music makes the world a better place
WFUV, listener supported public media from Fordham University, champions music discovery and fosters appreciation of our diverse musical heritage.

WFUV showcases an eclectic blend of rock, roots and world music from emerging, indie and established artists with a personally curated mix of recorded songs, live performances and interviews.

WFUV offers underwriters direct access to a community of passionate music lovers and cultural explorers in the Tri-State area and beyond. Listeners are engaged and responsive. They trust what they hear in our high-quality, clutter-free environment of only four spots per hour.
Featured Artists

Adele • Amos Lee • Andrew Bird • Arcade Fire • Aretha Franklin • Beck • Bob Dylan • Bob Marley • Bon Iver • Brandi Carlile • Bruce Springsteen • Cage The Elephant • Cat Power • Citizen Cope • Courtney Barnett • Craig Finn • Dave Matthews Band • David Bowie • David Gray • Death Cab for Cutie • Elvis Costello • Glen Hansard • Hozier • Indigo Girls • Iron & Wine • Jack White • Jenny Lewis • Jimi Hendrix • Johnny Cash • Joni Mitchell • Josh Ritter • Kurt Vile • Led Zeppelin • Leon Bridges • Little Feat • Lucinda Williams • Mavis Staples • Michael Franti & Spearhead • Mumford and Sons • My Morning Jacket • Neil Young • New Order • Nirvana • Norah Jones • Patti Smith • Paul Simon • Peter Gabriel • Phoenix • Pixies • PJ Harvey • Pretenders • Prince • R.E.M. • Radiohead • Rolling Stones • Sharon Jones & The Dap-Kings • Spoon • Steely Dan • Stevie Wonder • Talking Heads • Tame Impala • The Avett Brothers • The Band • The Beatles • The Black Keys • The Clash • The Cure • The Decemberists • The Grateful Dead • The Head and the Heart • The Hold Steady • The Lumineers • The National • The New Pornographers • The Replacements
Our 50,000-watt signal serves New York City and the Tri-State Area.
A Local & Global Community of Listeners

374,000 Radio Listeners Weekly
300,000 Page Views & 1.65 Million YouTube Views Monthly
100,000 Unique Streaming Listeners Monthly

“Eclecticism is WFUV’s strength.”
— Billboard Magazine

Sources: Nielsen PPM; Google Analytics; Triton/Webcast Metrics; YouTube
An Affluent & Engaged Audience

2x more likely to have a $250k+ HHI

69% are ages 35 to 64

Over half hold a bachelor’s degree or higher

80% own any type of investment

86% more likely to have attended a rock concert*

48% attended live theater*

50% more likely to donate time or money to environmental causes

Half participated in an outdoor activity, such as bicycling, camping, hiking*

75% more likely to have spent $10,000+ on vacations*

Nielsen Scarborough 2018 A18+  
*past 12 months
A Trusted Connection

Listeners depend on WFUV as their inside source for music and information. WFUV offers personally curated programming by nationally recognized DJs who have authentic connections with artists and our audience.
Listen to our Spots

Be heard. Become a trusted brand.

83% of listeners take action in response to something heard on Public Radio*

Your message will be heard in a loud, clutter-free environment with only four spots per hour.

*Light speed Research, PR Impact Study, March 2017
Partners & Sponsors

American Utopia • Battery Park City Authority • Bergen PAC • Brooklyn Bowl • Brooklyn Brewery • Caramoor Music Festival • Connolly's Pub and Restaurant • Danbury Irish Festival • Dorothy Finn Foundation • Emelin Theater • Falcon Ridge Folkfest • Fordham Preparatory • Friends of Animals • Great Neck Plaza • Great South Bay Music Festival • The Guggenheim Museum • Hadestown • Landmark on Main • Levitt Pavilion • Little Pub • Live Nation • Madison House Presents • Maritime Aquarium • Marvelwood School • Memorial Sloan-Kettering • Messina Touring Group • Metropolitan Entertainment • Metropolitan Museum of Art • Mt. Sinai Hospital • Museum of Arts and Design • Museum of the City of New York • NJPAC • NYGAA • Outpost in the Burbs • Palace Theater • Public Theater • Ridgefield Playhouse • Rockland Center for the Arts • Rocks Off • Rubin Museum of Arts • School of the Holy Child • Solebury School • Sony Hall • SOPAC • St. George Theatre • Stony Brook Film Festival • Symphony Space • Talking Rain • The Bowery Presents • The Paramount • Stony Brook Medical • University of Alabama • US Open • Vincent Smith School • Yale New-Haven Health • YMCA Boulton Center
With only four spots per hour, your message will be heard, clutter-free.

**Programming and Features:**

- Question of the Day
- FUV Live Broadcasts
- FUV Essentials
- FUV’s New Dig
- WFUV News
- The Whole Wide World
- The Alternate Side
- Throwback Thursdays
- Mixed Bag
- The Boogie Down
- Live From Here
- Cavalcade
- Ceol na nGael

**Premier Sponsorship/Events:**

- WFUV High Line Bash
- WFUV Dance Party
- The FUV Boat
- Marquee Shows
- Holiday Cheer for FUV
- On The Record
- Studio A Sessions
- Music Festivals

**On-Air**

- 20 second underwriting spots
- 5 second billboard
- Additional co-promotional

**Online**

- Banner ads, wfuv.org
- Pre-stream/in-stream underwriting spots
- Pre-stream underwriting
# Copy Guidelines

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<th>May Include:</th>
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<tr>
<td>Trade or Brand name</td>
<td>Qualitative, Comparative or Promotionally Descriptive Language</td>
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<td>Location, website and phone number</td>
<td>Calls or inducements to action including comparisons, testimonials or endorsements</td>
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Start Your Brand Discovery Here