

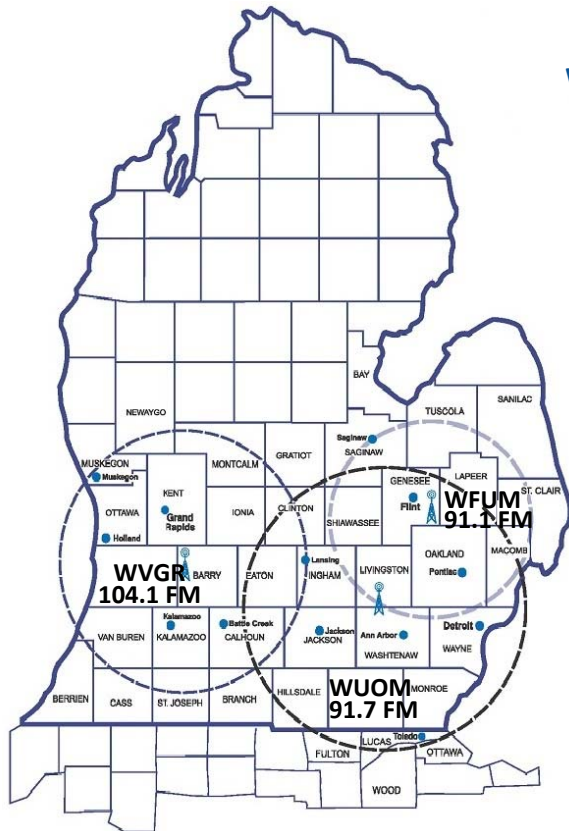


91.7 FM Ann Arbor/Detroit
104.1 FM West Michigan
91.1 FM Flint

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?

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).

*Over 530,000 people tune-in to Michigan Radio each week while in their car, at home, at work, etc.***

Michigan Radio has been named Public Radio Station of the Year (Group 2) by the Michigan Association of Broadcasters 10 of the past 11 years.

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.

"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 [...]"

Website

michiganradio.org

The number of users averages 300,000 every month.

BEYOND RADIO.



Community Events

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

BEYOND MICHIGAN.

Facebook

"Michigan Radio"
Over 46,450 "likes"

Online Streaming

The average number of monthly users exceeds 115,600.

Twitter

"@MichiganRadio"
Over 37,000 followers

Michigan Radio programs & initiatives:

Morning Edition (NPR)
All Things Considered (NPR)
Weekend Edition (NPR)

1A (NPR)

The Environment Report
Jack Lessenberry, Political Analyst
John U. Bacon, Sports Commentator

Stateside

MI Curious
It's Just Politics
That's What They Say

Detroit Journalism Cooperative

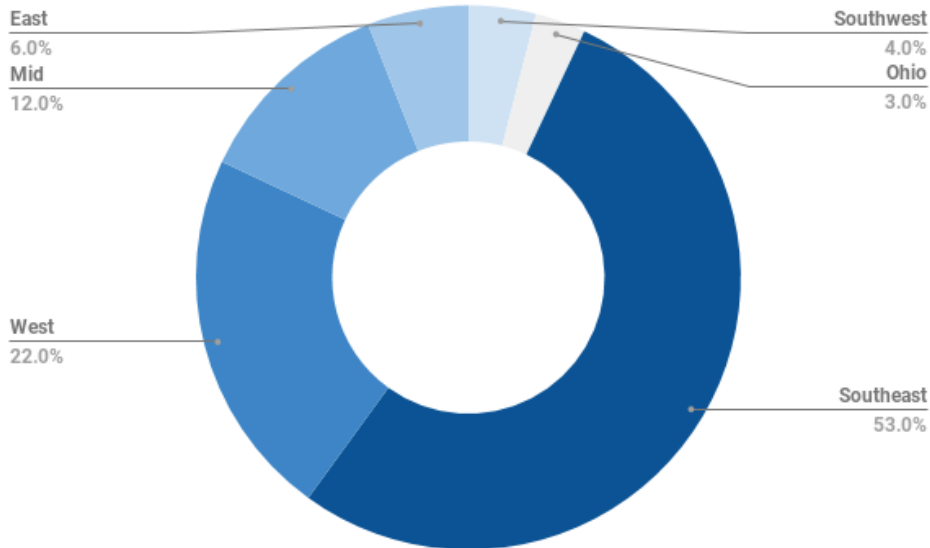
News bureaus in Ann Arbor, Detroit, Grand Rapids, Flint
Issues & Ale community discussions
Moth Story-Slams



5 MOST IMPORTANT ISSUES FACING MICHIGAN, AS NAMED BY LISTENERS*

Education
Jobs
Infrastructure
Clean Water/Flint Environment

Listeners by state region***



Ways to support Michigan Radio

By location Detroit, Grand Rapids, Flint, etc.	By topic Economy, Environment, Arts, etc.
By style or platform News, storytelling, radio, digital, podcast, etc.	By helping us improve Capacity building, equipment purchases, training, etc.

*In a recent Michigan Radio survey, close to 70% of listeners reported taking action as a result of listening, such as discussing a story with family and friends, contributing to a charity, or contributing during an election. **

Revenue sources (fiscal year 2017)

Michigan Radio does not receive funding from the University of Michigan.

