



What is WAER?

WAER 88.3 is a commercial-free, listener-supported public radio station, licensed to Syracuse University. WAER is Central New York’s source for NPR News and music programming, as well as an eclectic blend of music and local public affairs discussions. In addition, WAER features live broadcasts of Syracuse University Men’s Sports (including football, basketball and lacrosse).

Who Listens to WAER?

WAER 88.3 reaches Central New York’s most affluent, well-educated and influential citizens. They are achievers and key decision makers in their place of business. They are choice consumers, who lead active and cultured lifestyles.¹

Why Sponsor WAER?

Underwriting WAER programming communicates to listeners that your company sees the importance of supporting something they value. Listeners have said that a company with a presence on public radio is a company that shares their values, and is a company with which they are more likely to do business. This “halo effect” is the ultimate connection between your company and WAER’s listeners².

Underwriting is “Well-Received”

Listeners appreciate the structure of underwritten spots on public radio. The length of individual spots and the short duration of credit breaks maintains the attention of the listener. In addition, the balanced, underwritten messages are taken more seriously than commercial radio ads and convey a respect for the listener’s intelligence.

Our Listeners Are Some of Your Best Customers!

Demographics

- 54% Male
- 46% Female
- 69% age 25 to 54
- 46% age 35 to 54
- 30% age 55+
- 67% College degree or beyond
- 47% Graduate /Masters degree
- 126% IEI \$100,000k - \$150,000+
- 76% HHI \$199,000+
- 76% more likely to own home valued at \$500,000+
- Median value of home \$293,000
- 60% Married
- 24% Single
- 76% Employed
- 13% Retired
- 71% Professional/Managerial

Lifestyles

- 78% Community-minded and active
- 63% Vote
- 45% Attend theatre/concerts/dance
- 35% Went to zoos/museums
- 61% Dine out
- 50% Read books
- 52% Regular fitness program
- 20% Swim
- 36% Walk/run for exercise
- 35% Own financial securities
- 19% Own stocks/bonds/mutual funds
- 84% Own household computer
- 71% Used an online service in past month
- 70% Engage on domestic travel
- 36% Foreign travel in the past

Source: MRI Fall 2007

For more information on WAER programming and underwriting opportunities, please contact Jennifer Weekes-Osada at 315.443.5254 or via email at: jaweekes@syr.edu

¹ NPR/Mediamark Research, “Profile 2006 NPR Station Audiences”, 2007.

² NPR/Jacobs Media, “Value of Underwriting Study” 2006; Phone Survey conducted by Edison Media Research