WE ARE

VIRGINIA'S PUBLIC RADIO

radio IQ
wvtf MUSIC

npr

Charlottesville:
216 West Water Street
Charlottesville, VA 22902
540-989-8900
www.RadioIQ.org
www.WVTF.org

Roanoke:
3520 Kingsbury Lane
Roanoke, VA 24014
540-989-8900
www.RadioIQ.org
www.WVTF.org

WHY

WVTF / Radio IQ

In an age of algorithmic echo chambers and news deserts, Virginia's public radio stands as one of the last genuinely shared civic spaces we have left

Unmatched Statewide Coverage

WVTF/Radio IQ delivers the largest coverage area of any radio station in Virginia, reaching nearly 200,000 weekly listeners from Wise in the southwest to Spotsylvania in the north, and east to Richmond. Your message reaches decision-makers and community leaders across central, southwest, and western Virginia

Premium, Engaged Audience

Public radio listeners are educated, affluent professionals with significant buying power. These are engaged citizens who actively choose quality journalism and cultural programming—the exact demographic that drives business success.

Clutter-Free, Credible Environment

Your underwriting message stands out in a non-commercial environment free from aggressive advertising and political ads. Your association with trusted NPR programming creates a powerful halo effect that enhances your brand's credibility and community standing.

Authentic Community Connection

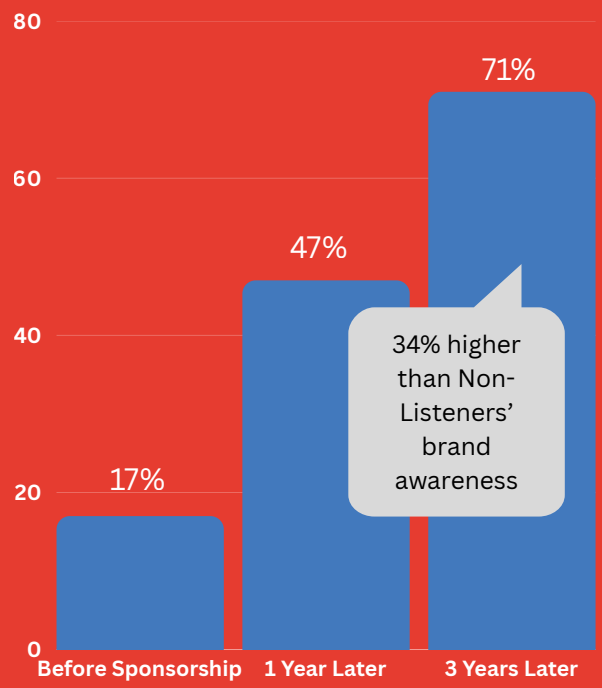
Underwriting WVTF/Radio IQ positions your organization as community-minded. You're not just advertising—you're supporting award-winning journalism that serves the Commonwealth. Our listeners actively seek out and support businesses that share their values and contribute to public radio.

radio IQ
wvtf MUSIC

Corporate Support for Radio IQ & WVTF Music

Why Become an Underwriter

Public radio reaches one of the *most educated*, *influential*, & *affluent* audiences in media today. When you become a corporate supporter of Radio IQ and WVTF Music, your business or organization reaches a highly sought-after audience of approx. **200,000** listeners that choose to avoid the clutter of commercial radio advertising.



Source: NPR Listener Surveys, Kantar/ Lightspeed Research, 2010-2020

We're heard via 24 transmitters across Virginia

From Roanoke to Lynchburg
Richmond and Fredericksburg
Charlottesville to Lexington to
Blacksburg, Abington & Wise to
Bristol, Martinsville and Danville.

Simply put, it's ***smart marketing***. Radio IQ & WVTF air an average of 2 minutes of sponsor announcements an hour. Compared to commercial radio's average of 15 to 18 minutes of commercials per hour.

In our clutter-free on-air environment, your organizations name and message stands out. It's heard and noted by NPR listeners-people you want as your customers

It's a great example of the halo effect-elevating your organizations with a positive association. Radio IQ/WVTF Music has been providing public radio to Virginia for more than 50 years. Listeners consider it an important community asset, and they extend their appreciation to our sponsors.

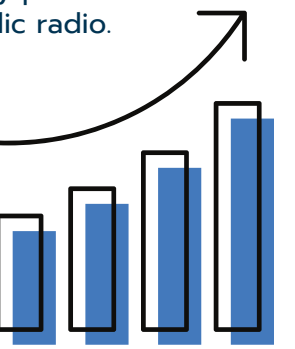
radio IQ wvtf MUSIC

Among our Radio IQ NPR Listeners:

84% Have taken action specifically because of a sponsorship announcement.

72% Say their opinion of a business is more positive when they find out it supports public radio.

When price and quality are equal, **68%** prefer to buy products from businesses that support public radio.



63% pay attention to the sponsorship announcements they hear on public radio.

62%

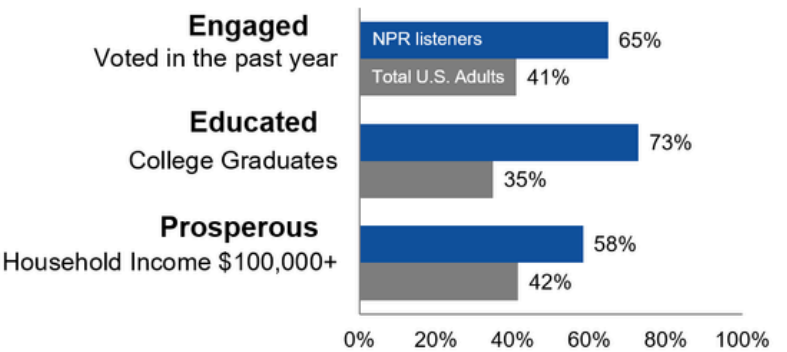
Agree that public radio is selective about the businesses and products that sponsor its programming.

People find businesses more trustworthy when they hear them sponsor public radio programs, compared to when they see those same businesses advertise on other platforms

54%

Source: NPR State of Sponsorship Survey, June 2023

NPR listeners are engaged with NPR content, with a stronger halo effect than commercial radio.



Base: Adults 18+ who listen to an NPR News Station Source: MRI-Simmons Doublebase Fall 2023



CONTACT US:
CALL:
540-767-4210
EMAIL:
WVTFCORPORATESUPPORT@VT.EDU

With Radio IQ, we deliver your sponsorship message to audiences you cannot reach anywhere else.

radio IQ wvtf MUSIC

NPR CLASSICAL MUSIC LISTENER

- MORE LIKELY TO PLAY AN INSTRUMENT — 48%
- MORE LIKELY TO ATTEND A CLASSICAL MUSIC/OPERA PERFORMANCE — 296%
- ATTENDED ANY LIVE MUSICAL PERFORMANCE — 34%
- MORE LIKELY TO LISTEN TO CLASSICAL MUSIC — 187%
- MORE LIKELY TO LISTEN TO LIGHT CLASSICAL MUSIC — 115%



70% HHI $75,000+
Median HHI: $150,500

LISTENING HABITS

RADIO IS THE DOMINANT MODE OF CONSUMPTION OF CLASSICAL MUSIC

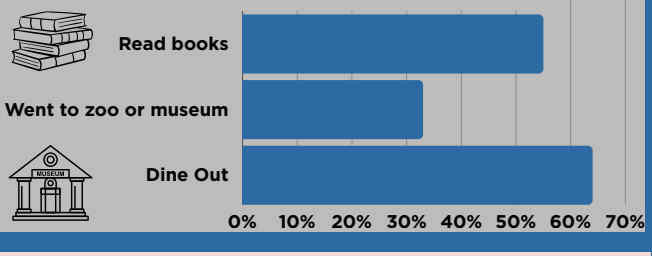
56% WOMEN
44% MEN

AVERAGE AGE: 49***
MAJORITY ARE 55+
29% UNDER 35

71% BACHELOR'S DEGREE OR HIGHER
35% POST GRADUATE DEGREE

48% EMPLOYED
21% PROFESSIONAL OCCUPATION
5% WORK IN TOP MANAGEMENT







WVTF LISTENER

- **Willing to Pay Premium Prices for Luxury/Social Identity Products***
- **Increased Spending on Higher-End Items****

*SOURCE: NORTH, SHERIDAN & ARENI STUDY (JOURNAL OF RETAILING), VIA PSYCHOLOGICAL SCIENCE
**SOURCE: MULTIPLE STUDIES CITED IN CLOUD COVER MUSIC RESEARCH
***GITNUX CLASSICAL MUSIC AUDIENCE STATISTICS



NPR attracts an audience distinguished classical music lovers. They're cultured, curious and on-the-go. **68%** Domestic travel in past 12 months
37% Foreign travel over past 3 years



Contact us:

Call:
540-989-8900

Email:
wvtfcorporatesupport@vt.edu

WAYS TO LISTEN - RADIO IQ

ALL THE WAYS YOUR UNDERWRITING MESSAGE CAN BE HEARD

ANALOG
Roanoke, NRV, SWVA, Lynchburg, Danville, Martinsville
89.1 WVTF

Richmond, Charles City, Henrico
89.7 WRIQ

Charlottesville, Waynesboro, Crozet, Staunton
89.3 WVTU

Charlottesville, Albemarle
88.5 WVTW

Fredericksburg, Spotsylvania County, Louisa
88.3 WQIQ

Lexington/Rockbridge
88.7 WIQR

Marion, Wytheville Galax
91.9 WVTR

Wise, Norton
90.5 WISE

RADIO IQ ON HD (DIGITAL RADIO)
Roanoke, Lynchburg New River Valley, Southside
WVTF-HD1, DIGITAL 89.1

Richmond
103.7 WURV HD3

Charlottesville, Waynesboro, Crozet, Staunton
WVTU-HD1, DIGITAL 89.3

Charlottesville, Albemarle
WVTW-HD1, DIGITAL 88.5

Fredericksburg, Spotsylvania County, Lake Anna
WQIQ-HD1 DIGITAL 88.3

Lexington/Rockbridge
88.7 WIQR-HD1 DIGITAL 88.7

Marion, Wytheville Galax
91.9 WVTR-HD1, DIGITAL 91.9

Wise, Norton
90.5 WISE-HD1, DIGITAL 90.5

PART-TIME SERVICE
Abingdon, Bristol, Emory
90.7 WEHC

TRANSLATORS: (low Power)
Richmond, Henrico - 92.5
Fredericksburg - 94.9
Norton - 91.7
Pound - 91.3
Clintwood - 90.3
Lovingston - 93.9
Big Stone Gap - 90.1
St Paul - 90.9

ALL THE OUTLETS THAT PEOPLE CAN LISTEN TO WVTF/RADIO IQ - PLUS ON-LINE AND STREAMING @ WWW.WVTF.ORG AND WHERE YOUR UNDERWRITING ANNOUNCEMENT CAN BE HEARD

radio IQ wvtf MUSIC

WVTF MUSIC

ALL THE WAYS YOUR UNDERWRITING MESSAGE CAN BE HEARD

ANALOG
Roanoke, Salem
89.5

Abingdon, Bristol
90.1

Charlottesville, Albemarle
89.7

Montgomery County
95.5

Lynchburg
89.5

Lexington, Buena Vista
101.9

Ferrum, Martinsville, Smith Mnt Lake
89.9

Waynesboro, Afton
88.1

Christiansburg
AM 1260 WWVT

ALL THE OUTLETS THAT PEOPLE CAN LISTEN TO WVTF MUSIC PLUS ON-LINE AND STREAMING @ WWW.WVTF.ORG AND WHERE YOUR UNDERWRITING ANNOUNCEMENTS CAN BE HEARD



npr

WVTF MUSIC ON HD (DIGITAL RADIO)
Roanoke, Lynchburg
New River Valley, Southside
WVTF-HD2, DIGITAL 89.1

Charlottesville, Waynesboro
WVTU-HD2, DIGITAL 89.3

Charlottesville
WVTW-HD2, DIGITAL 88.5

Ferrum, Martinsville, Smith Mnt Lake
WWVT-HD1, DIGITAL 89.9

Marion, SWVA
WVTR-HD2, DIGITAL 91.9

Spotsylvania
WQIQ-HD2 DIGITAL 88.3

Wise
WISE-HD2, DIGITAL 90.5

Lexington
WIQR-HD2 DIGITAL 88.7

Radio IQ On-Air Schedule 2026

RADIO IQ Schedule (January 2026)

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5:00 AM	BBC World Service	NPR's Morning Edition	NPR's Morning Edition	NPR's Morning Edition	NPR's Morning Edition	NPR's Morning Edition	BBC World Service
6:00 AM	Unexpected Elements						Travel with Rick Steves
6:30 AM							
7:00 AM	With Good Reason						The People's Pharmacy
7:30 AM							
8:00 AM	Weekend Edition						Weekend Edition
8:30 AM							
9:00 AM		BBC News Hour	BBC News Hour	BBC News Hour	BBC News Hour	BBC News Hour	
9:30 AM							
10:00 AM		1A	1A	1A	1A	1A	
10:30 AM							
11:00 AM	Hidden Brain						Wait, Wait Don't Tell Me
11:30 AM							
12:00 PM	No Small Endeavor	Here and Now	Here and Now	Here and Now	Here and Now	Here and Now	A Way With Words
12:30 PM							
1:00 PM	Wait, Wait Don't Tell Me (Repeat)						This American Life
1:30 PM							
2:00 PM	Hoot and Holler	Fresh Air	Fresh Air	Fresh Air	Fresh Air	Science Friday	The Moth
2:30 PM							
3:00 PM	Fresh Air Weekend	The World	The World	The World	The World	The World	Fresh Air
3:30 PM							
4:00 PM	BBC NewsHour	NPR's All Things Considered	NPR's All Things Considered	NPR's All Things Considered	NPR's All Things Considered	NPR's All Things Considered	BBC NewsHour
4:30 PM							
5:00 PM	Weekend ATC						Weekend ATC
5:30 PM							
6:00 PM	TED Radio Hour	Marketplace	Marketplace	Marketplace	Marketplace	Marketplace	Planet Money/How I Built This
6:30 PM		The Daily	The Daily	The Daily	The Daily	The Daily	
7:00 PM	Naturally Curious	Today, Explained	Today, Explained	Today, Explained	Today, Explained	Today, Explained	Inside Appalachia
7:30 PM	With Good Reason	The Global Story	The Global Story	The Global Story	The Global Story	The Global Story	
8:00 PM	New Yorker Radio Hour	On Point	On Point	On Point	On Point	On Point	Embodied
8:30 PM							
9:00 PM	Milk Street Radio	RadioLab	Left, Right & Center	Open to Debate	The Middle (Live)	Snap Judgement	Who What When
9:30 PM							
10:00 PM	Unexpected Elements	1A+	1A+	1A+	1A+	PRX Remix	PRX Remix
10:30 PM							
11:00 PM	BBC World Service	BBC World Service	BBC World Service	BBC World Service	BBC World Service		
11:30 PM							
12:00 AM						BBC World Service	BBC World Service
1:00 AM							
2:00 AM							
3:00							

WVTF On-Air Schedule 2026

Air Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	AirTime
Midnight	Overnight Classics							Midnight
1am								1am
2am								2am
3am								3am
4am								4am
5am	Morning Classics						Morning Classics	5am
6am								6am
7am							Sing for Joy / Music/Spoken Word	7am
8am							Sunday Baroque	8am
9am	Performance Today					Classical Music		9am
10am								10am
11am	A Little Day Music					Saturday Cinema Classics		11am
Noon							Weekend Performance Today	Noon
1pm						Opera		1pm
2pm	Afternoon Classics						Heifetz On Air	2pm
3pm							Thistle and Shamrock	3pm
4pm							Born in the Mountains	4pm
5pm						The Martha Barnette Show		5pm
6pm	Evening Classics	Evening Classics	Evening Classics	Evening Classics	Symphony Cast	Mountain Stage	American Routes	6pm
7pm								7pm
8pm		Chicago Symphony		New York Philharmonic	Jazz Night in America	Born in the Mountains	All Songs Considered	8pm
9pm							Mountain Stage	9pm
10pm	Jazz Tonight with Dee Alexander					American Routes		10pm
11pm							WoodSongs	11pm

radio wvtf IQ MUSIC

Thank you for your support

Cory Dorathy
Corporate Support Manager
cory_dorathy@vt.edu
540-767-4212