience members believe companies that sponsor public radio are more credible than those who advertise on commercial radio.

Positive Association

75% of public radio listeners hold a more positive opinion of a company when they learn it supports public radio.

New Clients and Consumers

64% of NPR listeners prefer to buy products and services from companies that support public radio when price and quality are equal.

Results:

In collaboration with Michigan Radio, your organization will reach our listeners who will be inspired act.

Broadcast Sponsorship

As a sponsor, your organization will have direct access to our loyal listening audience throughout the year. Customized, non-commercial broadcast announcements will promote your message for top-of-mind awareness and image enhancement.

Web Sponsorship

MichiganRadio.org offers you the opportunity to extend your on-air message by creating visual association with the station while receiving web traffic directly by posting click-through tile ads. Our audience relies on *MichiganRadio.org* for additional programming information, audio downloading and unique web content that is updated throughout the day.

Online Streaming Sponsorship

Michigan Radio's weekly online streaming audience is made up of over 100,000 loyal listeners and it continues to grow every month. We can offer an exclusive opportunity for you to sponsor the "Pre-Roll" segment of the online stream of Michigan Radio Live.

Michigan Radio is a non-profit radio station—funding for underwriting on Michigan Radio can be funded from your advertising, public relations or charitable contributions budget.

Source: NPR Audience Insight & Research, 2010

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Michigan Radio Underwriting Guidelines

Making Your Copy Work for You

Michigan Radio Underwriting Copy Specifications

Underwriting differs from commercial advertising in both sound and spirit. The public radio audience responds best to straightforward information presented in a concise, clear and sincere manner.

- All underwriting credits must include the legal name of the underwriter, and are preceded by the opening phrase *"SUPPORT FOR MICHIGAN RADIO COMES FROM..."*
- Michigan Radio underwriting announcements are: fifteen (15)-seconds in length and read live by station announcers

All underwriting announcements must comply with FCC rules and Michigan Radio policy as outlined below:

Underwriting Credits MAY Include:

- Information about the company, brand names, and descriptions of products and services offered, delivered in a "value neutral", non-promotional manner
- Years in business or offering service
- Business location, phone number OR web site address

Established corporate slogans stating the company's philosophy or positioning statement in a manner that is in keeping with public radio copy guidelines

FCC underwriting guidelines require that underwriting language not contain:

- Calls to action; i.e., "call", "stop by", "email", "visit", or phrases prompting action,
- References to price; i.e., "free", "10% percent off", "complimentary", "no down payment", etc.,
- Qualitative or comparative language or claims; i.e., "best", "greatest", "most reliable", "oldest", "largest", "can improve/provide/teach/expand..." etc.,
- Inducements to act; i.e., "while supplies last", "special gift", "on sale", "limited offer" etc. ,
- Overstated or subjective language; i.e., "fun-filled", "enjoyable", "long awaited", "by popular demand", "authentic character", "informed counsel", "professional advice",
- Endorsements; i.e., "recommended by New York Times", "the Wall Street Journal says.."
- Credentials; i.e., "Board certified", "Award winning",
- Words such as "you," "your," "our," and "we" are not permitted as part of underwriting language. It suggests a personal endorsement on the part of the station.

These guidelines are based on FCC rules and on Michigan Radio policy. They are designed to protect the non-commercial nature of public radio and preserve the style and sound that public radio listeners value and respond to. Michigan Radio program management requires at least 48 hours for edits and/or approval.

Disclaimer: Michigan Radio reserves the right to refuse any request for underwriting that would violate an FCC rule or policy, violate station policies or adversely affect the reputation or financial condition of the station. No announcements will be aired on behalf of political organizations, political candidates or their committees, or that express a view on issues of public importance or interest or religious belief. No more than one (1) event may be listed in any underwriting announcement. No more than 6 underwriting announcements may air in one day (and may be less depending on inventory).

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