








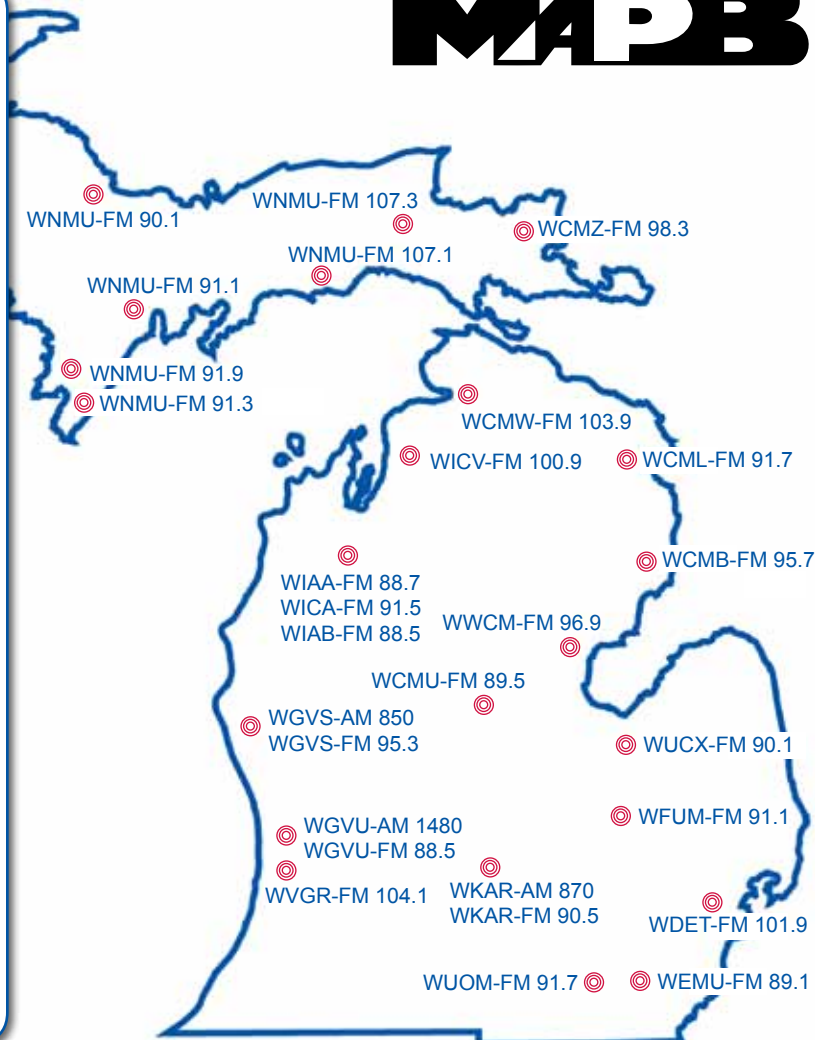
Target Your Market with Michigan's Public Radio Stations

M A P B

Michigan Public Radio Stations Provide TARGETED Multi-Market Coverage

-  27 stations throughout Michigan reach more than 800,000 listeners each week.
-  Public radio targets specific audiences with unique local programming like news/talk, classical, jazz, blues, folk and adult alternative.
-  The stations provide the highest quality national programming through NPR and feature award-winning programs like *Morning Edition* and *All Things Considered*.
-  Public radio listeners are more than twice as likely as the average adult to have a college degree, be employed in a professional/managerial occupation and influence business purchases.
-  Public Radio listeners have a median household income of almost \$70,000.
-  Sponsorship messages stand-out in an uncluttered environment!
-  Nearly 70% of public radio listeners have a more positive image of businesses that sponsor public broadcasting programs

Sources: MRI 2000, Arbitron 2001, 2002



Contact Your Local Public Radio Station For More Information

Central Michigan Public Broadcasting

(989) 774-3105
 WCMU-FM 89.5, Mt. Pleasant
 WCMZ-FM 98.3, Sault Ste. Marie
 WCMB-FM 95.7, Oscoda
 WCML-FM 91.7, Alpena
 WCMW-FM 103.9, Harbor Springs
 WWCM-FM 96.9, Standish

Delta College Public Broadcasting

(989) 686-9362
 WUCX-FM 90.1, Bay City

Detroit Public Radio

(313) 577-4146
 WDET-FM 101.9, Detroit

Eastern Michigan Public Radio

(734) 487-2229
 WEMU-FM 89.1, Ann Arbor

Interlochen Public Radio

(231) 276-4400
 WIAA-FM 88.7, Interlochen
 WICV-FM 100.9, Interlochen
 WICA-FM 91.5, Traverse City
 WIAB-FM 88.5, Interlochen
 WLMN-FM 89.7, Interlochen

Michigan Radio

(734) 764-9210
 WUOM-FM 91.7, Ann Arbor
 WVGR-FM 104.1, Grand Rapids
 WFUM-FM 91.1, Flint

Northern Michigan Public Broadcasting

(906) 227-2600
 WNUM-FM 90.1, Marquette
 WNUM-FM 96.5, Marquette
 WNUM-FM 91.9, Stephenson
 WNUM-FM 91.3, Menominee/Marinette
 WNUM-FM 91.1, Escanaba
 WNUM-FM 107.3, Newberry

WGVU-AM/FM/TV

(616) 331-6666
 WGVU-AM 1480, Grand Rapids
 WGVU-FM 88.5, Grand Rapids
 WGVS-FM 95.3, Muskegon
 WGVS-AM 850, Muskegon

Michigan State University Public Broadcasting

(517) 432-9527
 WKAR-FM 90.5, East Lansing
 WKAR-AM 870, East Lansing