CONNECT WITH THE PEOPLE WHO SHAPE CINCINNATI

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

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.
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

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

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

70% prefer to purchase products and services from public radio sponsors

56% find public radio sponsors to be more credible companies

Source: NPR Sponsorship Survey, Lightspeed Research, 2017

Each week, 250,000+ different people listen to Cincinnati Public Radio

Source: Nielsen, PPM Analysis, WVXU, WMUB and WGUC, Mar 17–Feb 18, P6+ M-SN 6A-12M

RIDE THE CHAMP 25¢
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.

Photography Credits: Ari Shapiro and Audie Cornish by Stephen Voss for NPR
**WVXU Audience Snapshot**

**Educated**
70% more likely to have a post-graduate degree or have completed post graduate work¹

**Influential**
73% more likely to work in management, business or finance²

**Affluent**
39% more likely to earn HHI of $250,000 or more¹

**Cultural**
50% more likely to attend symphony concert or opera¹

**Community-Minded**
80% more likely to contribute to an arts or cultural organization¹

**Engage anExclusive, Expansive News Audience difficult to reach on other media**

26% of news listening in Cincinnati is on WVXU²

43% choose WVXU as their exclusive station²

74% of WVXU listeners do not listen to WLW³

With only 33% 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 2018 Aug 17-Aug 18 metro P18+
2. Nielsen, PPM Analysis, Mar 17-Feb 18, P6+ M-SN 6A-12M
3. Nielsen, PPM Analysis, Mar 17-Feb 18, A18+ M-SN 6A-12M
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
42% more likely to be a college graduate¹

Affluent
28% more likely to earn a HHI of $110K-249K¹

Cultural
60% more likely to attend a symphony concert or opera¹

Community-Minded
27% more likely to contribute to an arts or cultural organization¹

Engage Music Connoisseurs
difficult to reach on other media

30% choose WGUC as their exclusive station²

With only 19% 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

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

CINCINNATI PUBLIC RADIO
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