

Key Message Points for Underwriting

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

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



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



		<p>when they find out it supports NPR</p> <ul style="list-style-type: none"> • Half of listeners assert that they generally prefer to buy products from NPR supporters <p><u>2016 WBUR Underwriting ROI Research</u> <i>Highlights include:</i></p> <ul style="list-style-type: none"> • Public radio listeners are more likely than non-listeners to purchase from or do business with companies that sponsor their local station. • Companies that consistently sponsor public radio are more likely to be perceived by listeners as having the best reputation or offering the highest quality.
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Message Point #3

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

What Do We Mean? (Feature)	What Does This Mean to the Sponsor? (Benefit)	How Do We Back This Up? (Corresponding Research)
<ul style="list-style-type: none"> • Public radio listeners are educated, affluent, influential and politically active • NPR listeners are a powerful target audience of baby boomers • NPR listeners have a strong interest in arts and culture • NPR listeners are working professionals and business decision makers <p><i>Note:</i> various attributes of your audience will change depending on your format. That said, whether news, classical, jazz or AAA, the public radio audience is highly desirable across formats; it is just that the various motivations, passions and consumer behavior of your audience may change depending on your format and related</p>	<ul style="list-style-type: none"> • Increase awareness with a highly desirable audience of consumers and/or business decision makers • Increase visibility among the 55+ audience; cost effective vehicle for reaching Baby Boomers • 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] 	<p><u>2017 NPR Audience Profile</u> <i>Sample highlights include:</i></p> <ul style="list-style-type: none"> • 68% listeners have a bachelor’s degree or higher, compared to 29% of US population. • 67% percent of NPR listeners voted in local, state, or federal elections in the past year. • 49% of NPR News listeners earn a household income of \$100K or more a year, compared to 28% of the US population • 83% of listeners have been moved to take action by listening to NPR • 18% of NPR listeners are involved in one or more business purchases over \$1,000.



programming.		<p><i>Note:</i> NPR provides audience profiles for News, Classical, Jazz and AAA formats.</p> <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> <p><u>2017 Baby Boomer Spending</u></p> <ul style="list-style-type: none"> • Baby Boomers spend the most across all product categories but are targeted by just 5-10% of marketing. • Over the next 20 years, spending by people 50+ is expected to increase by 58% to \$4.74 trillion, while spending by Americans aged 25-50 will grow by only 24 %
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Message Point #4

NO CLUTTER: Sponsor messages stand out on WXYZ because our non-commercial station has very little clutter, which means that sponsor messages are heard.

What Do We Mean? (Feature)	What Does This Mean to the Sponsor? (Benefit)	How Do We Back This Up? (Corresponding Research)
<ul style="list-style-type: none"> • Public radio limits the number of sponsors and the number of messages per program. • 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. 	<ul style="list-style-type: none"> • Differentiation: sponsor brand stands out among potential competitors • Sponsor message has greater impact because it won't get lost, which can influence buying decisions. 	<p><u>2017 NPR State of Sponsorship Survey</u> <i>Highlights include:</i></p> <ul style="list-style-type: none"> • <u>Listeners more likely to pay attention to sponsorship messages they hear on NPR than those on commercial radio</u> <p><u>2013 NPR Underwriting Halo Effect Research conducted by Jacobs Media</u> <i>Highlights include:</i></p> <ul style="list-style-type: none"> • Listeners are more likely to recall an underwriter and seek more information about a service from a sponsor • Listeners prefer the calm, respectful tone of public radio vs commercial



		<ul style="list-style-type: none">• Listeners are more engaged when there is a limited number of credits <p><u>2016 Impact of Audio Study by Research Narrative</u></p> <p><i>Highlights include:</i></p> <ul style="list-style-type: none">• Audience engagement grows during NPR sponsorship break• NPR content & ads drive stronger brand recall than commercial radio <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">• Public radio stations typically air 1-2 minutes of underwriting credits per hour compared to 9 minutes of advertising per hour on commercial• Most stations run fewer than 6 local credits per hour compared to over 25 different messages heard on commercial media.
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