

WHAT IS 88NINE?



MISSION - Through music and stories created for a culturally open-minded community, 88Nine Radio Milwaukee is a **catalyst for creating a better, more inclusive and engaged Milwaukee**. We reach a new generation of radio listeners with an entertaining and adventurous selection of music and public affairs programming. We champion Milwaukee - our music, arts and culture, neighborhoods and community organizations; celebrate diversity, and encourage community engagement - while promoting global identity for Milwaukee.

DEMO - Accordingly to Nielsen Audio, as of December 2015, **our six month average weekly CUME of P6+ was 68,500**. 39% of our listeners are Male and 61% Female, 16% 18-24, 24% 25-34, 16% 35-44, 25% 45-54 and 15% 55-64.

MUSIC - 88Nine is a non-profit radio station focused on discovery. Uncovering artists like **Alabama Shakes**, Milwaukee's own **GGOOLLDD** and national acts like **Mumford & Sons**, **Leon Bridges** and **Chance The Rapper**.

COMMUNITY STORIES - Listeners will also experience **Community Stories 12 times a day programmed right into the music mix**. The Community Stories are designed to be around the length of a pop song and they highlight organizations, individuals and businesses making an impact in Milwaukee. These stories encourage our listeners to get involved and be part of creating a better Milwaukee resulting in more than 150,988 online page views in 2015 after the stories airs.

LISTENER ENGAGEMENT - In 2015, 88Nine reached a record of 4,500 contributing members. **The average donor is 41 years old giving an average gift of \$172**. 70% volunteer in the community, 53% participate in charity events, 30% serve on a non-profit or community board and 21% mentor or tutor. 88Nine's listeners and members aren't just tuning in, they are listening and engaging in the community by donating their money or time to make Milwaukee a better place to live, work and play.

SOCIAL MEDIA & WEB - 88Nine Radio Milwaukee has a very active social media presence with over **30,300+ Facebook likes, 18,100+ Twitter followers and 8,000+ on Instagram**. In 2015, 88Nine Radio Milwaukee's website received over **2.9 million pageviews. 52% returning users and 48% new users**. Being almost 9 years old, 88Nine Radio Milwaukee has many opportunities to appeal to a growing audience. 88Nine's online traffic has been on the rise with over 240,000 monthly page views, which is 35% higher than last year. 38% is from mobile devices, 56% desktop and 6% via tablet.

