

THE U:  
UMSL RADIO

MEDIA KIT

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[umslradio.com](http://umslradio.com)

LOCAL | INDEPENDANT | COMMUNITY-RUN

# PROFILE

## ABOUT THE U: UMSLRADIO

THE U: UMSLRADIO IS THE AWARD-WINNING, COMMUNITY-RUN RADIO STATION OF THE UNIVERSITY OF MISSOURI - ST. LOUIS, PLAYING AN ECLECTIC VARIETY OF FREE-FORM OF ENTERTAINMENT OF MUSIC AND TALK CREATED BY THE UMSL COMMUNITY. THE U IS A LOCAL, NONCOMMERCIAL, EDUCATIONAL RADIO STATION THAT SERVES APPROXIMATELY APPROXIMATELY 64,000 LISTENERS PER MONTH THROUGH THE AIRWAVES SIGNAL AND AN UNLIMITED AUDIENCE NATIONALLY AND INTERNATIONALLY THROUGH LIVE STREAMING PRIMARILY AT [WWW.UMSLRADIO.COM](http://WWW.UMSLRADIO.COM).

## FACT SHEET

CALL SIGN: THE U: UMSLRADIO

AVAILABILITY: ONLINE AT [UMSLRADIO.COM](http://UMSLRADIO.COM), TUNEIN APP, UMSL MOBILE, AND CH. 14 ON UMSL CABLE AND 1620AM

PLAYED IN THE COMMON AREAS: BOOKSTORE, SKYBRIDGE, MILLENNIUM STUDENT CENTER, AND THE RECREATION AND WELLNESS CENTER

FORMAT: FREE-FORM AND COMMUNITY PRODUCED TALK SHOWS AND SPECIAL PROGRAMMING

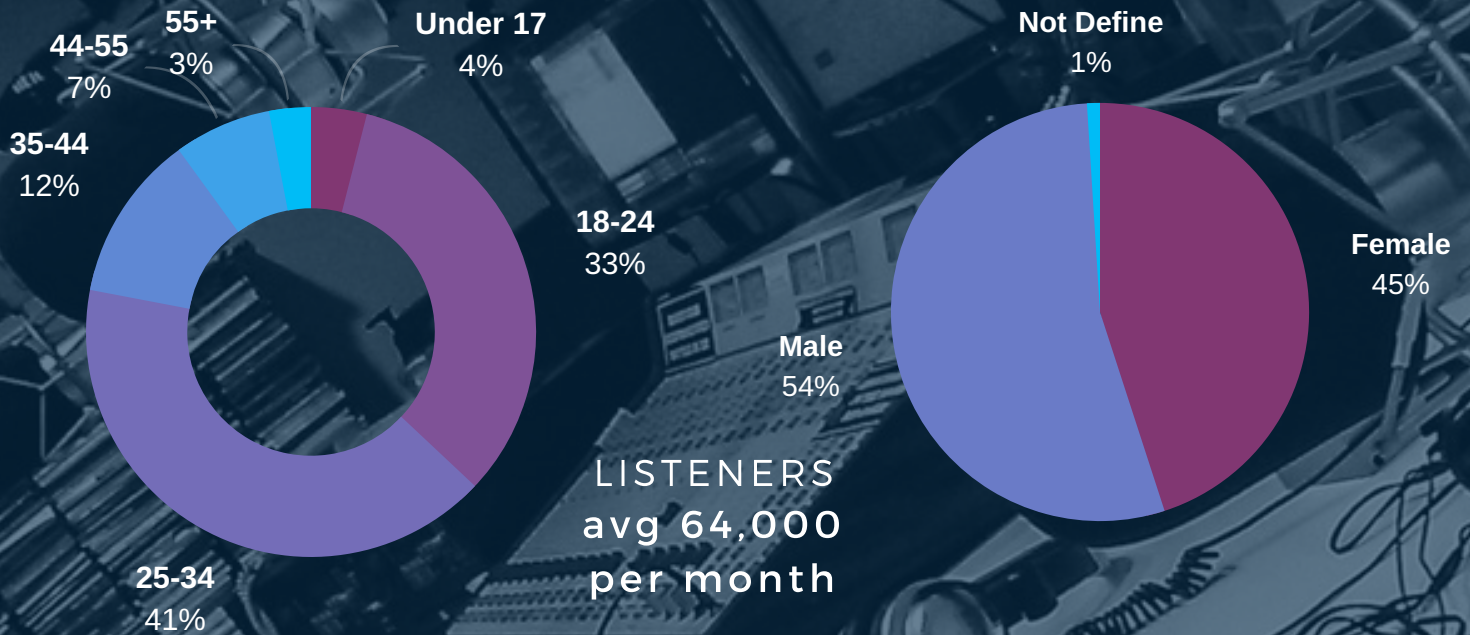
TARGET DEMOGRAPHIC: COLLEGE STUDENTS, ADULTS 18-34

POTENTIAL REACH: 400K



# OUR AUDIENCE

## DEMOGRAPHIC



## OUR REACH AND ENGAGEMENT



FACEBOOK

9,000+



TWITTER

6,000+



INSTAGRAM

8,000+



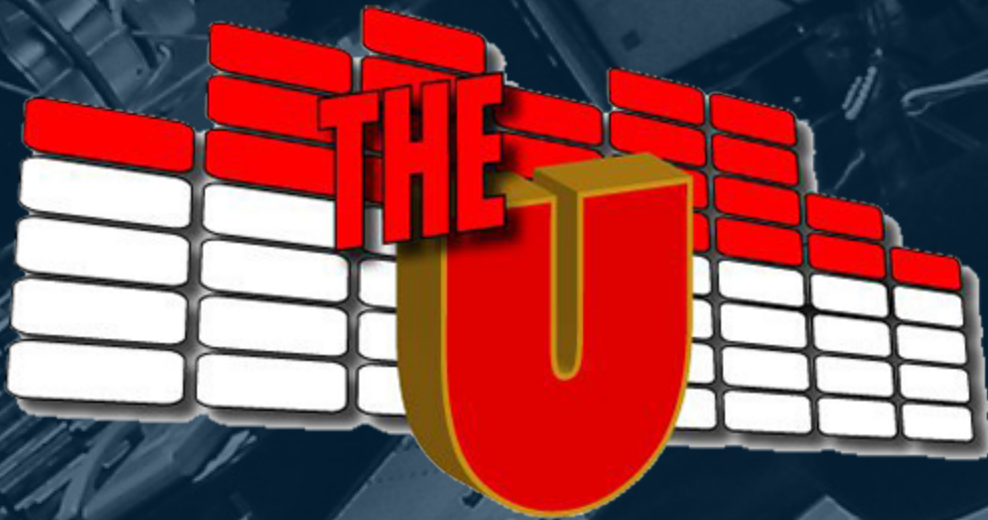
TUNEIN APP

24,000+

WEBSITE

39,000+  
avg/month

CONNECT WITH US



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