

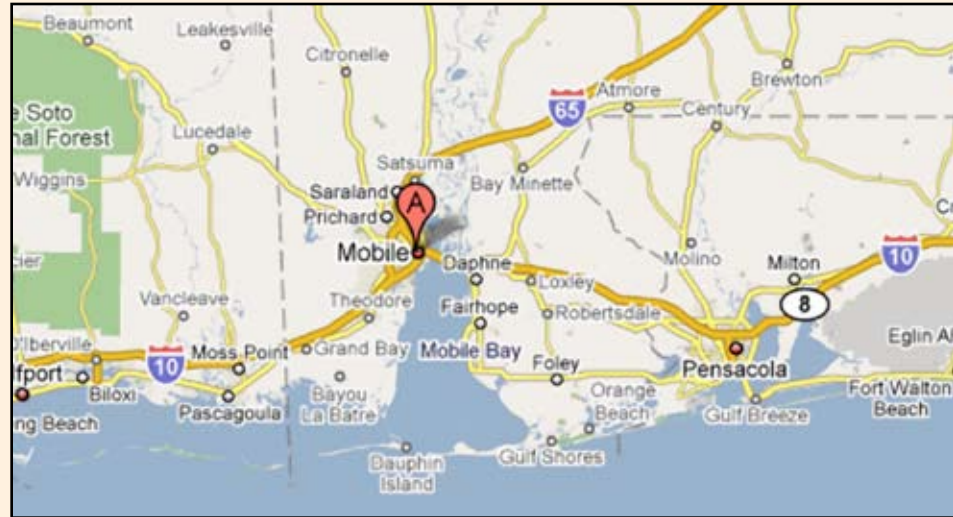
91.3 WHIL

NPR News - Classical Music

Introduction

◆ 91.3 WHIL's 100,000 watt public radio station reaches 47,000 listeners from Biloxi to Pensacola.

◆ Additional listeners are reached by streaming online via our website, www.whil.org.



◆ Our programming is comprised of quality news, information, and entertainment shows, as well as the best-loved classical music.

◆ “News plus Classical” is the number one public radio format in the South Central part of the country.

Programming

U.S. and International News:

- Morning Edition
- All Things Considered
- Marketplace

Edu-tainment:

- Car Talk
- Wait, Wait Don't Tell Me
- A Prairie Home Companion

Timely Interview programs:

- Fresh Air
- Bob Edwards Weekend

Local/Regional programming:

- Mobile Matters
- Alabama Arts Radio Series
- Local news, weather, traffic

Classical Music:

- From the Top
- Sacred Classics
- Mobile Symphony Broadcasts
- Mobile Opera Broadcasts
- Chicago Symphony Orchestra



The Audience

Public Radio programming attracts listeners who are:



- Educated
- Affluent
- Professionally Successful
- Established
- Influential

Public radio listeners are also:

Curious

Reading, traveling, exploring museums, and generally learning new things

Active

Stepping out for educational and cultural events, popular entertainment, dining, and outdoor recreation. Engaging in a variety of hobbies including cooking, gardening, playing a musical instrument, sports, photography, and woodworking.

The Audience



Healthy

Maintaining a healthy lifestyle through exercise, good nutrition, regular doctor visits, alternative therapies such as acupuncture and yoga.

Influential and Civic Minded

Exerting influence in their communities by serving on boards, writing letters to the editor, volunteering, voting, and making donations.



The Audience

Hard to Reach

91.3 WHIL is where educated and affluent listeners congregate. They are not found in such high concentrations in virtually any other broadcast medium

Active Consumers

They spend more because they make more and do more.



Passionate and Loyal

85% of public radio listeners are more likely to support a business or service they've heard about on public radio.

Audience Statistics

91.3 WHIL's audience* is affluent and consumes more as a result.

- 46,800 total Gulf Coast adults reached each week Monday-Sunday 6am-Midnight
- 20% more likely to have an annual household income of \$75,000+
- Nearly 50% of 91.3 WHIL's weekday AM & PM Drive audience earns a combined household income of \$75,000+
- 50% more likely to purchase an automobile in the \$30,000 - \$39,999 category

The NPR Audience is:**

- 187% more likely to have money market accounts or annuities
- 170% more likely to use a financial planner
- 239% more likely to have a total value of securities of \$150,000+
- 77% more likely to travel than the national average
- Twice as likely to have taken 4 or more foreign trips in the past three years
- Can't be duplicated anywhere else! They spend very little time with television during the week with one exception, "Meet The Press."

**(Spring 2009 Arbitron Mon.-Sun 6a-Mid TSA Cume – subject to the limitations in the report*

*** (2008 MRI Doublebase national study)*

Businesses who Benefit

A sampling of business groups that benefit from reaching 91.3 WHIL listeners:

- Apparel/Accessories
- Environmental/Ecological Services
- Florists
- Food and Drink
- Gardening/Landscaping
- Hobby Stores
- Law
- Health & Wellness
- Home Furnishings/Accessories
- Home Improvement
- Architects
- Arts and Entertainment
- Automotive
- Banks/Financial Services
- Books
- Business Products and Services
- Charities/Community Organizations
- Computers/Cell Phones/Electronics
- Elder Care
- Insurance
- Medical
- Music
- Outdoor Recreation/Sporting Goods
- Personal Care
- Pets
- Professional Development Services
- Schools
- Security Systems
- Tax Services
- Travel
- Catering

Reasons to Underwrite

- ◆ Our non-commercial format means less clutter. Our underwriting breaks are shorter than traditional commercial breaks so listeners stay tuned and hear your underwriting message.
- ◆ Our unique, hard-to-reach listening audience is skeptical of traditional advertising and prefers underwriting spots to commercials.
- ◆ As added value, we offer other opportunities to reach our listeners through our website and newsletter.
- ◆ Your underwriting expenses are 100% tax deductible whether you claim them as a charitable or a marketing expense.
- ◆ You are supporting an important community resource!