Top Marketing Priorities

- maximize return on advertising dollars
- reach the right customers
- increase local name recognition
- do good by supporting public radio

BECOME a Public Radio Underwriter

DID YOU KNOW that WUNC’s diverse mix of news and cultural programming reaches approximately 260,000 thoughtful listeners each and every week from the Triad to the Outer Banks? Our corporate sponsors and underwriting partners enjoy live, on-air announcements that promote their businesses to leaders of thought across North Carolina. Underwriting is an affordable, cost-effective way to complement your company’s advertising efforts.

Contact WUNC today and learn how to reach an audience of professional, well-educated consumers while supporting your local station.

Learn more at www.wunc.org/support/business