WBAA AM 920/101.3 FM

Engaging, educating and entertaining listeners in Indiana and Illinois.

Broadcasting from Purdue University since 1922, AM 920 WBAA is Indiana’s oldest continuously-operating radio station. And, with a translator we added in 2016, listeners in Greater Lafayette can enjoy the programming in stereo on 105.9 FM. 101.3 FM went on the air in 1993, and with the addition of HD radio technology, also offers listeners jazz at 101.3-2 FM. All of our programming can be streamed online through our website, WBAA.org, or through the WBAA mobile app.

PROGRAMMING FORMAT

WBAA’s format includes a diverse mix of news, classical and jazz music, talk, entertainment, and more. Programming comes from a variety of sources, including national distributors such as NPR, American Public Media (APM), and the Public Radio Exchange (PRX), the Indiana Public Broadcasting Stations, and WBAA staff and local volunteers.

WBAA NEWS ON AM 920/105.9 FM PROVIDES

• NPR News magazines Morning Edition and All Things Considered
• Talk programs, including 1A with Joshua Johnson and Fresh Air with Terry Gross
• International offerings from the BBC
• Weekend storytelling shows, such as This American Life, The Moth Radio Hour, and Snap Judgment
• Locally-hosted jazz programs Saturday and Sunday nights
• A daytime broadcast radius of about 70 miles, making it accessible to more than half of the population of Indiana

WBAA CLASSICAL ON 101.3 FM SUPPLIES

• Classical music middays, overnights, and weekends
• NPR News magazines Morning Edition and All Things Considered
• A broadcast radius of about 30 miles, reaching Tippecanoe and surrounding counties

WBAA JAZZ ON 101.3 FM HD 2 OFFERS

Jazz music 24 hours a day, seven days a week

ONLINE LISTENING

Listen to WBAA News, WBAA Classical and WBAA Jazz online at WBAA.org, through smartphone apps, including the WBAA mobile app, TuneIn, and iHeart Radio, or through voice-activated devices such as Google Home and Amazon Echo. The website includes an audio archive with local news, interviews, commentary, and podcasts from NPR.
EDUCATED, AFFLUENT AND ACTIVE LISTENERS

WBAA reaches a potential of 2,000,000 residents of Northern Central Indiana and East Central Illinois. The average weekly WBAA audience is 60,000 listeners. (Easlan Ratings Fall 2018 12+)

As a National Public Radio station, WBAA listeners are:

EDUCATED
• 63% of listeners have a bachelor’s degree or higher
• 31% of listeners have earned graduate degrees

PROFESSIONAL
• 46% of listeners are professionals
• 16% of professionals hold management positions
• 59% of listeners are ages 25-54

AFFLUENT
• 63% of listeners have a household income of more than $75,000
• 80% of listeners have a household income of more than $50,000

ACTIVE (IN THE PAST YEAR)
• 96% of listeners are involved in the community
• 69% of listeners dine out regularly
• 55% of listeners entertain at home

LOYAL
• Appreciate the noncommercial, direct approach our sponsors use to inform listeners about their business and services
• Patronize the station’s sponsors
• Financially support WBAA because they value the service

This is a testament to the incredible audience loyalty that WBAA enjoys—quality rapport with our listeners that is unique in broadcasting.
SPONSORS

Funding for WBAA is provided by listener contributions, corporate support, the Corporation for Purdue Broadcasting, the state of Indiana and Purdue University.

FOR MORE INFORMATION, CONTACT:

Corporate Support Manager
WBAA AM/FM
Purdue University
Elliot Hall of Music
712 Third St.
West Lafayette, IN 4707-2005

765-494-5920

WWW.WBAA.ORG

FOUR ADVANTAGES TO BECOMING A WBAA SPONSOR

REACH AN EXCLUSIVE AUDIENCE

Building community awareness of your products and services by supporting WBAA. Information about your products or services will reach the area’s most affluent audiences. These decision makers and avid consumers aren’t easily reached through many other forms of media.

BREAK THROUGH THE CLUTTER

Your company’s name and message will be heard loud and clear in an environment free of commercial clutter. Listeners automatically associate your company with WBAA’s quality programming.

COMPLEMENT YOUR ADVERTISING PLAN

85% of public radio listeners have taken a direct action as a result of sponsorship, acting on their preference to do business with partners of their station. As an integral part of your media mix, public radio is a highly targeted and effective complement to your promotional plan.

AUGMENT YOUR PUBLIC RELATIONS PROGRAM

74% of public radio listeners say their opinion of a company is more positive when they discover that the company supports public radio.