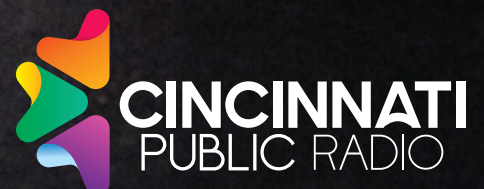


CONNECT WITH THE PEOPLE WHO SHAPE CINCINNATI

Highly Engaged Audiences Listening to
EMPOWER THEIR DECISIONS AND
INSPIRE THEIR CREATIVITY






Independent. Noncommercial. Mission-Driven.

Influential leaders, cultural arbiters and lifelong learners draw information and inspiration from Cincinnati Public Radio, a multiplatform forum for diverse perspectives and wide-ranging topics.

- **91.7 WVXU** and **88.5 WMUB**: The region's NPR® news source talk and entertainment from top-quality public media producers, award-winning local independent journalism
- **90.9 WGUC**: Cincinnati's only classical music station, a beacon for local arts and culture

The educational mission of Cincinnati Public Radio anchors the passionate bond our community shares with us.



Geographic coverage of the Greater Cincinnati area and Tri-State, with additional coverage into the Great Miami Valley from WMUB repeating the WVXU signal.



Messages Stand Out and Inspire Action

In public radio's clutter-free environment, listeners pay attention throughout short sponsorship breaks

Per hour, an average of **3** minutes of local sponsor messages air on Cincinnati Public Radio versus up to **18** minutes of advertising on commercial radio



Common Threads

Educated They prioritize education and lifelong learning

Influential They drive trends through word of mouth and influence corporate and social networks

Affluent With discretionary income, they have immense purchasing power

Cultural Passionate about the arts, they flock to cultural events

Community-Minded
They participate in initiatives in their communities



Sponsorship Generates Results

Your support builds a connection with audiences, instilling a Halo Effect that drives brand lift and preference

71% hold a more positive opinion of a company that supports public radio

66% prefer to purchase products and services from public radio sponsors

53% find public radio sponsors to be more credible companies

Source: Nielsen, NPR Sponsorship Survey April 2020



CINCINNATI
PUBLIC RADIO

NEWS

91.7 | 88.5
WVXU | WMUB



NPR® for Greater Cincinnati

91.7 WVXU and **88.5 WMUB** bring to Greater Cincinnati NPR's rigorous journalism and storytelling mastery characterized by depth and breadth in context. WVXU radio journalists apply the same standard of quality to regional news coverage.

A mix of programs from top public media producers connects listeners to the issues of the day and people of the world, including NPR's *Morning Edition* and *All Things Considered*. *Cincinnati Edition*, WVXU's original newsmagazine, covers a range of topics including regional government, business, education, health, technology and the arts. Thought-provoking ideas and entertainment from the likes of *This American Life*, *Wait Wait...Don't Tell Me!*, *TED Radio Hour* and *Fresh Air* keep curious minds stimulated.



WVXU Audience Snapshot

Educated

148% more likely to have a college degree¹

Influential

89% more likely to work in a professional and related occupation¹

Affluent

246% more likely to earn HHI of \$250,000 or more¹

Cultural

103% more likely to attend live theater or symphony concert/ opera concert¹

Community-Minded

114% more likely to contribute to an arts or cultural organization¹

Engage an Exclusive, Expansive News Audience difficult to reach on other media

65% choose WVXU as their exclusive station²

With only **11%** duplication, the addition of WGUC to a WVXU campaign greatly expands reach²

Marketing Opportunities

- ▶ 20 radio messages written in an objective style that listeners expect and appreciate
- ▶ Challenge grants to support our nonprofit membership drives
- ▶ Digital Marketing
- ▶ Special events

Sources:

1. Scarborough, R2 2020 Feb 19-Feb 20 metro P18+
2. Nielsen, PPM Analysis, Sept 2020 , P18+ M-SN 6A-12M



CINCINNATI
PUBLIC RADIO

MUSIC
90.9 WGUC

Cincinnati's Only Classical Station

With music for the heart, mind and spirit, 90.9 WGUC makes classical music accessible with friendly and insightful commentary. A welcoming guide to Greater Cincinnati's vibrant and extensive cultural life, WGUC supports arts and culture in Cincinnati and is home to broadcasts of performances by the Cincinnati Symphony Orchestra, Cincinnati Opera, the May Festival and the nationally recognized educational outreach program Classics for Kids®.

WGUC Audience Snapshot

Educated

120% more likely to have a post graduate degree¹

Affluent

60% more likely to earn a HHI of \$250K or more¹

Cultural

83% more likely to visit the Art Museum or attend a symphony concert or opera¹

Community-Minded

53% more likely to contribute money to social/care organization¹

Engage Music Connoisseurs
difficult to reach on other
media

33% choose WGUC as
their exclusive station²

With only **23%** duplication, the
addition of WVXU to a WGUC
campaign greatly expands reach²

Marketing Opportunities

- ▶ :20 radio messages written in an objective style that listeners expect and appreciate
- ▶ Challenge grants to support our nonprofit membership drives
- ▶ Digital marketing
- ▶ Special events

Sources:

1. Scarborough, R2 2020 Feb 19-Feb 20 metro P18+
2. Nielsen, PPM Analysis, Sept 2020 , P18+ M-SN 6A-12M

Mission

Cincinnati Public Radio is the trusted, independent source of journalism, music and culture empowering a vibrant, engaged and informed community.

CINCINNATI PUBLIC RADIO

91.7 WVXU | 88.5 WMUB | 90.9 WGUC

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