for Award-Winning NPR, PBS, Local News and Cultural Programming.

South Florida's Source
Snapshot of WLRN's Audience

#1 News-Talk Radio Station

- 51% have a college degree and 30% have a postgraduate degree
- 77,800 are involved in business purchasing decisions
- 72% have a financial investment

Over 43% with a household income of $100k+

- 2.5x more likely to own a home valued at $750k to $1 million
- 45,200 households plan to buy/lease a car in the next 12 months

Source: Scarborough R1 2020: Jul 19 - Jul 20
The Halo Effect of Sponsorship

Discuss content with friends, family and colleagues 87%
Take action in response to something they heard on NPR 83%
Hold a more positive opinion of NPR sponsors 71%
Prefer to buy products or services from NPR sponsors 70%
Agree that businesses heard on WLRN are more credible 56%
Considered a new product or service 52%
Gathered more info about a company/product 44%
Visited a Sponsor’s website 41%
Attended a performance/event/exhibit 40%

Source: Lightspeed Research 2017
Reach South Florida's Most Loyal Listeners

Ways to Listen to WLRN

WLRN 91.3FM
From Southern Palm Beach County through the Upper Keys.

WKWM 91.5 FM
Marathon to Key West

WLRN 101.9 FM
The Palm Beaches

WLRN Classical HD2

WLRN.org WLRN App
Listen on your Smart Speakers
<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
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<tbody>
<tr>
<td>5:00am</td>
<td>Morning Edition</td>
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<td>BBC World Service</td>
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<tr>
<td>6:00am</td>
<td>Morning Edition</td>
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<td>The Florida Roundup</td>
<td>On The Money</td>
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<td>7:00am</td>
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<td>Only A Game</td>
<td>On Being</td>
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<tr>
<td>8:00am</td>
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<td>Weekend Edition</td>
<td>Weekend Edition</td>
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<tr>
<td>9:00am</td>
<td>The Sunshine Economy</td>
<td>The Takeaway</td>
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<td></td>
<td>New Yorker Radio Hour</td>
<td>This American Life</td>
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<tr>
<td>10:00am</td>
<td>1A</td>
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<td></td>
<td></td>
<td></td>
<td>Wait Wait... Don’t Tell Me!</td>
<td>Freakonomics</td>
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<tr>
<td>11:00am</td>
<td>On Point</td>
<td>1A</td>
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<td></td>
<td>Ask Me Another</td>
<td>Hidden Brain</td>
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<tr>
<td>12:00pm</td>
<td>Fresh Air</td>
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<td></td>
<td>The South Florida Roundup</td>
<td>The Moth Radio Hour</td>
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<tr>
<td>1:00pm</td>
<td>Sundial</td>
<td></td>
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<td>The South Florida Roundup</td>
<td>Wait Wait... Don’t Tell Me!</td>
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<tr>
<td>2:00pm</td>
<td>Here and Now</td>
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<td>Science Friday</td>
<td>Snap Judgment</td>
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<tr>
<td>3:00pm</td>
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<td></td>
<td>The World</td>
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<td>Reveal</td>
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<tr>
<td>4:00pm</td>
<td>All Things Considered</td>
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<td>RadioLab</td>
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Programming is subject to change.
Schedule (Continued)

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<tr>
<td>5:00pm</td>
<td>All Things Considered</td>
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<td>Live Wire</td>
<td>Planet Money/How I Built This</td>
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<td>6:00pm</td>
<td>Marketplace</td>
<td>All Things Considered</td>
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<td>Live Wire</td>
<td>Planet Money/How I Built This</td>
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<tr>
<td>7:00pm</td>
<td>The Sunshine Economy</td>
<td>1A Plus</td>
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<td>Travel with Rick Steves</td>
<td>TED Radio Hour</td>
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<tr>
<td>8:00pm</td>
<td>Sundial</td>
<td>Latino USA</td>
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<td>Says You</td>
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<td>9:00pm</td>
<td>Radyo Lekol</td>
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<td>Night Train with Ted Grossman</td>
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<td>PubJazz</td>
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<tr>
<td>11:00pm</td>
<td>Evenin' Jazz with Tracy Fields</td>
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<td>BBC World Service</td>
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WLRN NEWS — Monday – Friday
WLRN 91.3 FM and WKWM 91.5 FM have teamed up to bring you local "Up to the Minute News" during Morning Edition, NPR's most listened to news magazine, and throughout each weekday. From the Palm Beaches to Key West, if it's newsworthy, it's on WLRN News.

SUNDIAL — Monday - Thursday at 1:00PM and 8:00PM
WLRN's new daily program Sundial brings you the stories that make our home unique. Our very own Luis Hernandez hosts this daily magazine show that brings interviews about news, politics, music, sports, arts, and food, all with a local twist.

THE FLORIDA ROUNDUP / FOLLOWED BY THE SOUTH FLORIDA ROUNDUP
Friday (Noon to 2:00 PM) (Repeats Saturday at 6:00AM)
Each week, the most astute journalists from South Florida and around the state examine the local and regional news of the week, and aim to expand listeners' knowledge and insight into the issues that surround us. Join the conversation with The Florida Roundup for statewide coverage from noon to 1:00 pm, followed by The South Florida Roundup from 1:00 pm to 2:00 pm. (Repeats Saturdays at 6am.)

LATIN AMERICA REPORT — Tuesday at 6:43AM, 8:43AM, & 4:44PM
Join veteran reporter and WLRN's Americas Editor Tim Padgett in an exploration of how what happens in Latin America and the Caribbean has a profound effect on South Florida.

THE SUNSHINE ECONOMY — Mondays at 9:00AM and 7:00PM
Hosted by Tom Hudson, The Sunshine Economy, takes a fresh look at the key industries transforming South Florida into a regional powerhouse. From investments in health care, storm preparedness, international trade, real estate and technology based start-ups, tune in to learn more about one of the worlds most vibrant and diverse economies.
### Weekdays

**MORNING EDITION — 5:00 AM Monday – Friday**
Every weekday for over three decades, NPR’s Morning Edition has taken listeners around the country and the world with two hours of multi-faceted stories and commentaries that inform, challenge and occasionally amuse. Morning Edition is the most listened-to news radio program in the country.

**1A — 10:00 AM Monday - Friday**
From NPR, 1A is home to the national conversation. The show frames the best debates with great guests in ways to make you think, share and engage.

**ON POINT — 11:00 AM Monday - Thursday & 7:00 PM Monday - Friday**
On Point is broadcast every weekday on WLRN. On Point’s vibrant conversation covers everything from breaking news to ancient poetry, and features writers, politicians, journalists, artists, scientists and ordinary citizens from around the world.

**FRESH AIR with TERRY GROSS — 12:00 PM Monday – Thursday**
Fresh Air offers some of the most intelligent interviews, reviews, and commentary heard on radio. It features interviews with prominent cultural and entertainment figures, as well as distinguished experts on current news and affairs.

**HERE & NOW — 2:00 PM Monday – Thursday**
Here! Now! In the moment! Paddling in the middle of a fast-moving stream of news and information. Here & Now is Public Radio’s daily news magazine, bringing you the news that breaks after Morning Edition and before All Things Considered.

**SCIENCE FRIDAY — 2:00 PM Friday**
Science Friday is your trusted source for news and entertaining stories about science, covering everything from octopus camouflage to cooking on Mars. SciFri is brain fun for curious people.

**ALL THINGS CONSIDERED — 4:00 PM & 6:30 PM Monday – Friday**
Every weekday, hear two hours of breaking news mixed with compelling analysis, insightful commentaries, interviews, and special - sometimes quirky - features.

**MARKETPLACE — 6:00 PM Monday – Friday**
In-depth focus on the latest business news both nationally and internationally, the global economy, and wider events linked to the financial markets. The only national daily business news program originating from the West Coast, Marketplace is noted for its timely, relevant and accessible coverage of business, economics and personal finance.
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<tr>
<td>8:00 AM</td>
<td>WEEKEND EDITION SATURDAY &amp; SUNDAY</td>
<td>The program wraps up the week's news and offers a mix of analysis and features on a wide range of topics, including arts, sports, entertainment, and human-interest stories.</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>WAIT WAIT... DON'T TELL ME!</td>
<td>Wait Wait... Don’t Tell Me! is NPR's weekly hour-long quiz program. Each week on the radio you can test your knowledge against some of the best and brightest in the news and entertainment world while figuring out what's real news and what's made up. On the Web, you can play along too.</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>THE MOTH RADIO HOUR</td>
<td>The Moth Radio Hour features our most beloved tales and the stories behind the stories. The series debuted in 2009 and is co-produced by Jay Allison at Atlantic Public Media and presented by PRX.</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>LIVE WIRE</td>
<td>Hosted by Luke Burbank (Wait Wait... Don’t Tell Me) and taped weekly in front of a live audience, the show artfully blends unpredictable conversation, live music, and original comedy from all types of cultural talent and creative minds, from emerging artists to established acts.</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>TRAVEL WITH RICK STEVES</td>
<td>Weekly one-hour conversation about travel, cultures, people, and the things we find around the world that give life its extra sparkle. Rick Steves is the leading authority on travel to Europe and is extending his interest to global topics.</td>
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<tr>
<td>12:00 PM</td>
<td>HIDDEN BRAIN</td>
<td>Hidden Brain links research from psychology and neurobiology with findings from economics, anthropology, and sociology, among other fields. The goal of Hidden Brain isn't merely to entertain, but to give you insights to apply at work, at home and throughout your life.</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>HOW I BUILT THIS</td>
<td>How I Built This is where innovators, entrepreneurs, and idealists take us through the often-challenging journeys they took to build their now iconic companies. Featured guests include the founders of Lyft, Patagonia, Zappos, Spanx, Samuel Adams, Instagram, and more.</td>
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</table>
Copy Guidelines For Underwriting Announcements

Underwriting Announcements:

Acknowledgments of your contributions to WLRN

WLRN will work with you to create an announcement that fits WLRN’s tone and adheres to the FCC guidelines for public radio and television. WLRN reserves the right to accept or reject any copy language.

Announcements are 15 seconds for for-profit organizations and includes the preamble “We’re funded by WLRN members and by...” Non-profit organizations announcements are either :15 or :30 seconds and do not require a preamble.

May include:

- Trade or brand name
- Location, website & phone number
- Logo and slogans if not promotional in nature
- Value-neutral descriptions of a product line or service (maximum of 3)

Cannot include:

- Contain inducements to buy or encourage calls to action (e.g. shop, call, visit, etc.)
- Mention or refer to price, value, discounts or sales, Include the word FREE
- Include language that is qualitative, an endorsement, or a comparison
- Inducements to buy, sell, rent or lease tagging of sponsors unless they are a title sponsor
- Open with a question

WLRN guidelines
(in addition to FCC requirements)

- For-profits can only be 15 seconds in length
- For-profits cannot include music
- All spots must be voiced by WLRN personnel
- No tobacco products, firearms, or political credits
The organization or business name must be included in the spot
- Spots must be in the third person
What is WLRN’s Corporate Circle?

The WLRN Corporate Circle is a group of civic-minded business sponsors whose investment in WLRN underscores their commitment to independent local journalism.

Why Join Corporate Circle

WLRN's Corporate Circle enables your business to be recognized as a philanthropic champion for truth, information and engagement in our community. By joining WLRN's Corporate Circle you will be supporting Public Media, one of our nation's most valued nonprofit organizations while also contributing to the intellectual and cultural health of your local community through WLRN's services, all while elevating your businesses' visibility among the South Florida community and a highly coveted audience with our exclusive Corporate Circle underwriting package.

Benefits of Corporate Circle

- Dedicated spots about your business every week
- Inclusion in weekly promotional spots for Corporate Circle
- Online recognition on the WLRN Website
- Inclusion in a WLRN Member Eblast

Join the Circle Today!

Please contact your WLRN Corporate Marketing Representative for more information.