South Florida's Source for Award-Winning NPR, PBS, Local News and Cultural Programming.
Snapshot of WLRN's Audience

1. News-Talk Radio Station
   - 44% more likely to have a college degree and
   - 25% more likely to have a postgraduate degree
   - 54,000 are involved in business purchasing decisions
   - 75% have a financial investment

2. Over 41% with a household income of $100k+
   - 78% more likely to own a home valued at $750k to $1 million
   - 28,000 households
   - 12 months plan to buy a car in the next

Source: Scarborough R2 2021: Jul 20 - Jul 21; 35+
NPR listeners are more likely to contribute and volunteer to organizations they trust

- 2x more likely to make a financial contribution to a political organization they support.
- 72% more likely to volunteer for a charitable organization.
- 89% more likely to donate to a social service organization.

Source: MRI-Simmon Spring Doublebase USA 2021
Reach South Florida's Most Loyal Listeners

### WLRN ranks high amongst other markets in the country

The Miami-Ft. Lauderdale market ranks #12 in the top 15 markets in the country coming in at #47.

West Palm Beach market ranks in the top 50 markets in the country coming in at #47.

Both markets combined have a total of 5,400,000 million listeners.

Source: Nielsen Fall 2021; Myers Report 2021

<table>
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<tr>
<th>RANK</th>
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<th>MARKET</th>
<th>DST</th>
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- NPR is one of the most **trusted and reliable** brand partners and ranked #1 for diversity and inclusion.
Reach South Florida's Loyal Listeners

Ways to Listen to WLRN

WLRN 91.3FM
From 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
### Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
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<tr>
<td>6:00am</td>
<td>The Sunrise Economy</td>
<td>1A</td>
<td></td>
<td></td>
<td>The South Florida Roundup</td>
<td>The South Florida Roundup</td>
<td>The South Florida Roundup</td>
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<td>7:00am</td>
<td>BBC Newshour</td>
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<td>The Florida Roundup</td>
<td>The Florida Roundup</td>
<td>The Florida Roundup</td>
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<td>8:00am</td>
<td>1A</td>
<td>1A</td>
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<td>1A</td>
<td>Weekend Edition Saturday</td>
<td>Weekend Edition Saturday</td>
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<td>9:00am</td>
<td>The Sunrise Economy</td>
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<td>1A</td>
<td>New Yorker Radio Hour</td>
<td>Weekend Edition Saturday</td>
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<td>10:00am</td>
<td>1A</td>
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<td></td>
<td>1A</td>
<td>Wait Wait... Don't Tell Me!</td>
<td>This American Life</td>
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<tr>
<td>11:00am</td>
<td>On Point</td>
<td>1A</td>
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<td>1A</td>
<td>It's Been A Minute</td>
<td>Freakonomics</td>
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<td>12:00pm</td>
<td>Fresh Air</td>
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<td>1A</td>
<td>The Moth Radio Hour</td>
<td>Hidden Brain</td>
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<td>1:00pm</td>
<td>Sundial</td>
<td>1A</td>
<td></td>
<td></td>
<td>1A</td>
<td>Wait Wait... Don't Tell Me!</td>
<td>Wait Wait... Don't Tell Me!</td>
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<td>2:00pm</td>
<td>Here and Now</td>
<td>1A</td>
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<td>1A</td>
<td>Science Friday</td>
<td>RadioLab</td>
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<td>3:00pm</td>
<td>The World</td>
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<td>1A</td>
<td>Reveal</td>
<td>RadioLab</td>
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<td>All Things Considered</td>
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<td>1A</td>
<td>RadioLab</td>
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Programming is subject to change.
# Schedule (Continued)

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<th>Time</th>
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<th>Wednesday</th>
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<th>Saturday</th>
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<tbody>
<tr>
<td>5:00pm</td>
<td>All Things Considered</td>
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<tr>
<td>6:00pm</td>
<td>Marketplace</td>
<td>The Daily</td>
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<td>Live Wire</td>
<td>Planet Money/ How I Built This</td>
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<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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<td>Sundial</td>
<td>Latino USA</td>
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<td>Says You</td>
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<td>Radyo Lekol</td>
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<td>Night Train with Ted Grossman</td>
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</table>

Programming is subject to change.
Original Programming

**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 & 6:00 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.
Weekends

**WEEKEND EDITION SATURDAY & SUNDAY — 8:00 AM Saturday & Sunday**
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.

**WAIT WAIT... DON'T TELL ME! — 11:00 AM Saturday, 1:00 PM Sunday**
*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.

**THE MOTH RADIO HOUR — 1:00 PM Saturday**
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.

**LIVE WIRE — 6:00 PM Saturday**
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.

**TRAVEL WITH RICK STEVES — 7:00 PM Saturday**
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.

**HIDDEN BRAIN — 12:00 PM Sunday**
*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.

**HOW I BUILT THIS — 6:00 PM Sunday**
*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.
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

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.
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.
CONTACT US
Brendan Glynn
(305) 350-7978
bglynn@friendsofwlrn.org
172 NE 15th Street, Miami FL 33132
WLRN.org