

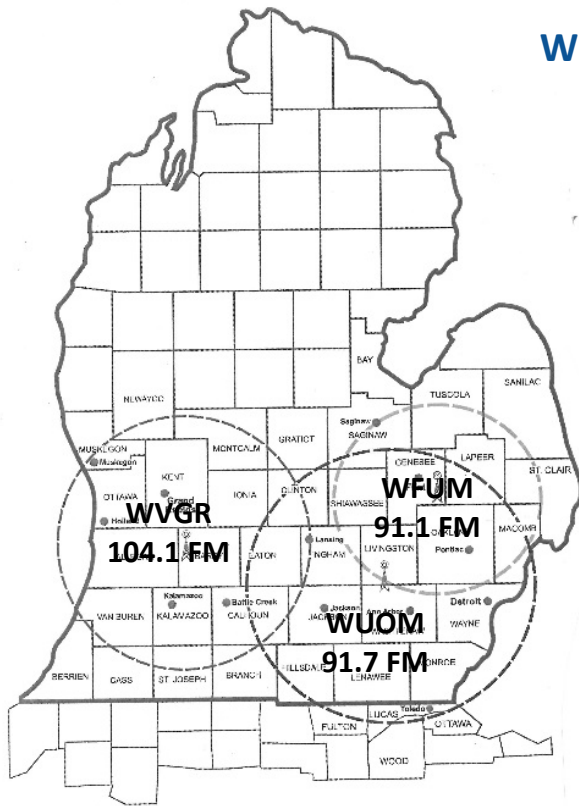


91.7 FM Ann Arbor/Detroit
104.1 FM West Michigan
91.1 FM Flint

BOLSTER IMPACT WITH MICHIGAN RADIO

STORIES TO REMEMBER.

Great storytelling through media provides unique opportunities to capture the attention of general audiences, legislators and other media outlets.



WHY MICHIGAN RADIO?

Michigan Radio was named as the number one public radio station in the United States by The Media Audit in July 2013.*

The station's three signals reach over 80% of the state's population and span thirty-one counties in the southern half of Lower Michigan, from Grand Rapids (WVGR 104.1 FM), to Ann Arbor and Detroit (WUOM 91.7 FM), to Flint (WFUM 91.1 FM).

More than 500,000 people tune-in to Michigan Radio each week while in their car, at home, at work, etc.**

A partnership with Interlochen Public Radio extends the reach of two Michigan Radio programs: "Stateside with Cynthia Canty" and "The Environment Report."

3 WAYS YOU CAN BOLSTER IMPACT WITH MICHIGAN RADIO

1 Capture the attention of a large public audience.

Engage an educated & influential audience in the issues.

2

3 Inform public dialogue around your key areas of work.

In a recent Michigan Radio survey, 70% of listeners reported taking action as a result of listening, such as discussing a story with family and friends, sharing stories digitally, and contributing to a charity,***

Website

michiganradio.org

Traffic tops 2 million users per year, with over 184,000 unique visitors every month.

BEYOND RADIO.



BEYOND MICHIGAN.

Social Media

Facebook
"Michigan Radio"
Over 34,800 "likes"

Twitter
"@Michigan Radio"
Over 31,700 followers

Online Streaming

108,000 unique streaming connections are made each month.

Mobile iPhone App

Over 221,000 people have downloaded/upgraded Michigan Radio's iPhone app.

Community Events

Michigan Radio holds dozens of community events every year, such as Issues & Ale, Moth StorySLAM & more.

Michigan Radio, The University of Michigan
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SOURCES

*WUOM market, www.themediiaudit.com

**National Regional Database, Nielsen Audio, Fall 2014

***Jacobs Media SOO Audience Survey, Feb. 2015

****Jacobs Media Audience Survey, Jan. 2013

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MOST IMPORTANT ISSUES FACING MICHIGAN, AS NAMED BY LISTENERS



In a recent survey, Michigan Radio listeners were asked to name the most important issues facing the state. The 5 most mentioned issues were education, infrastructure, jobs, environment and economy.***

Economy
Infrastructure
Education
Jobs
Environment

"Information is as vital to the healthy functioning of communities as clean air, safe streets, good schools or public health. Maybe even more vital - because it is hard to succeed in the areas of environment, safety, education or health when the news and information system isn't working [...]"

- Alberto Ibarguen, President & CEO, John S. & James L. Knight Foundation

WAYS TO SUPPORT MICHIGAN RADIO...

By location

Detroit, Grand Rapids, Flint, etc.

By style or platform

News, storytelling, radio, digital, etc.

By topic

Economy, Environment, Arts, etc.

By helping us improve

Capacity building, equipment purchases, etc.

MICHIGAN RADIO LISTENERS...

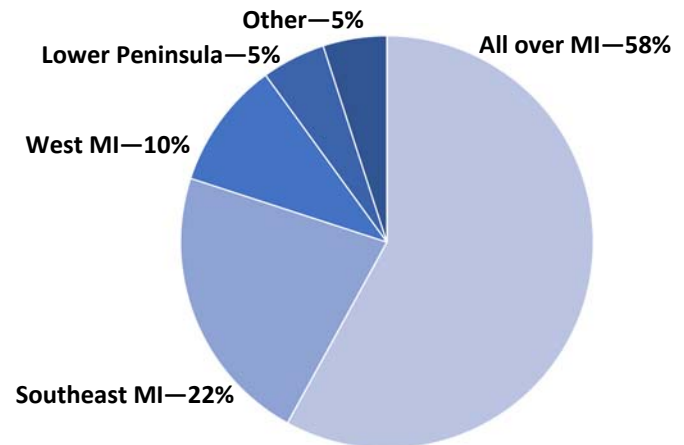
*... are interested in hearing news about the following topics:*****

Environment | Education | State politics | Health & medicine | History

*...would like to hear more news coverage in the following areas:*****

Local news | State news | Social justice | International | Environmental

*...have an interest in hearing news in the following MI regions:*****



Michigan Radio programs & initiatives:
Morning Edition (NPR)
All Things Considered (NPR)
Weekend Edition (NPR)

The Environment Report
Jack Lessenberry, Political Analyst
John U. Bacon, Sports Commentator
That's What They Say

Stateside with Cynthia Canty
Bringing Up Detroit
It's Just Politics
State of Opportunity

Detroit Journalism Collaborative
News bureaus in Ann Arbor, Detroit, Grand Rapids, Mid-MI
Issues & Ale community discussions
Moth Story-Slams