

CELEBRATING
50 YEARS OF
BROADCASTING

89.5 FM
WPKN
THE REAL ALTERNATIVE

Connecticut's Leading Non-Profit Listener-Supported Radio Station

Why Become an Underwriter at WPKN

WPKN delivers an exclusive dedicated audience of affluent listeners along the Gold Coast of Connecticut, Western and Northern Connecticut areas including Litchfield and New Haven Counties, and the North Shore of Long Island.

WPKN delivers an educated audience that reveres the station's independent format; and has made the station the epitome of "must have" appointment radio.

WPKN's listeners are loyal supporters who share a deep appreciation for the station's diverse programming, and commitment to public affairs and local community initiatives.

WPKN has engaged and connected with generations of this audience for 50 consecutive years.

WPKN is an award-winning-radio station and has received national acclaim for some of its self-produced news/talk programs such as Between the Lines.

WPKN is one of the largest non-commercial public radio stations in Connecticut. Its independence frees it from the commercial-cluttered environment of traditional commercial radio stations.

Your messages will resonate in the underwriting partnership environment, providing a cost effective medium to generate impact against one of the most desirable audiences.

Franchise underwriting partners can take advantage of the added-value-package to stream messages on WPKN.org and our exclusive monthly electronic newsletter that is delivered to our opt-in-subscribers at no cost.

**CALL TODAY,
BECOME A WPKN UNDERWRITING PARTNER AND REACH OUR EXCLUSIVE
AUDIENCE IN THE REAL ALTERNATIVE TO COMMERCIAL CLUTTER.**

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