

Support Your Great Storytelling!

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RRC Resources for Underwriting

- Quantitative Research – *Nielsen Audio*
- Qualitative Research – *Scarborough*

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There's a logical order to storytelling...

- *Local Market / Economy*
- *Client's Industry / Target Consumer*
- *Radio*
- *Public Radio*
- *Your Station*

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What's the issue, Size... or Substance?

Nielsen Audio

Quantitative Data

Diaries and/or Meters

Size

Scarborough

Qualitative Data

Telephone, Booklet & Diaries

Substance

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Nielsen Audio Shows Size

When underwriting prospects are concerned with size (they want to reach a lot of consumers and they don't think your media, format and/or station can do it)...

Nielsen Audio allows you to share the most respected research in the advertising community to massage their needs.

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Scarborough Shows Substance

When underwriting prospects are concerned with quality (they want to reach a very targeted audience and they lack an understanding of who your listeners are)...

Scarborough allows you to show the education, wealth and healthy hearts of your listeners, qualities that every organization wants to access.

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There are Reports...

Nielsen Audio:

Ranker communicates Size
Trend communicates Growth

Scarborough:

IQP shows a snapshot
Profile shares specifics

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Two Nielsen Audio reports:

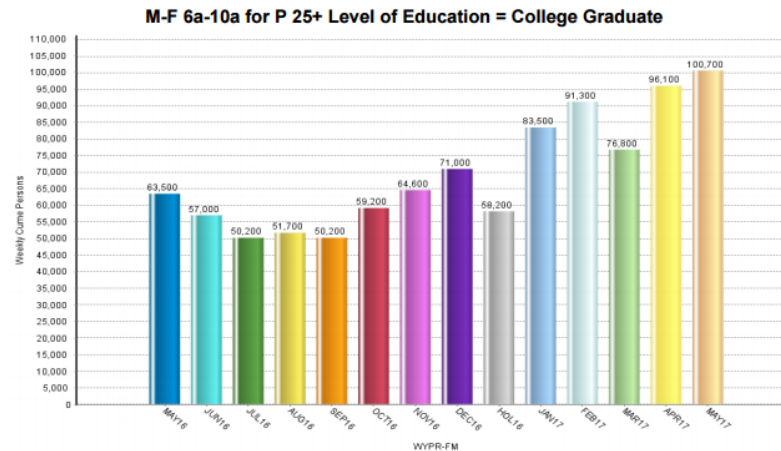
Ranker

SEATTLE-TACOMA (Metro Survey Area)
MAY17
Stations Rankings Based on: Top 15 All Stations

Adults 25+ Level of Education = College Graduate		
M-F 6a-10a		
Station	Format	Average Persons*
1 KUOW-FM	News Talk Information	19,900
2 KNKX-FM	Variety	13,200
3 KQMV-FM	Pop Contemporary Hit Radio	10,500
4 KIRO-FM	News Talk Information	8,900
5 KOMO-AM	All News	6,500
6 KVI-AM	Talk/Personality	6,100
7 KTTH-AM	Talk/Personality	5,900
8 KJR-FM	Classic Hits	5,400
9 KRWM-FM	Adult Contemporary	4,700
10 KJAQ-FM	Adult Hits	4,600
11 KZOK-FM	Classic Rock	4,000
12 KIRO-AM	All Sports	3,700
13t KISW-FM	Active Rock	3,200
13t KMPS-FM	Country	3,200
15 KPLZ-FM	Hot Adult Contemporary	3,100

Trend Report

BALTIMORE (Metro Survey Area)
MAY17, APR17, MAR17, FEB17, JAN17, HOL16, DEC16, NOV16, OCT16, SEP16, AUG16, JUL16, JUN16, MAY16
Station Rankings Based on: User Selected



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Two Scarborough reports:



Target Profile

MILWAUKEE-RACINE (Metro Survey Area)
 SCARBOROUGH R1 2017: FEB16-JAN17 (REV.1) / SCARBOROUGH R1 2016: FEB15-JAN16 (REV.1)
 ADULTS 18+

WHO I am Looking At			
Radio Stations: WYMS-FM			
WHAT I Want to Know About Them	Target Persons	% of Target	Index*
Automotive			
Make of any vehicle owned or leased (HHLD)			
Mini:Any vehicle	2,831	4.0%	755
Infiniti:Any vehicle	1,587	2.3%	462
BMW:Any vehicle	3,236	4.6%	391
Kia:Any vehicle	6,730	9.6%	257
Lexus:Any vehicle	2,378	3.4%	226
Jaguar:Any vehicle	491	0.7%	206
Subaru:Any vehicle	5,316	7.5%	202
Acura:Any vehicle	1,288	1.8%	179
Mazda:Any vehicle	3,110	4.4%	175
Jeep:Any vehicle	4,272	6.1%	137
Porsche:Any vehicle	226	0.3%	125
Nissan:Any vehicle	4,445	6.3%	122
Volkswagen:Any vehicle	2,637	3.7%	118
Toyota:Any vehicle	15,001	21.3%	118

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... And There Are Estimates

Nielsen Audio:

Cume communicates total size

AQH communicates currency

Scarborough:

% communicates proficiency

Index communicates impact

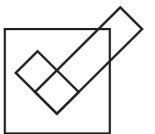
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Nielsen Audio Estimates...

- **AVG Weekly Cume** – Total size of station's audience
 - Lots of local consumers
 - Requires a campaign commitment to reach them
- **Average Quarter Hour (AQH)** – Average audience size
 - Quite a few consumers every time announcement airs
 - More announcements means more success

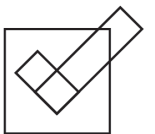
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Scarborough Estimates...

- % of Target – The Proficiency of a party to do something
 - 50% of our listeners own a Toyota, Honda or Nissan
 - Branding keeps you relevant with your current customers... and introduces you to your competition's customers
- Index – How a party compares to the marketplace
 - Newtown NPR listeners are twice as likely as the general population to shop at Trader Joes (200 Index)
 - We're a smaller station at first, but we have just as many of your customers listening to us in the end.

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Here's Jared!



Local Examples – Nielsen Audio

- Audience Trends
- Age Comps
- Geo Targeting
- Reach & Frequency
- Median Age
- Exclusive Audience

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WABE DRIVES VS MARKET- AGE CELLS - 6 month avg

	Station	Estimates	P12+ (B)*	Persons 12- 17	Persons 18- 24	Persons 25- 34	Persons 35- 44	Persons 45- 54	Persons 55- 64	Persons 65+
1	WABE-FM	Weekly Cume Persons *	285,600	14,300	11,300	67,200	56,900	47,600	51,100	37,300
		Weekly Cume Composition	100.0	5.0	3.9	23.5	19.9	16.7	17.9	13.0
		Weekly Cume Index	100.0	52.6	35.2	141.9	112.6	91.3	121.3	108.8
	Analysis Total	Weekly Cume Persons	285,600	14,300	11,300	67,200	56,900	47,600	51,100	37,300
		Weekly Cume Composition	100.0	5.0	3.9	23.5	19.9	16.7	17.9	13.0
		Weekly Cume Index	100.0	52.6	35.2	141.9	112.6	91.3	121.3	108.8
	Market Total	Weekly Cume Persons	3,724,200	354,200	417,900	617,800	659,000	679,900	549,000	446,500
		Weekly Cume Composition	100.0	9.5	11.2	16.6	17.7	18.3	14.7	12.0
		Weekly Cume Index	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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Audience



nielsen AN UNCOMMON SENSE OF THE CONSUMER™



WABE 90.1 is the top station in Natural Body's ZipCodes and demographic.

ATLANTA (User Defined Survey Area)

SEP16

Station Rankings Based on: All Stations

Persons 12+			
M-Su 6a-12m			
Station	Average Rating*	Average Persons Weekly	Cume Persons
1 WABE-FM	0.9	2,800	76,900
2t WSB-AM	0.7	2,100	89,600
2t WSTR-FM	0.7	2,200	61,100
4 WAMJ-FM	0.4	1,100	50,100
5t WALR-FM	0.3	1,000	50,000
5t WFSH-FM	0.3	1,000	39,800
5t WSB-FM	0.3	900	73,100
5t WVEE-FM	0.3	900	34,000
5t WWPW-FM	0.3	800	82,900
5t WZGC-FM	0.3	1,000	46,200

Adults 31-60			
M-Su 6a-12m			
Station	Average Rating*	Average Persons Weekly	Cume Persons
1 WABE-FM	1.5	2,400	57,400
2 WSTR-FM	0.9	1,400	39,100
3 WSB-AM	0.7	1,200	53,300
4 WALR-FM	0.5	800	30,100
5t WAMJ-FM	0.4	600	21,800
5t WFSH-FM	0.4	600	23,800
5t WSB-FM	0.4	600	42,000
5t WWPW-FM	0.4	600	56,400
5t WZGC-FM	0.4	600	27,500

Ranker Detailed Sourcing Summary

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Market:
Survey:
Geography:
Daypart:

ATLANTA
Nielsen Radio September 2016
Custom Geo = 30030; 30041; 30064; 30078; 30080; 30305; 30306; 30319
Monday-Sunday 6a-midnight

WABE 2017 Schedule Delivery

Flight Dates: 09/05/2016 - 07/30/2017

Demo: P 21-64

Radio Market: ATLANTA

Survey: APR17 / MAR17 / FEB17 / JAN17 / HOL16 / DEC16

...

Geography: Metro

Schedule Description: FY17 Campaign Recap

	Daypart	Spots	Length	Unit Rate	CPM	Frequency	Net Reach	Gls	Total Cost
Radio Total		564		\$274.58	\$17.71	16.4	535,100	8,765,500	\$154,865.00
WABE-FM		564		\$274.58	\$17.71	16.4	535,100	8,765,500	\$154,865.00
Emory's FY17 - 47 wks (09/05, 09/12, 09/19, 09/26, 10/03, 10/10, 10/17, 10/24, 10/31, 11/07, 11/14, 11/21, 11/28, 12/05, 12/12, 12/19, 12/26, 01/02, 01/09, 01/16, 01/23, 01/30, 02/06, 02/13, 02/20, 02/27, 03/06, 03/13, 03/20, 03/27, 04/03, 04/10, 04/17, 04/24, 05/01, 05/08, 05/15, 05/22, 05/29, 06/05, 06/12, 06/19, 06/26, 07/03, 07/10, 07/17, 07/24)									
		564		\$274.58	\$17.71	16.4	535,100	8,765,500	\$154,865.00
One Week Total		12		\$274.58	\$17.71	1.6	120,300	186,500	\$3,295.00
	M-F 6A-10A	5	15	\$350.00	\$19.13	1.4	67,000	91,500	\$1,750.00
	M-F 12N-2P	1	15	\$165.00	\$16.84	1.0	9,800	9,800	\$165.00
	M-F 3P-7P	4	15	\$345.00	\$20.91	1.2	52,900	66,000	\$1,380.00
	M-Su 6A-12M	2	15	\$0.00	\$0.00	1.0	18,700	19,200	\$0.00

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This report was created by Nielsen using the following Radio information: ATLANTA; APR17 / MAR17 / FEB17 / JAN17 / HOL16 / DEC16 / NOV16 / OCT16; Metro; Multiple Dayparts Used; P 21-64; See Detailed Sourcing Page for Complete

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WABE 2018 Suggested Schedule

Flight Dates: 09/05/2017 - 07/29/2018

Demo: P 21-64

Schedule Description: FY18 Proposed Campaign

Radio Market: ATLANTA

Survey: APR17 / MAR17 / FEB17 / JAN17 / HOL16 / DEC16

Geography: Metro

	Daypart	Spots	Length	Unit Rate	CPM	Frequency	Net Reach	Gls	Total Cost
Radio Total		893		\$221.58	\$15.71	22.9	549,700	12,581,900	\$197,870.00
WABE-FM		893		\$221.58	\$15.71	22.9	549,700	12,581,900	\$197,870.00
Emory's FY18 Proposal - 47 wks (09/04, 09/11, 09/18, 09/25, 10/02, 10/09, 10/16, 10/23, 10/30, 11/06, 11/13, 11/20, 11/27, 12/04, 12/11, 12/18, 12/25, 01/01, 01/08, 01/15, 01/22, 01/29, 02/05, 02/12, 02/19, 02/26, 03/05, 03/12, 03/19, 03/26, 04/02, 04/09, 04/16, 04/23, 04/30, 05/07, 05/14, 05/21, 05/28, 06/04, 06/11, 06/18, 06/25, 07/02, 07/09, 07/16, 07/23)									
		893		\$221.58	\$15.71	22.9	549,700	12,581,900	\$197,870.00
One Week Total		19		\$221.58	\$15.71	1.8	147,400	267,700	\$4,210.00
	M-F 6A-10A	4	15	\$330.00	\$18.03	1.3	57,400	73,200	\$1,320.00
	M-F 12N-2P	1	15	\$150.00	\$15.31	1.0	9,800	9,800	\$150.00
	M-F 3P-7P	3	15	\$330.00	\$20.00	1.2	42,500	49,500	\$990.00
	M-Su 6A-12M	3	15	\$0.00	\$0.00	1.1	27,200	28,800	\$0.00
	M-F 5:45A-10A	2	30	\$375.00	\$21.31	1.1	32,400	35,200	\$750.00
	M-F 10A-3P	2	30	\$150.00	\$16.30	1.1	17,400	18,400	\$300.00
	M-F 3P-6:15P	2	30	\$350.00	\$20.35	1.1	31,400	34,400	\$700.00
	M-Su 5A-12M	2	30	\$0.00	\$0.00	1.0	17,900	18,400	\$0.00

- By increasing your investment 28%, you will secure exponentially greater coverage on WABE.

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Total dedicated air time will increase 125%, unit count by 58%, and frequency by 40%, allowing you to say more, more often, to WABE's audience of over ½ Million listeners.

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median age.pdf - Adobe Acrobat Pro		
File Edit View Window Help		
Create		
1 / 2 150%		
Tools Comment Share		
<h1>Median Age</h1> <p>ATLANTA (Metro Survey Area)</p> <p>MAY17 / APR17 / MAR17 / FEB17 / JAN17 / DEC16 / NOV16 / OCT16 / SEP16 / AUG16 / JUL16 / JUN16</p> <p>M-F 6a-10a</p> <p>P 12+</p>		
Station	Weekly Cume Persons Median Age*	Average Persons Median Age
WWPW-FM	34	32
WRDA-FM	35	36
WWWQ-FM	35	38
WSTR-FM	37	36
WVEE-FM	37	39
WABE-FM	42	47
WNNX-FM	42	41
WRAS-FM	43	45
WAMJ-FM	43	49
WSB-FM	43	46
WZGC-FM	43	44
WFSH-FM	44	46
WUBL-FM	44	44
WKHX-FM	45	47
WSRV-FM	46	46
WALR-FM	49	54
WYAY-FM	49	47
WCNN-AM	50	54
WSB-AM	53	57
Market Total	43	45

Reach an Audience You Can't Get Anywhere Else

Radio Stations Attract Loyal Listeners. Some are So Loyal They Use One Station Exclusively.

Based on Weekly Cume Persons 12+, Monday-Friday 6a-10a

Station	<i>Exclusive Listeners*</i>	% Mkt Reached Exclusively	% of Station Exclusive
WSB-AM	180,300	3.8	34.2
WABE-FM	97,800	2.1	42.3
WFSH-FM	91,100	1.9	35.6
WALR-FM	79,200	1.7	25.4
WSRV-FM	65,300	1.4	23.7
WWWQ-FM	63,300	1.3	21.7
WAMJ-FM	58,100	1.2	20.7
WHTA-FM	56,800	1.2	18.2
WSB-FM	55,400	1.2	17.9
WPZE-FM	53,200	1.1	30.9

Whether it is filling in gaps of a broad marketing plan or making the most of a limited budget, stations with exclusive audiences provide you an opportunity to maximize your investment.

Local Examples - Scarborough

- Target Profile – Market Level
- Target Profile – Retail Level
- Target Profile – Station Level
- Target Profile – Sponsorship Level

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Target Profile

ATLANTA (Metro Survey Area) SCARBOROUGH R1 2016: FEB15-JAN16 (REV.1)
ADULTS 18+

91 % of the Atlanta DMA is listening to Atlanta Radio!

	WHO I am Looking At	
	DMA: Atlanta DMA	
WHAT I Want to Know About Them	<i>Target Persons*</i>	% of Target
Radio - dayparts		
M-S 6am-mid cume		
TOTL-AF	3,748,783	90.9%

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Atlanta is a “Car Centric” culture, with long commutes and underdeveloped public transportation!

Target Profile

ATLANTA (Metro Survey Area) SCARBOROUGH R1 2016:
FEB15-JAN16 (REV.1)
ADULTS 18+

Over 700,000 Atlantans have a one way commute of 30-59 minutes

	WHO I am Looking At
	Adults 18+ Metro
WHAT I Want to Know About Them	Target Persons*
Outdoor/Out-of-Home/Transportation	
Time spent traveling to work one way	
30 - 59 minutes	703,967

Target Profile

ATLANTA (Metro Survey Area) SCARBOROUGH R1 2016: FEB15-JAN16 (REV.1)
ADULTS 18+

Atlantans are stuck in their cars, and listening to WABE!

	WHO I am Looking At	
	Adults 18+ Metro	
WHAT I Want to Know About Them	Target Persons*	% of Target
Outdoor/Out-of-Home/Transportation		
Mode of transportation past 7 days (any purpose)		
Drive (not carpool)	3,678,755	89.2%


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https://tapweb.nielsen.com/?fromReportGroup=no - TAPSCAN - Research Reports - Internet Explorer

Presentation View

Portrait Back

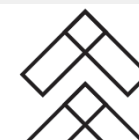


Characteristics of... Mercedes Benz of Buckhead's Shoppers

ATLANTA (Metro Survey Area)
SCARBOROUGH R1 2017: FEB16-JAN17
ADULTS 18+

WHAT I Want to Know About Them	WHO I am Looking At		
	Dealers/websites might shop to buy/lease new/used vhl (HHLD): Mercedes-Benz of Buckhead		
	Target Persons	% of Target	<i>Index*</i>
Household income summaries (HHLD): \$250,000 or more	13,637	15.2%	465
Level of education summaries: Any college graduate	39,419	44.0%	135
Events attended/places visited past 12 months: Live theater	17,171	19.2%	118


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https://tapweb.nielsen.com/?fromReportGroup=no - TAPSCAN - Research Reports - Internet Explorer

Presentation View

Portrait Back



Characteristics of... WABE 90.1's Audience

ATLANTA (Metro Survey Area)
SCARBOROUGH R1 2017: FEB16-JAN17
ADULTS 18+

WHAT I Want to Know About Them	WHO I am Looking At		
	Radio Stations: WABE-FM		
	Target Persons	% of Target	<i>Index*</i>
Household income summaries (HHLD): \$250,000 or more	20,781	5.6%	171
Level of education summaries: Any college graduate	205,136	55.3%	170
Events attended/places visited past 12 months: Live theater	80,101	21.6%	132

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ATLANTA (Metro Survey Area)
SCARBOROUGH R1 2017: FEB16-JAN17
ADULTS 18+

	WHO I am Looking At		
	Adults 18+ Metro		
WHAT I Want to Know About Them	Target Persons*	% of Target	Index
Radio - Station of First Preference (P1)			
Radio P1			
WSB AM	356,013	8.5%	100
WVEE FM	228,035	5.4%	100
WSB FM	198,052	4.7%	100
WABE FM	180,588	4.3%	100
WHTA FM	168,697	4.0%	100
WALR FM	158,487	3.8%	100
WFSH FM	155,309	3.7%	100
WWPW FM	146,019	3.5%	100
WAMJ FM	141,179	3.4%	100
WPZE FM	137,401	3.3%	100
WWWQ FM	135,965	3.2%	100

WABE audience profile for MARKETPLACE

Affluent	Well-Educated	Business Leaders	Philanthropic
<ul style="list-style-type: none"> - 170% more likely to have a household income of at least \$250,000 - 164% more likely to own a home valued at \$500,000 	<ul style="list-style-type: none"> - 103% more likely to have at least a 4 year college degree - 186% more likely to have a post graduate degree 	<ul style="list-style-type: none"> - 121% more likely to be in management - 65% more likely to be in professional services 	<ul style="list-style-type: none"> - 109% more likely to contribute money to a political organization - 157% more likely to contribute money to an art and cultural organization - 70% more likely to contribute money to an educational organization



:17

Source: Scarborough R1 2016

Here's Susan!



NPR Resources for Sponsorship Sales

- Profile
- Halo Effect Research
- Effectiveness of NPR vs. Commercial Radio & TV

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Use Profile to Show Desirable Audience Characteristics

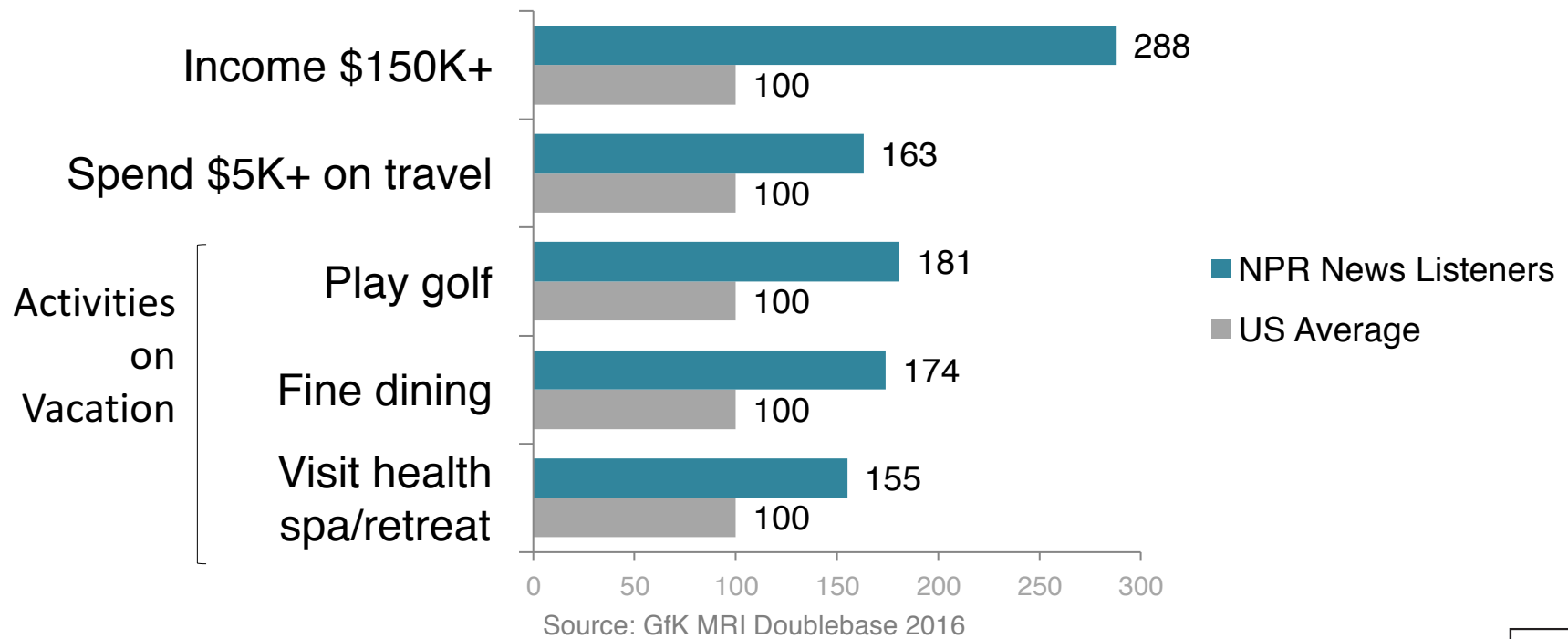
Three versions:

- **The Profile** – news and music station audiences vs. total US population
- **Small Markets Profile** – just among C & D counties, those with less than 85K households
- **Affluents Profile** -- \$100K+ households

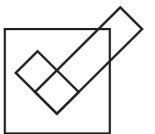
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Use Profile to Show Desirable Audience Profile



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Halo Effect: The Unique Value of Public Radio

npr audience insight and research

Listeners Connect with Public Radio

87%

Discuss content
with friends, family and
colleagues

86%

Consider public radio
"personally important"
to them*



Source: Lightspeed Research, State of Sponsorship Survey, March 2017 and NPR Impact Study Janu
Base: 500 Morning Edition/All Things Considered Listeners age 25-64

Customizable "Halo" deck available
on NPR Stations

npr audience insight and research

Listeners Connect with Public Radio Sponsors

The "Halo Effect" of NPR

71

PERCENT

Hold a more positive
opinion of sponsors
that support NPR

60

PERCENT

Agree NPR is selective
about companies that
sponsor its programming

70

PERCENT

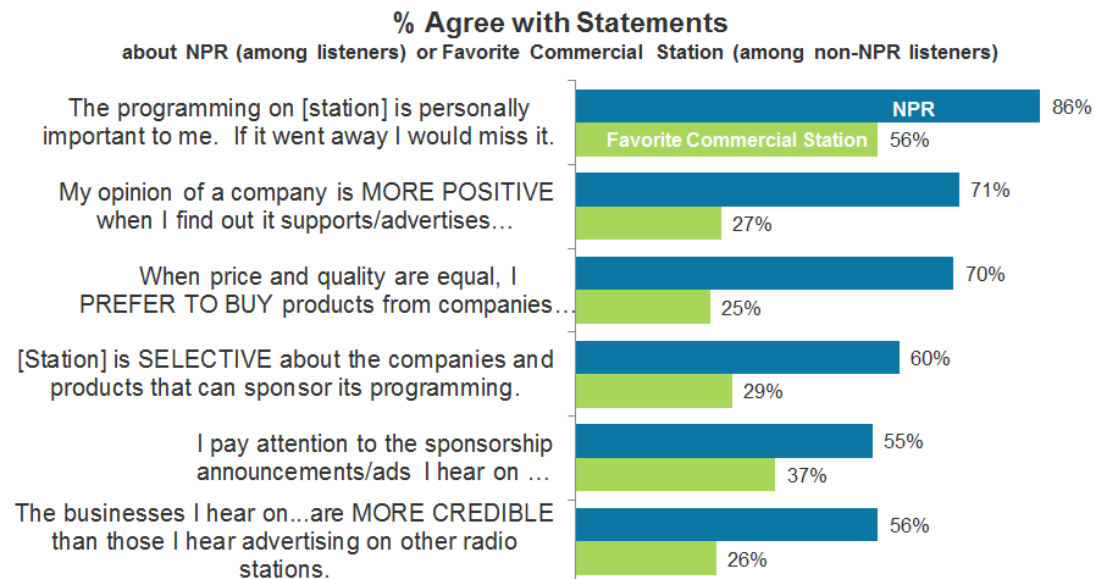
Prefer to buy products
or services from NPR
sponsors

Source: Lightspeed Research, State of Sponsorship Survey, March 2017
% Agree or strongly agree among Morning Edition/All Things Considered weekly listeners, n=500

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Public Radio Halo Surpasses Commercial Radio



Source: Lightspeed Research, NPR State of Sponsorship Survey, March 2017. % saying "agree" or "strongly agree".
NPR ratings among weekly Morning Edition/All Things Considered listeners, n=500.
Commercial ratings among non-NPR Listeners who named a radio station they listen to most often, n=388

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Effectiveness of NPR vs. Commercial Radio & TV

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Evaluating Engagement/Impact of NPR Credits

Facial recognition technology measures unconscious reaction to audio

- To assess the unconscious response to NPR content vs. commercial news radio content, NPR conducted a research project with Research Narrative, using the tool Real Eyes.*
- The study used a facial recognition technology which records and encodes audiences' facial expressions according to their emotional response as they consume content. This tool has been shown to predict a wide range of marketplace outcomes – from the virality of online videos to ad-driven purchase behaviors. Used regularly for ad testing (including but not limited to soundtrack selection), this type of methodology is now emerging as a resource for measuring content engagement in both video and audio.



Participants listen to, and react to content as it streams on their computer or mobile device



Facial expressions are captured and coded as they react to the content



This data is tabulated and summarized across a range of globally validated emotional parameters

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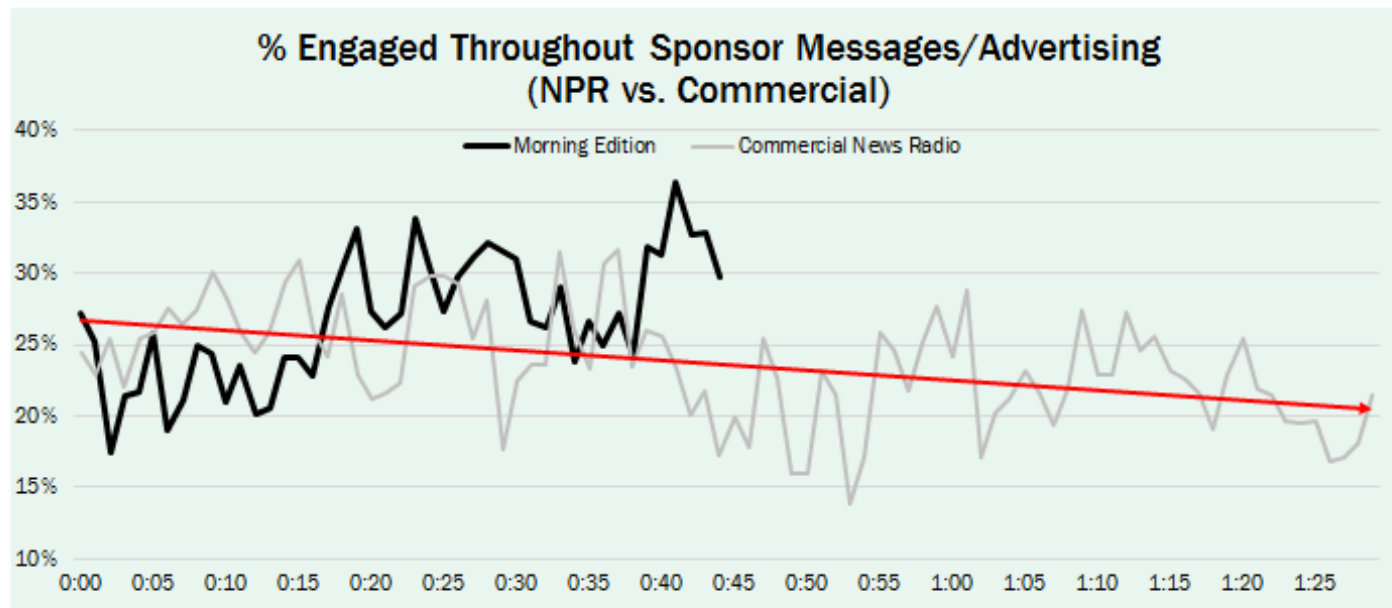
NPR's News Content is Uniquely
Valuable to the Audience and Holds
Audience Attention More Effectively
throughout Sponsor Breaks than
Commercial Radio

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Engagement Grows During Morning Edition Credits

% Engaged Through Sponsorship Messages/Advertising (NPR vs. Commercial)



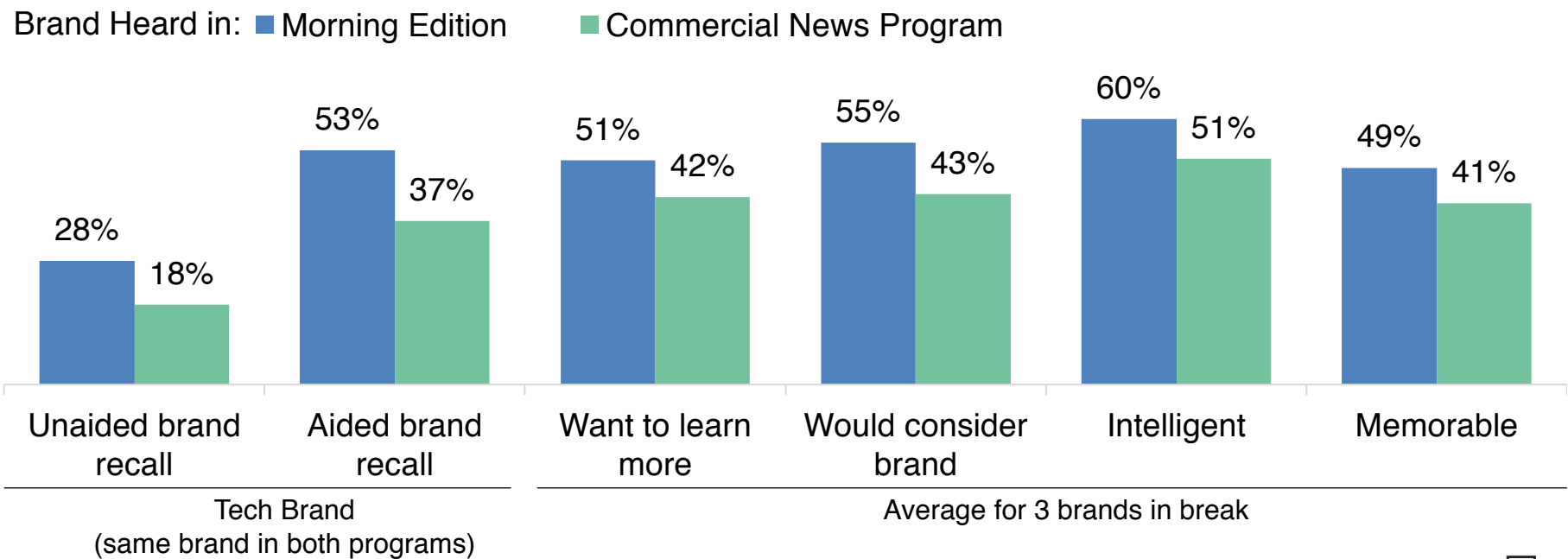
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Data reflects average % engaged during sponsor message in each segment, using facial recognition. Source: Research Narrative, Impact of Audio Study, June 2016.



NPR Messages Achieve Greater Recall and Brand Interest

Brand Recall, Interest & Perceptions



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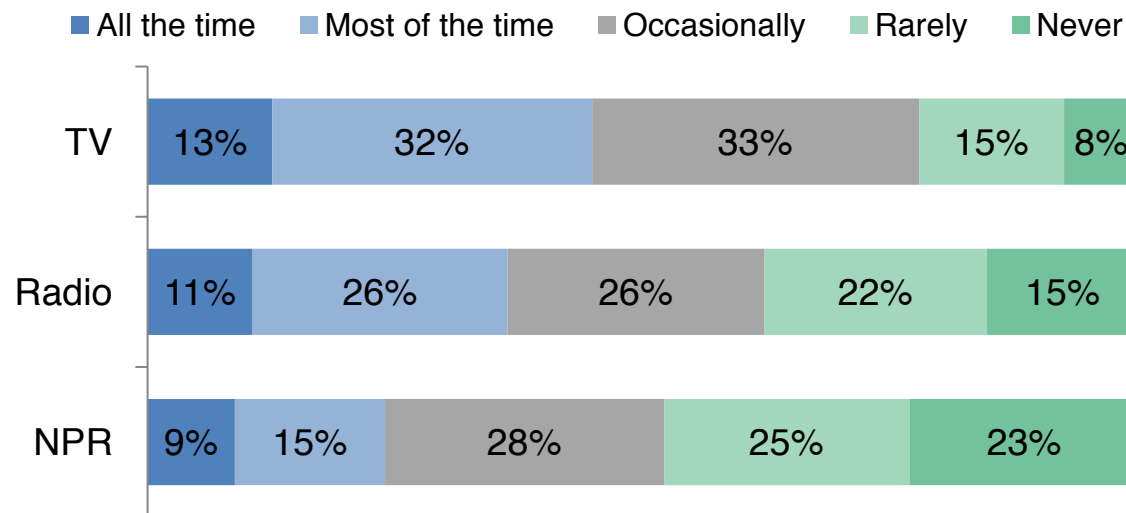
Source: Research Narrative, Impact of Audio Study, June 2016.



Compared to TV, Listeners Give NPR More Attention

Q: When you have the _____ on, how often are you also using other media at the same time, such as using a computer or smartphone or reading?

Among NPR Listeners



74%

of listeners agree “I am more attentive to the content when listening to NPR than I am when watching TV”

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Base: Listeners = Morning Edition/All Things Considered listeners (n=500).
Source: Lightspeed Research, NPR Sponsorship Survey, November 2016



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The screenshot shows the NPR stations.org website. The header includes the NPR logo and the text "stations.org" followed by a date and user greeting: "June 21, 2017 Welcome, Susan". A navigation bar contains links for Home, Programming, Digital Media, Promotional Information, and Revenue. Below this is a secondary navigation bar with links for NPR Development, National Public Media Underwriting, Credit Schedules, and On-Air Fundraising. The left sidebar features three sections: "ALERT" (with a red background), "QUICK LINKS" (with a teal background), and "MY FAVORITES" (with a light blue background). The main content area is titled "Fundraising and Underwriting Research" and includes a sub-header "Revenue Resources > Underwriting & Fundraising Research". The text below the sub-header states: "All of the fundraising and underwriting-related research that you'll find on nprstations.org." A red rounded rectangle highlights a list of research items: "Profile 2017 -- 4/2017" (Detailed demographic, lifestyle, and purchasing information on NPR listeners), "Media Ad Avoidance & Distraction 12/16" (Research shows NPR listeners are more likely to avoid advertising on other media platforms but more attentive to NPR sponsorship messages), "Impact of NPR vs. Commercial Radio 03/17", "Halo Research Sales Deck 03/17" (Customizable sales deck featuring Halo research), "Millennial Philanthropy 05/15" (Literature review providing philanthropy best practices and case studies for the millennial generation), and "Calendar Year End Fundraising 10/15".

npr stations.org June 21, 2017 Welcome, Susan

Home Programming Digital Media Promotional Information Revenue

NPR Development National Public Media Underwriting Credit Schedules On-Air Fundraising

ALERT

QUICK LINKS

MY FAVORITES

Revenue Resources > Underwriting & Fundraising Research

Fundraising and Underwriting Research

All of the fundraising and underwriting-related research that you'll find on nprstations.org.

Profile 2017 -- 4/2017
Detailed demographic, lifestyle, and purchasing information on NPR listeners.

Media Ad Avoidance & Distraction 12/16
Research shows NPR listeners are more likely to avoid advertising on other media platforms but more attentive to NPR sponsorship messages.

Impact of NPR vs. Commercial Radio 03/17

Halo Research Sales Deck 03/17
Customizable sales deck featuring Halo research

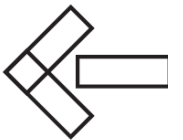
Millennial Philanthropy 05/15
Literature review providing philanthropy best practices and case studies for the millennial generation.

Calendar Year End Fundraising 10/15

Speaker Information

- **Dave Sullivan, Radio Research Consortium**
Manager, PPM Client Services
- **Jared Blass** Vice President of Underwriting at Public Broadcasting Atlanta (PBA)
- **Susan Leland** Associate Director, Audience Insights NPR

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