

Connecting with the People Who Shape Greater Cincinnati



Delivering the highest concentration of educated, affluent and influential citizens, 91.7 WVXU-NPR and 90.9 WGUC-Classical are the best-kept marketing secret in Cincinnati. Our listeners are your clients, customers, patrons and employees.

91.7
WVXU
CINCINNATI

npr

wguc 90.9

This is NPR®. National Public Radio.

NPR is the most respected news-gathering agency in the United States.

91.7 WVXU, 90.9 WGUC and 88.5 WMUB deliver NPR News and entertainment, classic jazz, blues and classical masterpieces in a noncommercial, educational environment.

During the weekday commute, WVXU and sister station WMUB carry trusted, national and international news from *Morning Edition* and *All Things Considered*—while its own team of award-winning radio journalists covers state and regional issues with the same thoughtful perspective. On the weekends, listeners laugh with the likes of *Car Talk* and *Wait Wait...Don't Tell Me*; experience the world with *Travel with Rick Steves* and *This American Life*; and unwind with blues, swing and classic jazz.

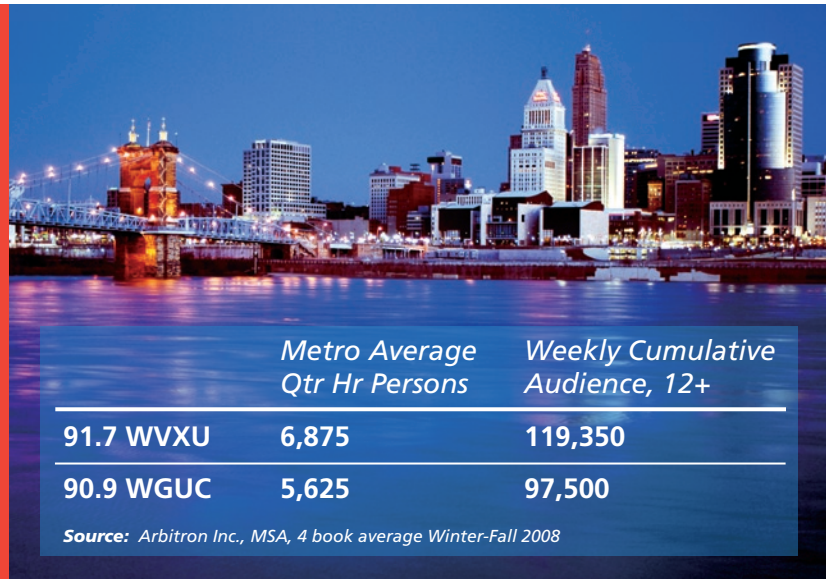
WGUC, recently recognized in a national study as the Top Performing Classical Station in the country, presents music for the heart, mind, and spirit. Its entertaining mix of classical music, combined with friendly and informative commentary, provides daily companionship, inspiration and respite from life's stresses. The station serves as a guide to local arts and culture; it's also home for broadcasts by the Cincinnati Symphony Orchestra, May Festival and Cincinnati Opera. Its educational outreach program, *Classics for Kids*, introduces classical music to the next generation.



Each week, WVXU, WGUC and WMUB reach more than 250,000 listeners across the Tri-State.

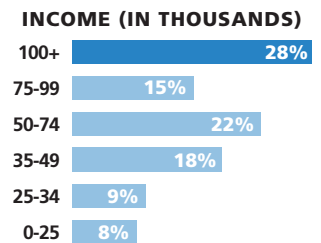
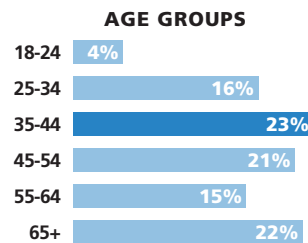
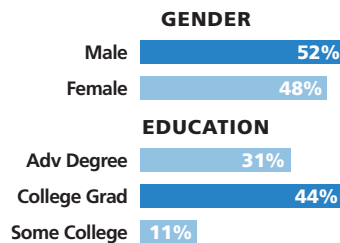
The stations can be heard in Cincinnati, Northern KY, Dayton, Oxford, Lawrenceburg and Richmond, IN.

Source: Arbitron Inc. Combined Cume, TSA, M-S, 6a-Mid, P 12+, Fall 2008



A Dynamic Audience

WVXU and WGUC attract loyal listeners and supporters from all walks of life. They are highly educated, culturally passionate and concerned about the issues facing their community and the world at large.



Source (all graph data): The Media Audit, July - August 2008, Adults 18+

Strategic Marketing Partnership Focused on Your Goals

Underwriting on public radio delivers dual marketing benefits to your organization: Your message reaches an exceptionally devoted audience that is hard to capture through traditional media and your support of a respected, nonprofit public service exhibits goodwill.

Your WVXU / WGUC representative will work with you to customize an effective underwriting campaign that may include:

- *Broadcast announcements, 20 seconds in length, that are written in an objective style that listeners expect and appreciate*
- *Web Marketing*
- *Challenge grants to support our nonprofit pledge drives*
- *Special events to help you connect with listeners directly*



Underwriting Generates Marketing Results

Delivers Return on Your Investment

95% of public radio listeners have taken a direct action as a result of sponsorship, acting on their preference to do business with partners of their station.

Builds Brand Loyalty and Trust

58% of listeners surveyed believe that companies that sponsor programs on public radio are more credible than those that advertise on commercial radio.

Cultivates Clients and Consumers

75% of NPR listeners prefer to buy products and services from companies that support public radio, when price and quality are equal.

Shows Your Good Corporate Citizenship

80% of public radio listeners hold a more positive opinion of a company when they learn it supports public radio.

Source: NPR/Jacobs Media, 2007; conducted by Edison Media Research

Why WVXU & WGUC?

Programming Environment

The environment on public radio is free of clutter. With an average of less than 3 minutes per hour devoted to local messages, there is virtually no tune out. **Your message will be heard.**

Quality Audience

The Cincinnati Public Radio audience is highly educated, affluent and influential. They have significant discretionary income and are politically and culturally engaged in their community.

Beneficial Relationship

Just by virtue of supporting WVXU and WGUC, the connection you build with listeners predisposes their desire to do business with you.



The mission of Cincinnati Public Radio is to bring the finest classical music and news and information programming to the people of the Tri-State.

Cincinnati Public Radio

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Cincinnati, OH 45214
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91.7 FM WVXU

wvxu.org
HD 1 WVXU HD 2 woxy.com

90.9 FM WGUC

wguc.org
HD 1 Classical HD 2 Jazz

88.5 FM WMUB

wmub.org
HD 1 WMUB HD 2 Jazz

Public Radio Partners manages underwriting sales for WVXU, WGUC and WMUB. We link the stations and their corporate supporters in a mutually beneficial relationship that enables each to fulfill their mission.

Photography Credits

Front Cover: Fountain, Mark Byron Photography; Cellist performs at *From The Top*, David Balsom; Carew Tower, Ryan Thomas; Fireworks over Union Terminal, David Williams.
Interior Pages: Oktoberfest stein race and Cincinnati skyline, David Williams; Erich Kunzel, Cincinnati Pops Conductor, Mark Lyons; KiteFest, Shawn Sackenheim; Findlay Market, Mark Byron Photography. Back Cover: Blue Wisp Jazz Club, nebulagirl; Cincinnati Zoo, Mark Byron Photography.

