

**Key Message Points for Underwriting: AAA**

Greater Public has compiled the following key message points (mapped to corresponding research) for AAA station sales teams to build on when articulating the features and benefits of public radio sponsorship to potential and existing underwriters:

<b>Message Point #1</b>		
<p><b>HALO EFFECT – COMMUNITY FOCUS:</b> Sponsors are likely to experience a halo effect when they create a partnership with WXYZ. That is, the goodwill that WXYZ shares with its listeners will be transferred to the sponsor via association. This is because WXYZ is a mission-driven, membership organization that the public sees as contributing to the local community - and the sponsor benefits from WXYZ's standing in the community.</p>		
<b>What Do We Mean? (Feature)</b>	<b>What Does This MEAN to the Sponsor? (Benefit)</b>	<b>How do we back this up? (Corresponding Research)</b>
<ul style="list-style-type: none"> <li>• Audience sees sponsor organization in a favorable light due to its support of a community asset they value.</li> <li>• Our audience is highly loyal and actually PAYS to support public radio - our audience APPRECIATES the sponsor's support.</li> <li>• Sponsorship on public radio enables sponsor to visibly invest in their community.</li> <li>• Local or regional legislators may associate the sponsor organization with good citizenship.</li> <li>• Sponsor's employees feel good about working for a company that supports the community.</li> </ul>	<ul style="list-style-type: none"> <li>• Distinguishes the sponsor from competitors because listeners see sponsor as caring about the community</li> <li>• Builds brand loyalty - our loyal and appreciative listeners are more likely to choose sponsor over competitor when it comes to making a buying decision</li> <li>• Can impact people of influence - from high level executives to thought leaders to those who shape public opinion and policy</li> <li>• Builds employee loyalty and morale, which could help reduce turnover and create a favorable impression to aid in recruitment</li> </ul>	<p><u>2017 NPR State of Sponsorship Survey</u> <i>Highlights include:</i></p> <ul style="list-style-type: none"> <li>• When price and quality are equal, listeners prefer to buy products from companies they hear on NPR</li> <li>• Listeners have more positive opinions of companies they hear on NPR, and find them more credible</li> <li>• Public radio "halo" surpasses commercial radio</li> </ul> <p><u>2013 NPR Underwriting Halo Effect Research conducted by Jacobs Media</u> <i>Highlights include:</i></p> <ul style="list-style-type: none"> <li>• Association with public radio builds positive brand perceptions and drives brand consideration</li> <li>• Listeners commonly describe sponsors as community focused</li> </ul>



		<ul style="list-style-type: none"> <li>• More than half of listeners agree their opinion of a company is more positive when they find out it supports NPR</li> <li>• Half of listeners assert that they generally prefer to buy products from NPR supporters</li> </ul> <p><u>2016 Cone Employee Engagement Study</u> <i>Highlights include:</i></p> <ul style="list-style-type: none"> <li>• 51% won't work for a company that doesn't have strong social and environmental commitments</li> </ul>
<p><b>Message Point #2</b></p>		
<p><b>HALO EFFECT – QUALITY &amp; CREDIBILITY:</b> Because WXYZ provides quality programming to our listeners and is viewed as a trusted source of music (and information), sponsorship creates an impression of quality and credibility for the sponsor by association.</p>		
<p><b>What Do We Mean? (Feature)</b></p>	<p><b>What Does This Mean to the Sponsor? (Benefit)</b></p>	<p><b>How Do We Back This Up? (Corresponding Research)</b></p>
<ul style="list-style-type: none"> <li>• Sponsorship creates an impression of quality and credibility for the sponsor because the sponsor's brand is linked with the public radio brand and excellence in programming</li> <li>• The sponsor's brand is seen as more credible by the quality public radio audience, because the sponsor is not associated with commercial radio advertising</li> <li>• The sponsor's brand is also enhanced by being associated with other high-quality supporters. They are in good company with local arts groups, non-profits and financial service providers.</li> </ul>	<ul style="list-style-type: none"> <li>• Builds brand equity for the sponsor</li> <li>• Builds brand trust– which means listeners are more likely to choose sponsor over competitor when it comes to making a buying decision</li> <li>• Enhances sponsor credibility</li> </ul>	<p><u>2017 NPR State of Sponsorship Survey</u> <i>Highlights include:</i></p> <ul style="list-style-type: none"> <li>• When price and quality are equal, listeners prefer to buy products from companies they hear on NPR</li> <li>• Listeners have more positive opinions of companies they hear on NPR, and find them more credible</li> <li>• Public radio “halo” surpasses commercial radio</li> </ul> <p><u>2013 NPR Underwriting Halo Effect Research conducted by Jacobs Media</u> <i>Highlights include:</i></p> <ul style="list-style-type: none"> <li>• Association with public radio builds positive brand perceptions and drives brand consideration</li> <li>• Listeners commonly describe sponsors as smart marketers, forward-leaning, supporters etc.</li> </ul>



		<ul style="list-style-type: none"> <li>• More than half of listeners agree their opinion of a company is more positive when they find out it supports NPR</li> <li>• Half of listeners assert that they generally prefer to buy products from NPR supporters</li> </ul>
--	--	---

**Message Point #3**

**QUALITY AUDIENCE:** Sponsors can reach an extremely desirable audience by sponsoring WXYZ programming.

<p><b>What Do We Mean? (Feature)</b></p>	<p><b>What Does This Mean to the Sponsor? (Benefit)</b></p>	<p><b>How Do We Back This Up? (Corresponding Research)</b></p>
<ul style="list-style-type: none"> <li>• Public Radio AAA listeners are choice consumers, savvy business leaders, and educated influentials who are active in their communities.</li> <li>• Public Radio AAA listeners are working age and affluent.</li> <li>• Public Radio AAA stations reach a hard-to-reach consumer. These are trend setters who have a passion for new music that shows in other choices they make.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase awareness with a highly desirable audience of affluent, educated consumers and/or business decision makers within the important advertising demo of 25-54</li> <li>• Among other things, our audience can afford to purchase your product, donate to your non-profit, attend your University MBA program or [fill in the blank], and are predisposed to do business with you</li> </ul>	<p><u>2017 NPR AAA Audience Profile</u>  <i>Sample highlights include:</i></p> <ul style="list-style-type: none"> <li>• Majority male (55%), employed (76%), aged 25-54 (59%)</li> <li>• 57% have a college degree or beyond and median HHI \$89K</li> <li>• 61% voted in local, state, or federal elections in the past year.</li> <li>• Almost half of listeners attended a live performance of music, dance or theater in the past year. Still more (62%) dined out, and travelled domestically (71%) over the past year</li> <li>• Almost 20% of NPR AAA listeners are involved in one or more business purchases over \$1,000.</li> <li>• 75% own a smartphone and the vast majority are actively engaged online</li> </ul> <p><u>Media Audit and Scarborough</u>            If your station subscribes to either of these services, you have access to audience behavioral data specific to your market.</p>



<b>Message Point #4</b>		
<b>NO CLUTTER:</b> Sponsor messages stand out on WXYZ because our non-commercial station has very little clutter, which means that sponsor messages are heard.		
<b>What Do We Mean? (Feature)</b>	<b>What Does This Mean to the Sponsor? (Benefit)</b>	<b>How Do We Back This Up? (Corresponding Research)</b>
<ul style="list-style-type: none"> <li>Public radio limits the number of sponsors and the number of messages per program.</li> <li>Traditional advertising is written in an attempt to cut through clutter. On public radio, there isn't any clutter - the audience responds to straightforward information.</li> <li>Today's adults are wary of the over-commercialization of traditional media. Public radio offers sponsor announcements that listeners tune in to, rather than tune out.</li> </ul>	<ul style="list-style-type: none"> <li>Differentiation: sponsor brand stands out among potential competitors</li> <li>Sponsor message has greater impact because it won't get lost, which can influence buying decisions.</li> <li>Your announcements will be heard and paid attention to in a positive way.</li> </ul>	<p><u>2017 NPR State of Sponsorship Survey</u> <i>Highlights include:</i></p> <ul style="list-style-type: none"> <li><u>Listeners more likely to pay attention to sponsorship messages they hear on NPR than those on commercial radio</u></li> </ul> <p><u>2013 NPR Underwriting Halo Effect Research conducted by Jacobs Media</u> <i>Highlights include:</i></p> <ul style="list-style-type: none"> <li>Listeners are more likely to recall an underwriter and seek more information about a service from a sponsor</li> <li>Listeners prefer the calm, respectful tone of public radio vs commercial</li> <li>Listeners are more engaged when there is a limited number of credits</li> </ul> <p><u>2016 Impact of Audio Study by Research Narrative</u> <i>Highlights include:</i></p> <ul style="list-style-type: none"> <li>Audience engagement grows during NPR sponsorship break</li> <li>NPR content &amp; ads drive stronger brand recall than commercial radio</li> </ul> <p><u>2011 Arbitron (now Nielsen)/Media Monitors/Coleman Spot Load Study and Your Station Log(s)</u></p> <ul style="list-style-type: none"> <li>Public radio stations typically air 1-2 minutes of underwriting credits per hour compared to 9 minutes of advertising per hour on commercial</li> </ul>



		<ul style="list-style-type: none"><li>• Most stations run fewer than 6 local credits per hour compared to over 25 different messages heard on commercial media.</li></ul>
--	--	---