

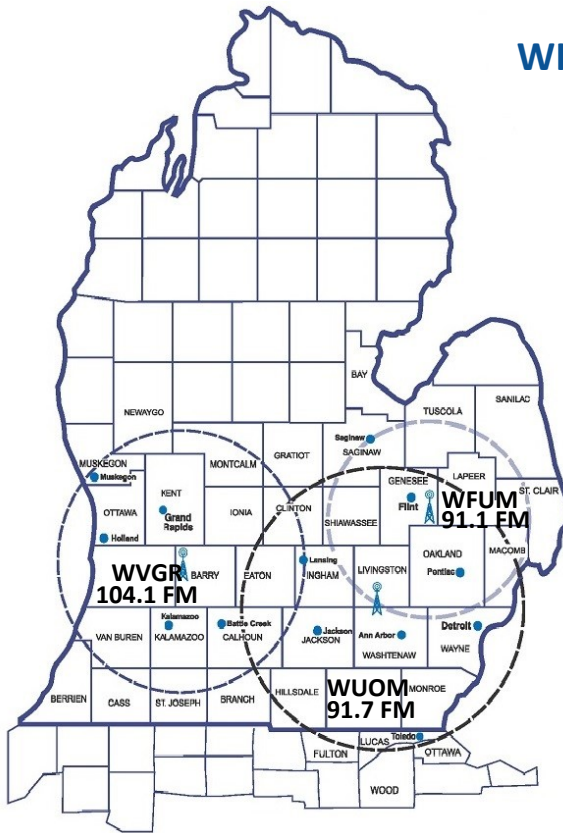


91.7 FM Ann Arbor/Detroit  
104.1 FM West Michigan  
91.1 FM Flint

# 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.\*\*

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

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.

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. \*

### Website

[michiganradio.org](http://michiganradio.org)

The number of users averages 300,000 every month.

### BEYOND RADIO.



### BEYOND MICHIGAN.

### Community Events

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

### 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, The University of Michigan  
535 West William St., Suite 110, Ann Arbor, MI 48103  
Contact: Ellen Han, Grants Manager, 734.647.5621, [erinck@umich.edu](mailto:erinck@umich.edu)

Last updated: July 2017

SOURCES  
\*Jacobs Media SOO Audience Survey, Spring 2017  
\*\*National Regional Database, Nielsen Audio, Fall 2016  
\*\*\*Source: Nielsen Audio - Fall'16, Persons 12+, Mon-Sun 6am-12Mid

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

CleanWater/Flint  
Infrastructure  
Education  
Environment  
Jobs

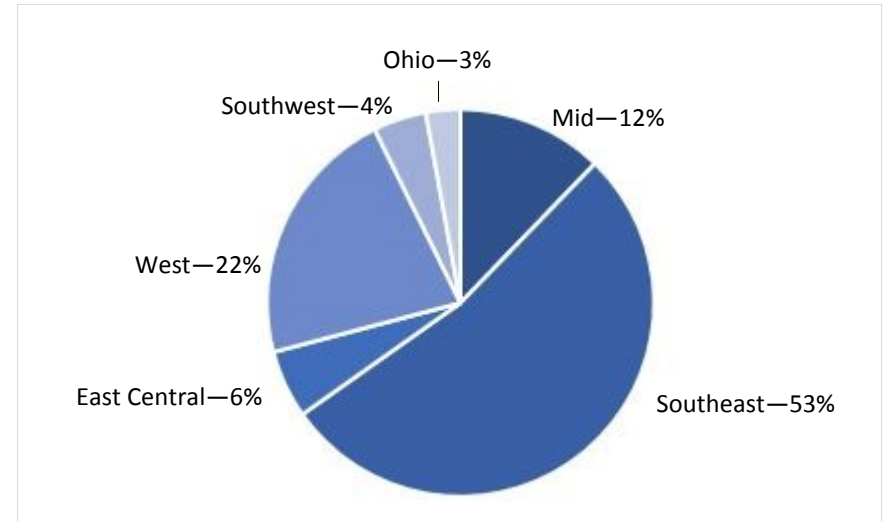


91.7 FM Ann Arbor/Detroit  
104.1 FM West Michigan  
91.1 FM Flint

*"Michigan Radio keeps me informed and is convenient and entertaining. This is where I go to find reliable journalism about issues I care about."*

- Michigan Radio listener

## Michigan Radio Listeners By Region\*\*\*



*"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 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