

At a Glance

Since 1917 Wisconsin Public Radio has provided news, music, conversation, and entertainment programs to **inform, inspire and build communities** throughout Wisconsin and around the world. Our commitment to the highest standards of news and cultural content reflects our belief that people and communities thrive with an open exchange of ideas and information.



WISCONSIN
PUBLIC RADIO

Today's Wisconsin Public Radio has Over **1 Million Monthly Listeners and Users!**

On-Air Statewide – **302,900 Weekly Listeners**

Source: Nielsen Ratings SP23/FA23

Monthly Statewide Users accessing online audio on WPR.org – **830,000**

Source: Audioserve 2023

In 2024, after more than two years of analysis, audience research and careful planning, WPR is reorganizing its statewide service to help Wisconsinites more easily find and enjoy the news and music programs they love. WPR's 38 stations have been reorganized into two networks, **WPR News and WPR Music**.



WPR News: With WPR reporters in eight local bureaus across the state — plus NPR and BBC national and global coverage — WPR News offers an unparalleled mix of journalism from Wisconsin, the nation and the world all day, every day. Your favorite news and information programs, including “Morning Edition,” “All Things Considered,” “The Larry Meiller Show,” “Marketplace,” “1A,” “Science Friday,” “Fresh Air” and more are on WPR News. WPR's morning news and culture program, “Wisconsin Today,” covers current and emerging issues with a decidedly Wisconsin point of view each weekday at 9 a.m.



WPR Music: WPR Music offers locally-hosted classical music seven days a week with jazz, world and folk music each weekend. Beloved WPR hosts Stephanie Elkins, Norman Gilliland, Lori Skelton, Ruthanne Bessman, Dr. Jonathan Øverby and Sile Shigley will keep you company day and night with beautiful, expertly curated music and performances you can't find anywhere else. You can count on WPR Music for the best music from Wisconsin, the nation and the world.



Demographics of a Public Radio Listener

They are INFLUENCERS! Public radio Listeners are 3x as likely to drive social trends, influence mass opinion, and create word of mouth ideas and products. When you reach an influencer, your message will be personally shared in their personal networks!

ENVIRONMENTAL:

276% more likely to have participated in environmental group causes in the last 12 months.

72% of public radio listeners are interested in finding out how they can help the environment.

54% participated in outdoor gardening.

EDUCATION - CURIOUS LIFE-LONG LEARNERS:

73% more likely to be a college graduate.

87% value curiosity: wanting to explore and learn about new things.

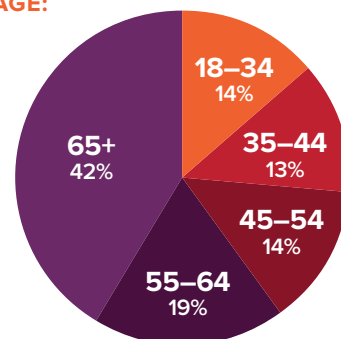
92% value learning: continuing to learn throughout life.

LISTENING LOCATION:***

61% Not at Home

39% At Home

AGE:



33% are 45-64 years

Prime earning years*

61% are 55-65+ years

Prime donation years**

ENGAGEMENT:

They are **highly connected active social people** who participate in 3 or more community or public service activities on a regular basis.

73% more likely to attend art galleries & shows.

101% more likely to attend classical music/opera performances.

AFFLUENCE:

83% more likely to hold a position in top management.

Average Median household income: **\$110,500**

Average Median home value: **\$400,540**

HOUSEHOLD INCOMES:

35% 150K+ **10%** 250K+

GENDER:***

51% Women **49%** Men

Source: 2023 NPR Audience Profile MRI-Simmons Doublebase Fall 2022

*Payscale.com

** Philanthropy Roundtable.org & Giving USA.org

***Nielsen Company Spring 2023/Fall 2023 Weekly Cume 6a-12p WPR stations



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Demographics of a Public Radio Listener

Connect your Message with public radio listeners and create a bond! For over 100 years, audio fans have turned to WPR for trusted, reliable content. By continuing to uphold its mission to create a more informed public, WPR has created a relationship of trust with listeners that extends to sponsors. When surveyed, listeners agreed that not only do they have a positive opinion of WPR sponsors and pay attention to their messages, but that they have a strong intent to buy from those sponsors and follow through with action. This halo effect helps make WPR not only the #1 in trust for listeners, but the #1 in trust for brands.



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72% of listeners hold a more **positive opinion of companies that support public radio.**

56% of listeners find **public radio sponsors to be more creditable companies.**

68% of listeners **buy products from companies that support public radio!**

84% **take action in response to something heard on public radio.**

PHILANTHROPIC BEHAVIOR:

164% more likely to contribute to an Arts/Cultural organization than the national average.

51% more likely to contribute to Educational organization than the national average.

82% more likely to contribute to a Social organization than the national average.

143% more likely to contribute to Environmental organizations than the national average.

BUYING HABITS:

71% buy based on **quality, not price.**

74% more likely to own at least **\$250,000 in investments.**

81% take an active role in **planning for their retirement.**

84% buy vehicles based on how the **vehicle meets their needs** whether foreign or domestic.

80% will **buy a product from a company they trust**, even if it is slightly more expensive.

56% buy **natural products** because they are concerned about their family's health.

79% **use the internet** to carry out day-to-day banking functions.

63% are **willing to pay more** for a product that is environmentally safe.

44% had **home improvements** in the last 12 months.

62% travel within the **continental US for vacation.**

Source: 2023 NPR Audience Profile MRI-Simmons Doublebase Fall 2022.



Clutter Free

Public radio is a **clutterfree** **oasis** for sponsors

On WPR sponsor announcements
air for **no more than 2 min/hour**

and we run **no more than 2 in a row**

Broadcast Your Message in a Clutter Free Environment

WPR airs no more than 2 minutes of sponsor announcements per hour and no more than 2 announcements in a row, compared to commercial radio, which runs up to 18 minutes of commercials per hour.

Our account executives work together with you to craft messages that our listeners want to hear. Your unique 15-second message will be clear, concise and informative — the kind of message listeners have been shown to respond to.

WPR listeners act on the messages they hear and do business with those who support the station.



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WPR News & Music Maps

Today's Wisconsin Public Radio – **1,000,000+ Monthly Listeners!**

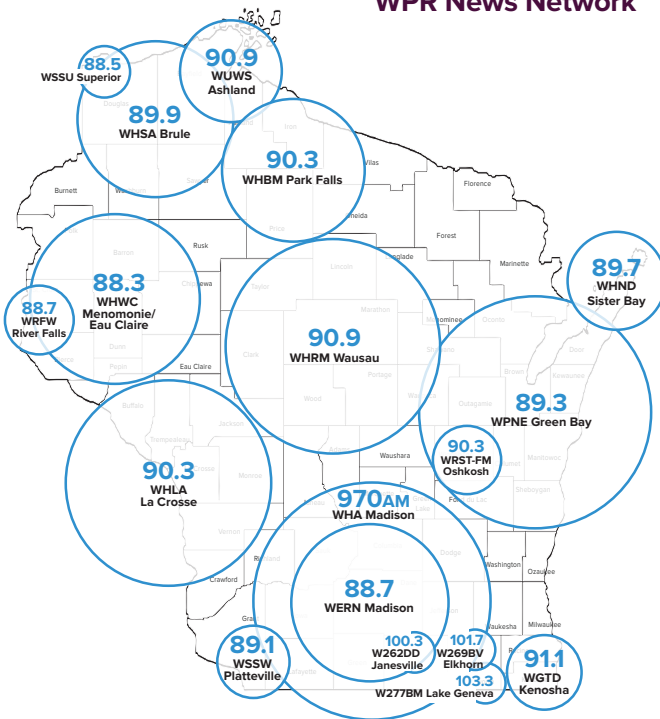
On-Air Statewide – **302,900 Weekly**
Listeners tuning in 6 hours per week!

830,000 Streamed WPR.org
 listeners per month

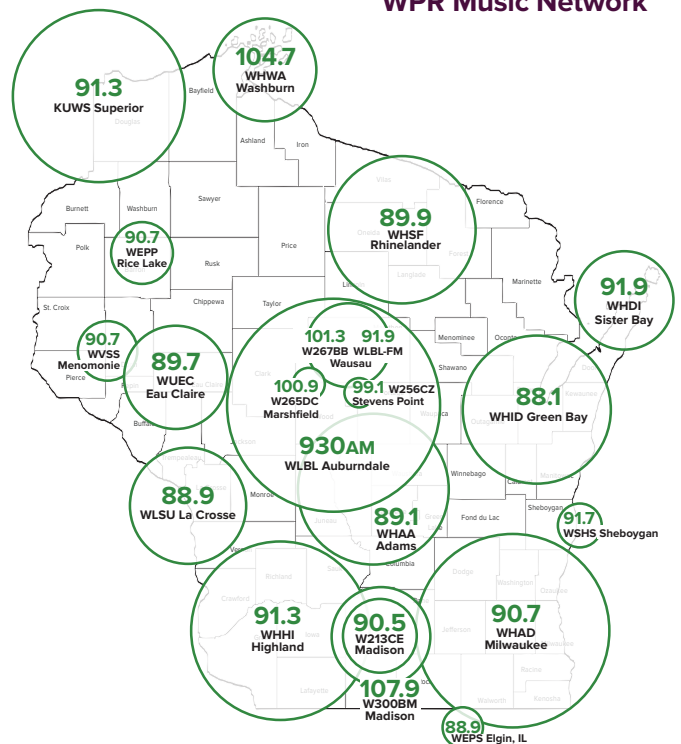
Over 1,000,000
 Page views per month

Source: 2023 NPR Audience Profile MRI-Simmons Doubldbase Fall 2022

WPR News Network



WPR Music Network



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WPR News

Alex Crowe hosts "Morning Edition" each weekday morning at 5 a.m.

Statewide Schedule

The program line-up on your regional station may be slightly different. Up-to-date schedules can be found at wpr.org.



Larry Meiller host of "The Larry Meiller Show"
Monday through Friday, 11 a.m. to 1 p.m.



Rob Ferrett and Kate Archer Kent host "Wisconsin Today" weekday mornings 9 a.m. to 10 a.m.



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	Weekdays	Saturdays	Sundays	
5 AM	Morning Edition	Garden Talk	BBC World Service	
5:30			Weekend Edition – Saturday	On The Media
6				Weekend Edition – Sunday
6:30				
7				
7:30		Weekend Edition – Sunday		
8				
8:30	Wisconsin Today	Wait, Wait...Don't Tell Me!	To The Best Of Our Knowledge	
9			1A	BETA
9:30				
10	The Larry Meiller Show Garden Talk (F)	BETA	A Way With Words	
10:30				
11		The People's Pharmacy	Wait, Wait...Don't Tell Me!	
11:30				
12 PM				
12:30	On Point (M-Th) Science Friday (F)	Zorba Paster On Your Health	Bullseye	
1				
1:30	The World (M-Th) Science Friday (F)	Hidden Brain	This American Life	
2				
2:30	All Things Considered	To The Best Of Our Knowledge	RadioLab	
3				
3:30		Weekend All Things Considered	Weekend All Things Considered	
4				
4:30		Snap Judgment	University Of The Air	
5				
5:30		The Moth Radio Hour	Zorba Paster On Your Health	
6				
6:30	Marketplace	This American Life	Live Wire	
7				
7:30	Wisconsin Today (Rebroadcast)	Radiolab	Code Switch/Life Kit	
8				
8:30	Fresh Air (M-W, F) The Middle (Th)	PRX Remix	PRX Remix	
9	Today, Explained			
9:30	Chapter A Day			
10	Reveal (M) Latino USA (T) To The Best Of Our Knowledge (W-Th) Snap Judgment (F)			
11	BBC World Service			
11:30				
12–5 AM				
		BBC World Service	BBC World Service	

Photo credit: WPR/Tom Krueger Photography



WPR Music

Stephanie Elkins hosts "Morning Classics" each weekday morning at 6 a.m.

Statewide Schedule

The program line-up on your regional station may be slightly different. Up-to-date schedules can be found at wpr.org.



Dr. Jonathan Øverby Host & Executive Producer
"The Road to Higher Ground" Saturday, 5 p.m. to 9 p.m.



Norman Gilliland hosts "The Midday" Monday through Friday 11 a.m. to 1 p.m. and holds the popular "Midday Quiz."



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	Weekdays (M-Th)	Weekday (F)	Saturdays	Sundays		
6	Morning Classics with Stephanie Elkins	Morning Classics with Stephanie Elkins	Morning Classics	Morning Classics		
6:30						
7						
7:30						
8						
8:30						
9	The Midday Classics with Norman Gilliland	The Midday Classics with Norman Gilliland	Classics By Request with Ruthanne Bessman	Wisconsin Classical with Lori Skelton		
9:30						
10						
10:30						
11						
11:30						
12 PM						
12:30						
1	Afternoon Classics with Lori Skelton	Afternoon Classics with Lori Skelton	Afternoon Classics with Ruthanne Bessman (Metropolitan Opera at Noon, Dec. thru June)	Sunday Afternoon Classics & Specials		
1:30						
2						
2:30						
3						
3:30						
4	Drivetime Classics with Jason Heilman	Drivetime Classics with Jason Heilman	BETA	To The Best Of Our Knowledge		
4:30						
5						
5:30						
6						
6:30						
7	Chapter A Day	Chapter A Day	The Road to Higher Ground with Dr. Jonathan Øverby	Simply Folk with Síle Shigley		
7:30	Nighttime Classics & Specials	Nighttime Classics & Specials				
8		Jazz Night in America				
8:30	Wisconsin Classical (Rebroadcast) (8–10 Monday)					Tent Show Radio
9						
9:30						
10						
	From the Top (8–9 Tuesday)	Evening Jazz	Evening Jazz	Overnight Classics		
10:30						
11	Overnight Classics				Overnight Classics	
11:30						
12 AM						
12:30						
1–6 AM		Overnight Classics	Overnight Classics			

Photo credit: WPR/J. Potter

