

CONNECTING WITH PUBLIC MEDIA AUDIENCES

wbur

A woman with brown hair, wearing a black headset and glasses, is looking down at a computer monitor. The background is slightly blurred, showing a radio station environment with various equipment and another person's head in the foreground.

FUNDED
BY YOU
OUR LISTENERS
AND BY...

WBUR is a non-profit NPR affiliate that relies on a unique blend of listener and corporate support. Every dollar raised is reinvested in WBUR and our community in the form of thorough and intelligent coverage of local, national and international news. WBUR delivers more than 10 hours of locally produced content each day honored by first place awards year after year.

WBUR IS YOUR PARTNER ACROSS ALL MEDIA PLATFORMS

EACH MONTH
WBUR SERVES:

800,000+

WBUR local
radio listeners

9,000,000+

national radio listeners to
WBUR-produced programs

5,000,000+

national podcast
downloads

3,500,000+

page views to
wbur.org users

1,000,000+

live streaming
sessions

37,000,000+

listeners to 300 NPR Stations
that CPC can purchase for you

Source: Nielsen Audio/Podtrac/Google Analytics/Stream guys 2017

WBUR IS BOSTON'S NUMBER ONE...

#1

news station in AM & PM Drive Time for Adults 25-54

#1

Morning Drive station for exclusive listeners
Adults 25-54 not found on other stations

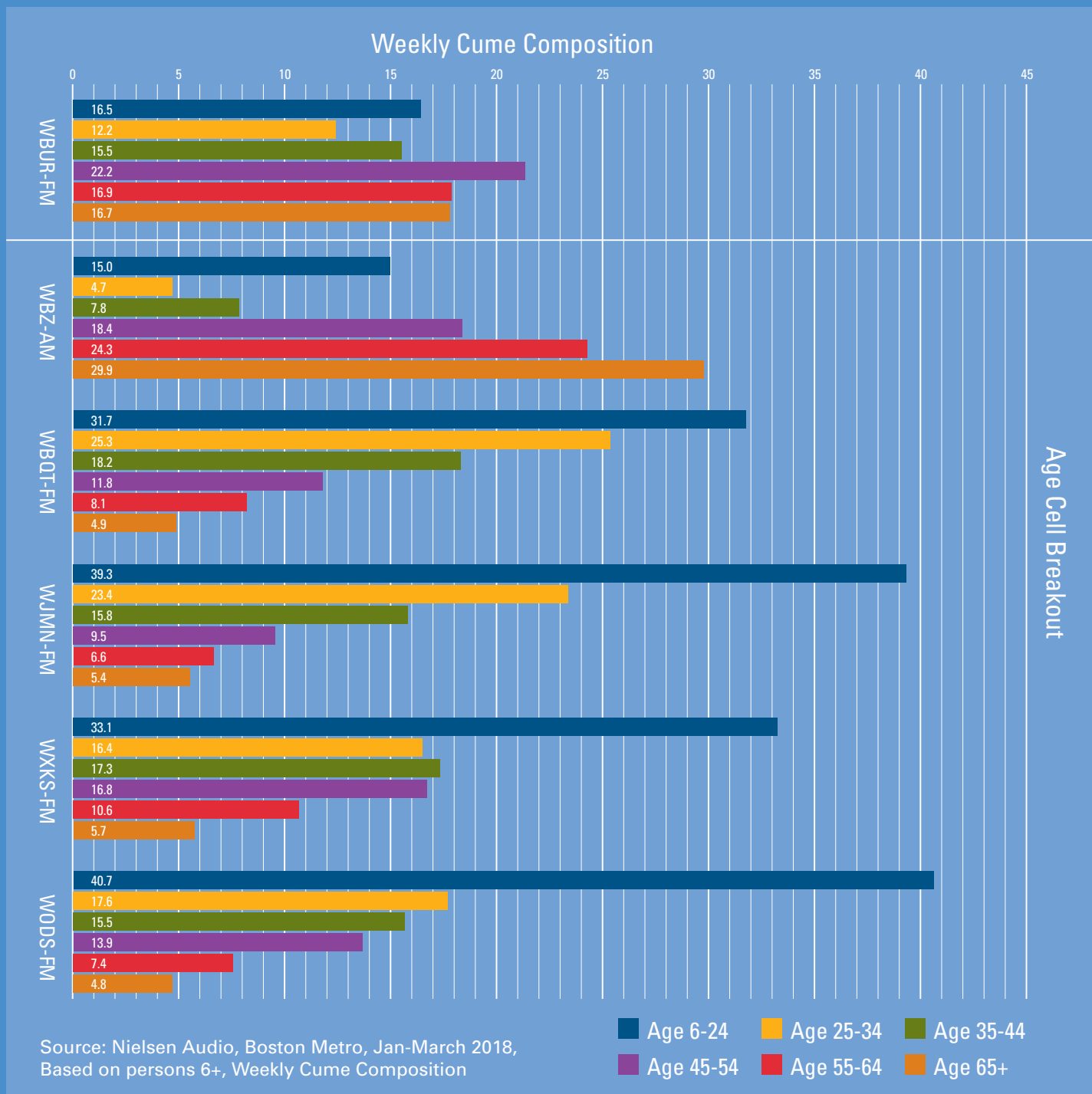
#1

producer of NPR national programming

#1

producer of podcasts

WBUR PROVIDES ONE OF THE MOST BALANCED DEMOGRAPHIC SPREADS OF ALL BOSTON MEDIA



THE WBUR AUDIENCE IS HARD TO REACH

WBUR shares under 10% of it's audience with most top commercial stations.

DUPLICATION WITH TOP 10 STATIONS

Persons 25-54 Cume Composition

	WBUR-FM	WXKS-FM	WMJX-FM	WWBX-FM	WBZ-FM	WROR-FM	WBQT-FM	WEEI-FM	WODS-FM	WBOS-FM
WBUR-FM	100%	7%	6%	7%	5%	5%	5%	5%	5%	6%
WXKS-FM	11%	100%	25%	30%	14%	13%	21%	15%	35%	23%
WMJX-FM	8%	21%	100%	23%	8%	26%	25%	7%	30%	20%
WWBX-FM	8%	21%	19%	100%	10%	18%	15%	14%	27%	18%
WBZ-FM	6%	11%	7%	11%	100%	13%	8%	48%	6%	23%
WROR-FM	5%	8%	19%	16%	11%	100%	10%	14%	13%	22%
WBQT-FM	4%	13%	18%	13%	6%	10%	100%	6%	30%	15%
WEEI-FM	4%	7%	4%	9%	31%	10%	5%	100%	6%	14%
WODS-FM	4%	17%	17%	18%	4%	10%	24%	7%	100%	14%
WBOS-FM	3%	6%	6%	7%	8%	9%	7%	8%	7%	100%

How to read: Only 3% of WBUR's 25-54 audience can be found on WBOS-FM in AM Drive, while 48% of WEEI-FM's audience can be found on WBZ-FM.

Source: Nielsen Audio, Boston MSA, Jan-March 2018, P25-54

DUPLICATION WITH RADIO CLUSTERS

Persons 25-54 Cume Composition

	WBUR-FM	IHEARTRADIO	ENTERCOM	BEASLEY	ALL CLUSTERS
WBUR-FM	100%	6%	6%	5%	7%
IHEARTRADIO	22%	100%	45%	43%	53%
ENTERCOM	21%	44%	100%	48%	52%
BEASLEY	19%	42%	48%	100%	53%
ALL CLUSTERS	45%	80%	84%	82%	100%

How to read: Only 19% of WBUR's 25-54 audience can be found on all Beasley Radio Stations in AM Drive, while 48% of Beasley's audience can be found on Entercom.

Source: Nielsen Audio, Boston MSA, Jan-March 2018, P25-54

RETURN ON INVESTMENT

Underwriting on WBUR Impacts Consumer Preference & Purchasing Decisions

The partnership between corporate underwriters and listeners is a bond that is unique to public broadcasting. Our listeners support those companies that join them in support of WBUR



80%

of listeners would prefer to buy products from companies that support public radio when price and quality are equal



75%

of listeners have a more positive opinion when they find out a company supports public radio



62%

of listeners think there is a difference between the quality of companies that support public radio and those that advertise on commercial radio

Source: Edison research 2017

RETURN ON INVESTMENT

Create a bond with the WBUR Listener

Each year Lucidity Research conducts an ROI study that proves :10 second underwriting messages on WBUR deliver strong results compared to traditional media

89%

Customer purchases are 89% greater with the WBUR audience versus non-listeners for sponsors

56%

Reputation and quality scores are 56% greater with the WBUR audience versus non-listeners for sponsors

57%

Consideration scores are 57% greater with the WBUR audience versus non-listeners for sponsors



RETURN ON INVESTMENT

And.....Stand out from your competitors

29%

Customer purchases are 29% greater for WBUR sponsors versus their competitors

27%

Reputation and quality scores are 27% greater for WBUR sponsors versus their competitors

RETURN ON INVESTMENT

WBUR listeners respond to Your Message

The impressive ROI rates listed below for an audio message on WBUR range from 23% to 48% and compare to the industry average in digital display of .02%. WBUR is a ROI leader.

Actions taken as a consequence of listening to an underwriting message on WBUR:

48%

considered a new product or service

39%

visited a particular website

47%

attended a performance, event or exhibit

34%

purchased a product or service

46%

saw a movie

31%

recommended a product or service to others

44%

gathered information about a company or product

23%

considered a new educational opportunity

REACTIONS TO TRADITIONAL ADVERTISING

Commercials work for commercial audiences but NPR audiences do not trust advertising featuring sales and incentives.

56%

more likely to believe that TV advertising does not provide useful information about bargains.

35%

more likely to believe that radio advertising does not provide useful information about bargains.

28%

more likely to believe that internet advertising does not provide useful information about bargains.

36%

more likely to believe that magazine advertising does not provide useful information about bargains.

Source: MRI, Gfk Doublebase 2017

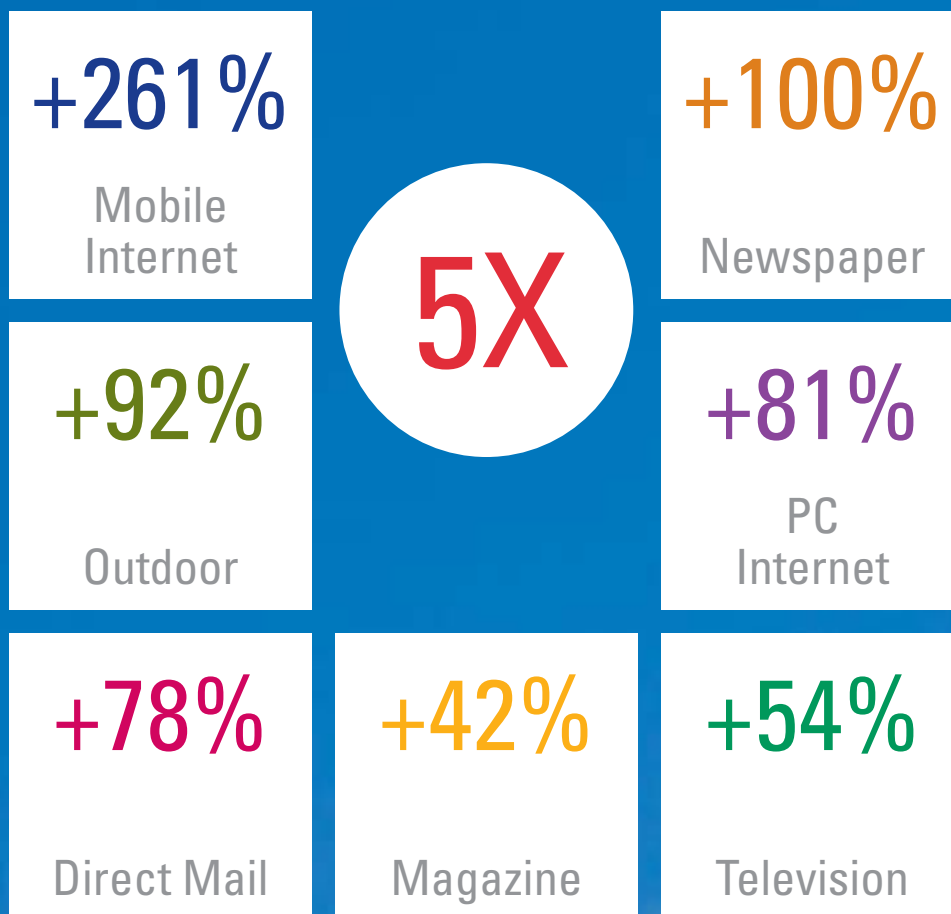
THE POWER OF RADIO

Radio delivers results

\$10 RETURN FOR EACH \$1 INVESTED

5X Average brand unaided recall
vs non radio advertisers

Radio creates overall campaign
awareness lift for other advertising



How to read: When a radio campaign is added to a mobile internet campaign the awareness of the mobile internet campaign is increased by 261%

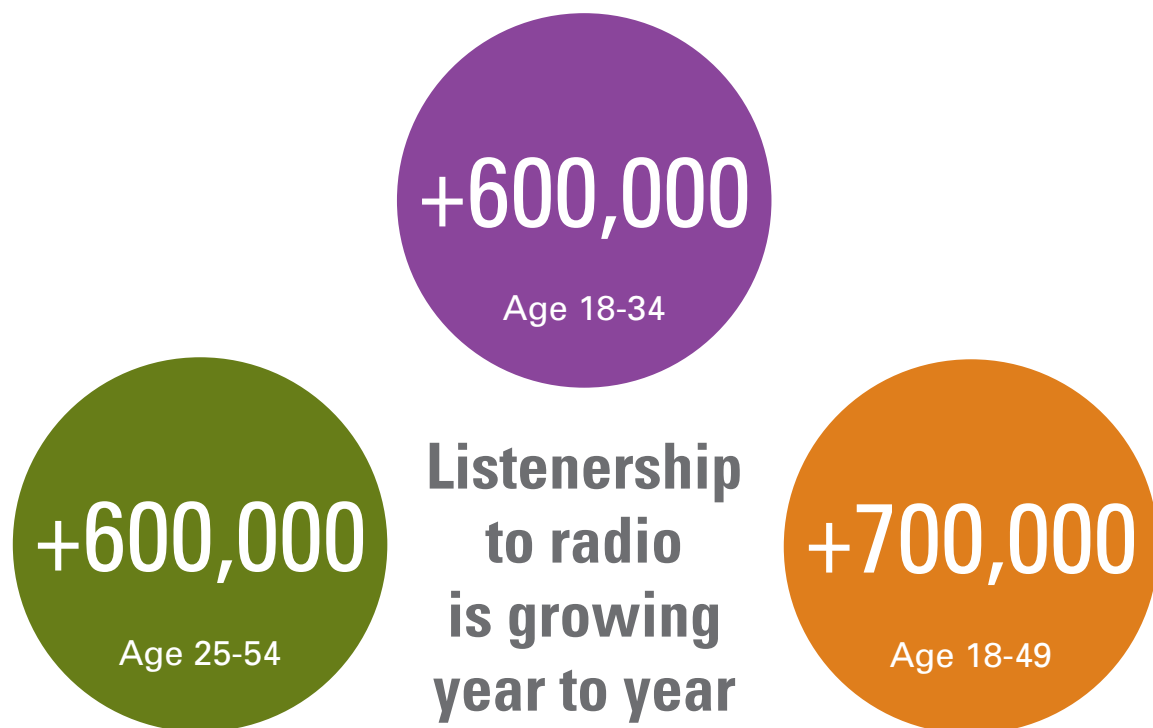
Source: Nielsen Studies 2014-2016/Media Score-Local Ad Recall 2017

THE POWER OF RADIO

A growth medium in a fragmented world

Radio is America's #1 reach medium

93% of Americans tune in to radio each week



Source: Nielsen Audio-State of the Media: Audio Today 2017/Nielsen Radar 128,132,000 weekly cume.
Source: NPR/Edison Research (January 2018) - <https://www.npr.org/about-npr/577007267/jan-2018-smart-audio-report>

OUR CLIENTS TELL THE WBUR ROI STORY BEST

EDWARD W. WARD

Vice President,
Geico (insurance)

“WBUR proved that their audience responds to the message that GEICO crafted to comply with the FCC regulated 10 second underwriting guidelines with the same effectiveness to grow our business as the commercial audience responds to our award-winning creative and references to price, quality and value. For us, it is about speaking the most compelling language to every target audience in a fashion that they respond to best.”

BARRY STEINBERG

President,
Direct Tire & Auto Repair

“Over the past 20 years of underwriting on WBUR, we have found that customers walk in the door, thank us for underwriting and supporting WBUR, and just hand us their keys to their car and say, ‘Please fix my car. I thank you for supporting my radio station.’”

DAVID HELLER

President,
Assemble Partners
discussing his national
brands (media company)

“WBUR has proved an invaluable partner to Assemble and we have relied on this partnership to help our clients succeed. Over the last two years, we have had great success working with WBUR’s national NPR programs produced out of their Boston studios. With WBUR national shows, ‘Here & Now,’ and ‘On Point,’ we are building programs for our clients that are achieving measurable results, both in terms of sales lift and awareness build.”

JEFF KAPLAN

Owner, Innuwindow
(window treatments)

“Each year we invest a lot in bringing new clientele into Innuwindow. The great thing about WBUR listeners is that they walk into our store and actually thank us for being an underwriter of WBUR, and let us know that that’s why they’re coming to us. As much as I love the radio station and am a listener myself, just as a pure business decision, that’s why I continue to underwrite.”

JON CARSON

Chief Executive Officer,
CollegeVine

“One benefit of WBUR as a marketing tool, is what the brand stands for—a trusted source of balanced thoughtful information. In a typical month, we’ll get 150-200 inquiries that are directly tied to our sponsorship of WBUR.”

WBUR CONNECTS YOU TO AN ACTIVE AND ENGAGED AUDIENCE

101%

more likely to have post graduate work or degree

17%

more likely to hike or backpack

63%

more likely to invest in maternity care

117%

more likely to pay \$35,000+ for a new or leased vehicle

37%

more likely to invest in a 529 college savings plan

62%

more likely to own or lease a Hybrid

93%

more likely to have a HH income of \$250,000

64%

more likely to contribute to arts and culture

109%

more likely to have a home value of \$1,000,000

61%

more likely to contribute to education

196%

more likely to invest in \$5,000+ of carpeting and flooring

53%

more likely to contribute to social services

44%

more likely to spend \$5,000+ in home improvement

60%

more likely to contribute to environmental causes

33%

more likely to invest in heating or air conditioning

65%

more likely to take 5+ domestic business trips

36%

more likely to belong to a health club

260%

more likely to take 5+ personal trips or vacations outside the continental US

Source: Scarborough R1 2018 Boston Full Survey Area A18+

A smiling woman with dark hair, wearing a maroon t-shirt, is holding several brown paper shopping bags. She is also holding a smartphone in her left hand. The background is blurred, suggesting an indoor setting like a store or a community event.

PLEDGE DRIVE PARTNERSHIPS

Connect with our most passionate listeners and have your products featured in our pledge drive on-air and on-line. Your special “thank you” gift to the donor creates a partnership between you and the listener to support WBUR

WBUR partnerships generate store traffic with an engaged consumer who pays between 25-50% above the face value of your merchandise through their donation to WBUR. No discount shoppers exist in this model. The WBUR donor has a higher retail spend than other gift card partnerships. These partnerships are available in November and December to spike holiday shopping.

76% of our 72,000 donors would be more inclined to shop at a store that donated gift certificates in WBUR’s fundraiser.

HIGH VALUE SWEEPSTAKES OFFERINGS FROM OUR PREMIER UNDERWRITING PARTNERS

Cars, travel, experiences and more...

WBUR and our premier partners offer sweepstakes items ranging from \$5,000 to \$50,000 in value. Your offer is supported in all WBUR communication channels including direct mail, opt-in email, on-air and social media helping motivate our listeners to contribute millions of dollars each year.

RETAIL TRAFFIC PARTNERSHIPS

The WBUR Membercard is a different way to connect with listeners 52 weeks a year.

You can make a special offer to WBUR listeners any-time during the year. The WBUR Membercard features a maximum of 50 premier partners offering special discounts or VIP privileges and is supported through direct mail and digital advertising.



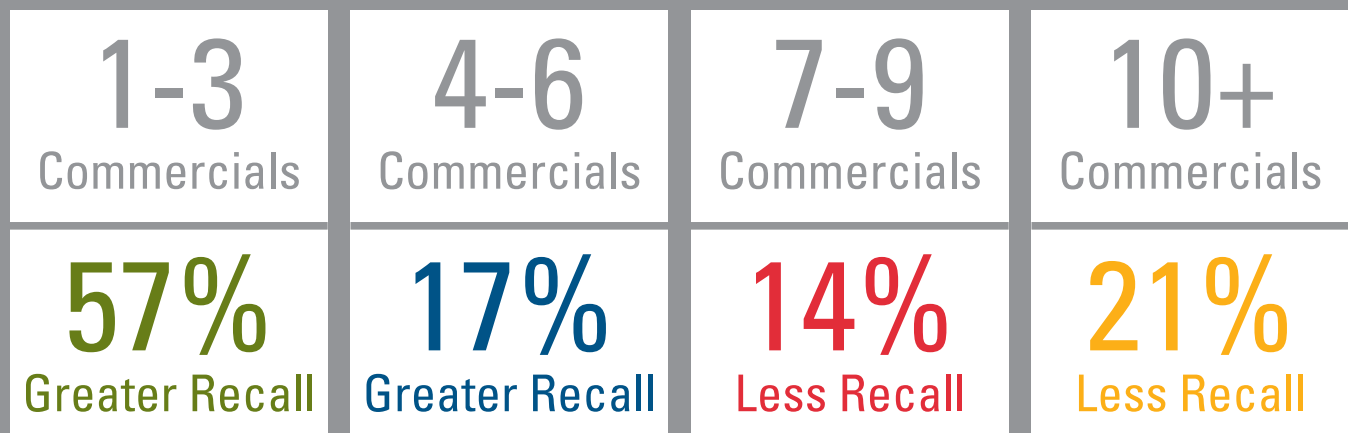
CLUTTER

Is the environment surrounding your message an Asset?

WBUR offers

- 2-3 Messages per break
- 10-20 second messages
- 30 second breaks

Fewer commercials equal higher recall.



Source: TVB Dimensions CAB/Nielsen Research Study

92%

of WBUR listeners state that there are too many advertisements on commercial radio today.

Source: Edison Research

UNDERWRITING GUIDELINES

Messages that Work

On-air messaging identifies and describes our sponsors, offering a unique and effective component to any campaign. Messaging guidelines are shaped by FCC guidelines for non-commercial broadcasters. Year-after-year, the research indicates the NPR audience responds to a less promotional message. NPR listeners turn to WBUR for objective information about the world around them. Thus your message will be more readily and respectfully received when communicated to them in a value-neutral and informational manner consistent with the programming.

KEEP IT CLEAR

State who you are, what you can do in value neutral terms, and where listeners can learn more. The legal name of the sponsor is read first then featured products, operating divisions, and subsidiaries may be named as well.

FOCUS ON FEATURES

Instead of “fast and safe,” say “240 horsepower and side-curtain airbags.” NPR listeners prefer a direct approach.

REFERENCE CURRENT CREATIVE

Established slogans that do not conflict with FCC guidelines are allowed and broader themes often emerge from existing ad creative.

TRADITIONAL ADVERTISING PROHIBITIONS

Underwriting is not able to use qualitative language, calls to actions, comparatives, claims, inducements, awards, and references to value or price.

NON PROFIT ENTITIES

There are no FCC restrictions for non-profits, however some cultural expectations should be considered.

UNDERWRITING COPY

Messages that Work.

SUNBUG SOLAR “...Offering solar design and installation from their new design center in Arlington. You can find out what the sun can do for you at sunbug-solar-dot-com.”

GEICO “...offering motorcycle and RV insurance. More information available on motorcycle and RV insurance at geico-dot-com or one-eight-hundred-9-4-7-auto.”

SALEM FIVE “...A bank for the everyday things, the once-in-a-lifetime things, and everything in between. Salem-five-dot-com — let’s un-complicate money.”

COLLEGE VINE “College Vine...Mentors selected from Harvard, Duke, Northeastern and more help with college lists and the application process. Learn more at College-Vine-dot-com.”

LEGAL ZOOM “Here and Now’s weekly tech report is funded by Legal Zoom. . . Providing resources to protect intellectual property — including trademark registration, copyrights, patents, and independent attorney consultations for advice. Legal help is at Legalzoom-dot-com.”

A LEADER IN PODCASTS

WBUR podcasts use your customized messages for each show with enhanced creative guidelines.



54%

of all monthly
podcast listeners
listen to NPR
podcasts

33%

of public media
podcasts com-
pose a third of the
weekly iTunes Top
100 Podcasts

40%

are under 35
years of age

62%

of NPR podcast
listeners prefer
to purchase prod-
ucts or services
from companies
that support NPR
podcasts

A LEADER IN DIGITAL ALTERNATIVES

wbur.org is a destination for more than 3,500,000 pageviews and 1,800,000 highly sought after users each month. This format also offers expanded creative guidelines.

190%

more likely to have
post-graduate work
or degree

243%

more likely to be
a small business
owner

257%

more likely to have
an individual income
of \$250,000+

224%

more likely to own
a home valued
\$1,000,000+

Source: Scarborough 2017

WBUR IS NPR'S MIDDAY PROGRAM PRODUCER

9,000,000 Listeners each month

WBUR produces 6 hours each day for NPR to distribute live from 10 a.m. – 4 p.m. airing on more than 500 stations. On Point and Here & Now serve as the midday bridge between Morning Edition and All Things Considered because news does not stop in the middle of the day.

LOCAL RADIO SCHEDULE

WBUR will customize a media plan that works for you.

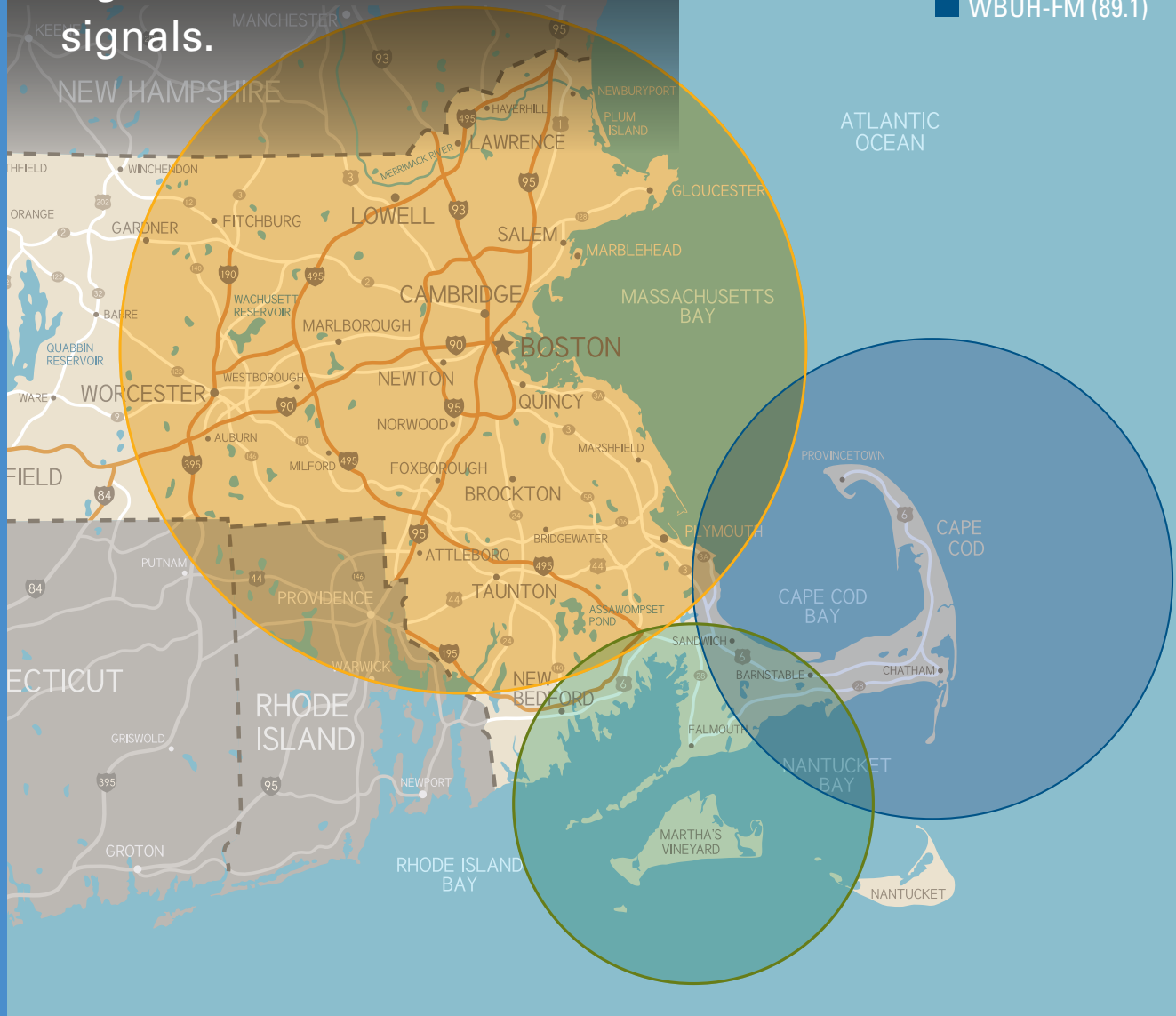
Investments depend on how much of our weekly or quarterly audience you would like to reach at an ideal frequency for maximum impact within your budget.

	WEEKDAYS	SATURDAYS	SUNDAYS
12:00am	BBC NEWSDAY	BBC NEWSDAY	CON SALSA
01:00am			
02:00am			BBC NEWSDAY
03:00am			
04:00am			TED RADIO HOUR
05:00am	MORNING EDITION	ON POINT	ON BEING
06:00am			LIVING ON EARTH
07:00am		ONLY A GAME	WEEKEND EDITION SUNDAY
08:00am		WEEKEND EDITION SATURDAY	
09:00am		WAIT WAIT...DON'T TELL ME!	
10:00am	ON POINT	BEST OF CAR TALK	MARSH CHAPEL SERVICE
11:00am		THIS AMERICAN LIFE	MOTH RADIO HOUR
12:00pm	HERE & NOW	ON THE MEDIA	THIS AMERICAN LIFE
1:00pm		WAIT WAIT...DON'T TELL ME!	RADIO OPEN SOURCE
2:00pm	FRESH AIR (M-Th) SCIENCE FRIDAYS (F)	RADIO LAB	PLANET MONEY/HOW I BUILT THIS
3:00pm	RADIO BOSTON		REVEAL
4:00pm	ALL THINGS CONSIDERED	WEEKEND ALL THINGS CONSIDERED	
5:00pm		ASK ME ANOTHER	WAIT WAIT...DON'T TELL ME!
6:00pm	MARKETPLACE	ONLY A GAME	THE NEW YORKER RADIO HOUR
6:30pm	ON POINT	SNAP JUDGMENT	SPECIAL PROGRAMMING
7:00pm		HIDDEN BRAIN	BOSTON UNIVERSITY'S WORLD OF IDEAS
8:00pm	RADIO LAB (M), TED RADIO HOUR (T) THE NEW YORKER RADIO HOUR (W) RADIO OPEN SOURCE (Th) THE MOTH RADIO HOUR (F)	CON SALSA	BBC NEWSDAY
9:00pm	RADIO BOSTON		
10:00pm	1A		
11:00pm			

LOCAL SIGNAL COVERAGE

WBUR offers a primary signal and two additional signals.

- WBUR-FM (90.9)
- WBUA-FM (92.7)
- WBUH-FM (89.1)



WBUR covers the full Boston market and includes the adjacent markets of Cape Cod and Worcester for additional value.

PODCAST PORTFOLIO



NPR's live, daily news-analysis program.



Sound rich and story driven examination of the life that happens before, behind, and beyond the spotlight. Hosted by Geoff Edgers. A partnership with *The Washington Post*.



NPR's live midday news program hosted by Robin Young and Jeremy Hobson.



Exploring the most illuminating stories from Reddit's vast global network.



NPR's weekly sports program.



Timeless stories and folktales for families voiced by celebrities and notables.



True stories of love, loss, and redemption. A partnership with *The New York Times*.



Sharing beautifully crafted stories about people whose acts of kindness have had a transformative effect on another's life.



Radically empathetic advice from Cheryl Strayed and Steve Almond. A partnership with *The New York Times*.



A true-crime podcast about the most valuable and confounding art heist in history: the theft of 13 artworks from Boston's Isabella Stewart Gardner Museum. A partnership with *The Boston Globe*.

LIVE EVENTS

Meet the audience where they are.

WBUR not only broadcasts to the masses, we also produce hundreds of live events each year, connecting with listeners face-to-face. With the launch of WBUR's CitySpace, a flagship live event venue in Boston, our capacity will increase exponentially. Whether you're looking for scale or intimacy, underwriting with WBUR delivers highly engaged audiences.



Clockwise from top left:
The Moth Mainstage Event, Conversation with Actor Bill Murray, Live Journalism by WBUR Host Jack Lepiarz, Author Book Event with Atul Gawande, Modern Love Live Actors Alysia Reiner, Brian Tyree Henry and Emmy Rossum





CORPORATE PUBLIC CONNECTIONS

CPC is a media agency engaged by our corporate underwriting partners to place media on public broadcasting stations across America. WBUR has deep relationships within the public broadcasting system with more than 25 years of experience helping clients use public broadcasting to reach their marketing goals.

CPC is a full-service agency specializing in media strategies, planning, buying and creative. We can launch your campaign on individual public broadcasting stations or on a collection of stations across America. We can also place your nationwide campaign on the most prominent network programs in public media.





PLEASE CONTACT:

Sponsorship

617.358.1462 / sponsorship@wbur.org

90.9 wbur
BOSTON'S NPR NEWS STATION

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