

The Public Media Skinny for Robust Agency Success

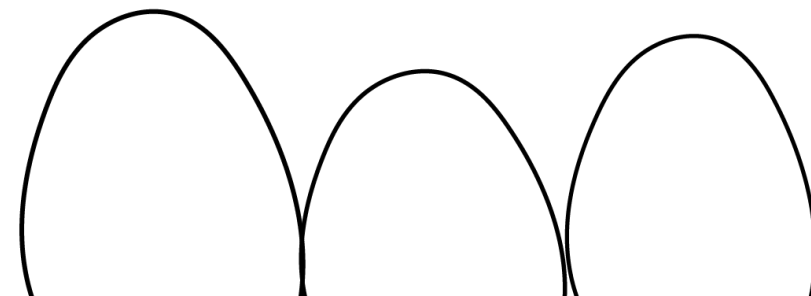


**“More than a
chicken in every pot”**

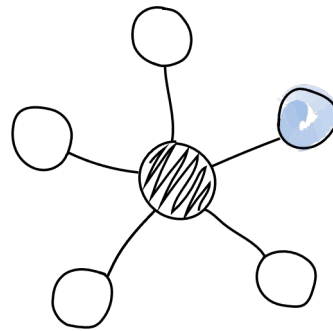
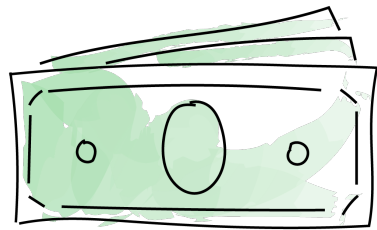
1,000+ PUBLIC RADIO STATIONS

350+ PUBLIC TELEVISION STATIONS

40+ PUBLIC MEDIA ORGANIZATIONS



EDUCATIONAL & FREE PUBLIC SERVICE



Corporation
for Public
Broadcasting



DISCOVERY



Left Right



Public Media vs. Commercial Media

Different Audiences, Different Sell

We're Different – That Makes Us Special

The unique value of public media is best illustrated by comparing the differences in business motivation to its commercial counterpart.

Public Media

- Mission-driven
- Non-profit
- Locally Owned, Member Funded
- Commercial Free
- Beholden to Listeners/Viewers
- Education
- Civic-minded
- Journalistic Integrity
- Programming Quality
- Editorial Firewall

Commercial Media

- Profit-driven
- For Profit
- Out-of-market Ownership
- Commercial Clutter
- Beholden to Stockholders
- Entertainment
- Consumer-minded
- Ratings Driven
- Attention-getting Content
- Advertorials

Public media uses its broadcast signal to connect with audiences who share the common goal of discovering new things and sharing an adventurous spirit and belief that life is a journey with never-ending opportunities to learn and grow.

Commercial media BROADCASTS, with the emphasis on BROAD. Commercial stations program with the goal of reaching the largest audience in order to expose them to advertising messages, and consistently increase the number of available commercials to generate more revenue.

Public Media Audience Attributes



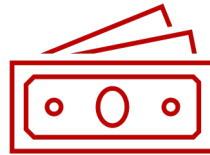
EDUCATED

They prioritize education and lifelong learning



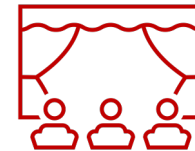
INFLUENTIAL

They create word-of-mouth influence among personal and professional networks



AFFLUENT

With discretionary income, they have immense purchasing power



CULTURAL

Passionate about the arts, they find inspiration at cultural events



COMMUNITY MINDED

They lead and participate in community initiatives

INFLUENTIAL

EDUCATION

Post-grad work or degree

ECONOMY

HHI \$150K+

B2B

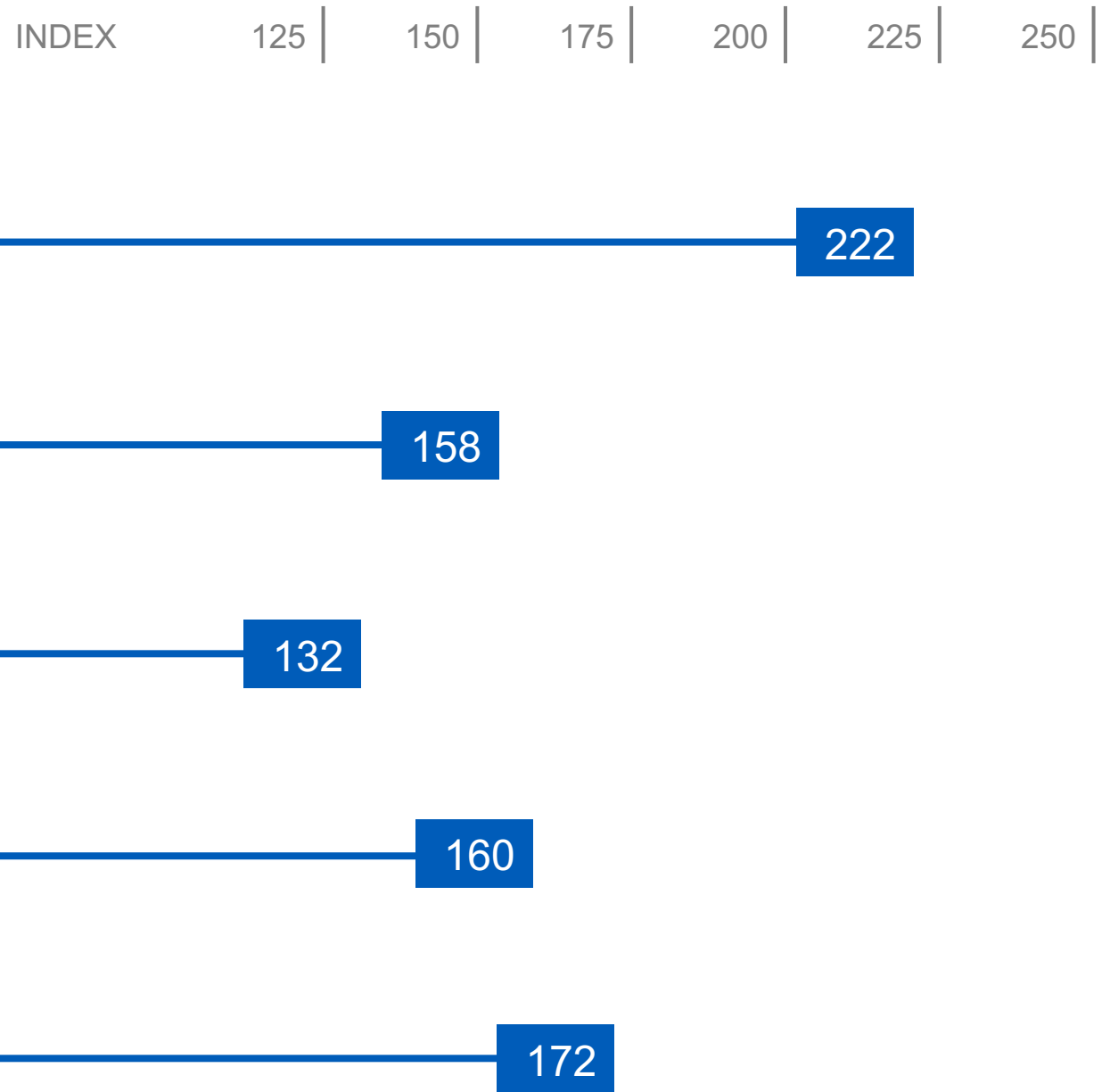
Make Purchasing Decisions

ARTS

Museum Visitors or Performing Arts

COMMUNITY

Donate to Environmental Causes



The Halo Effect

Sponsors benefit from a halo effect — a favorable unconscious bias based on an initial positive impression.

In public media, the halo effect comes from the positive association and shared values attributed to the organizations that support the public media outlet.

Sponsor support builds a connection with audiences that instills a halo effect that predisposes their desire to support sponsors.

Marketers use this as an effective strategy to align their brand with causes that are important to their target demographic.

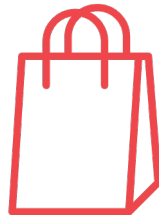
Public media fans recognize sponsorship as marketing with heart. They relate to public media sponsors as champions for a significant cause.



77% of listeners have **TAKEN ACTION** in response to a public radio sponsorship message.



75% of listeners hold a **MORE POSITIVE OPINION** of a company that supports public radio.



69% of listeners prefer to **PURCHASE PRODUCTS AND SERVICES** from public radio sponsors.

Source: Lightspeed Research, NPR State of Sponsorship Survey, March 2019

Nashville Public Radio

DISCOVERY



NASHVILLE'S LOCAL NEWS AND NPR STATION

#1 AM Drive
among all stations in Nashville

A25+ college graduates



Nashville Scene

BEST

- New Radio Station
- Program Director
- New Voice on the Radio

Source: Nielsen, Nashville Metro, Sept 21, multiple dayparts used, A25+ average weekly cume

Middle Tennessee's NPR Station

NPR® | independent, nonprofit media organization

- 50+ years living its mission to create a more informed public
- Facts and thought-provoking discussion
- Diverse perspectives
- Civil discourse

Regional News | immersed in Middle Tennessee communities

WPLN delivers a broad and vital mix

- Global, national and local stories
- Breaking news to current issues to pop culture

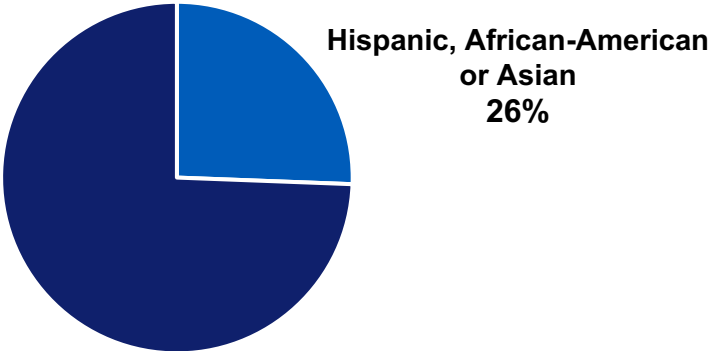


Broad Reach Across Ages, Diversity and Political Persuasions

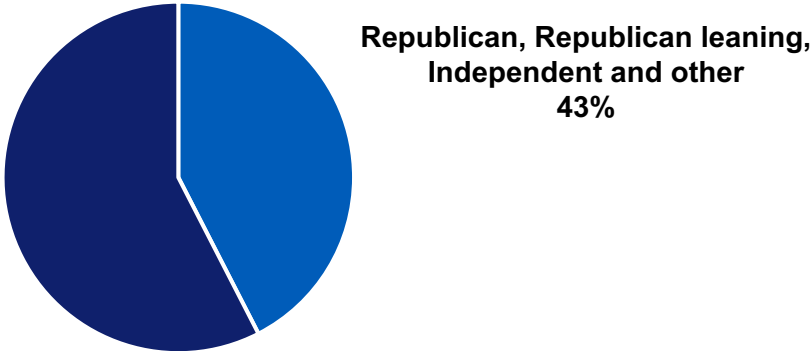
WPLN Listener Age



Diversity



Political Persuasion





NASHVILLE'S NEWS LEADER

Largest share of
Nashville radio
listeners

Rank	Station	Format	Average Weekly Cume	Average Share
1	WJXA-FM	Adult Contemporary	124,000	8.5
2	WCJK-FM	Adult Hits	120,400	8.0
3	WRVW-FM	Pop Contemporary Hits	83,500	5.4
4	WPLN-FM	News	82,400	9.8
5	WNRQ-FM	Classic Rock	75,400	3.6
6	WSIX-FM	New Country	66,000	5.4
7	WGFX-FM	All Sports	61,300	5.4
8	WSM-FM	Country	56,600	3.1
9	WNFN-FM	Pop Contemporary Hits	55,900	3.1
10	WWTN-FM	Conservative Talk / Personality	52,600	7.1

Source: Nielsen, Nashville Metro, Jan-Dec 2021 Mon-Su 6a-12m A25+ with college degree

LOW AUDIENCE DUPLICATION

An exclusive audience difficult to reach on other stations

WPLN Listeners:

93%	do not listen to WSIX-FM
93%	do not listen to WNFN-FM
90%	do not listen to WRVW-FM
89%	do not listen to WGFX-FM
88%	do not listen to WSM-FM
88%	do not listen to WNRQ-FM
78%	do not listen to WJXA-FM
73%	do not listen to WCJK-FM



91.ONE, WNXP

Nashville's Music Experience

- Knowledgeable and well-loved local hosts hand pick playlists
- Eclectic mix indie rock, urban alternative, electro pop, hip hop and more
- Essential tracks and emerging local, national and international artists
- Weekly new music show
- 50-56 minutes of music per hour
- Live performances
- Interviews with creatives

“...I love your station so much. And we listen to it every day in the car. It’s really great. The variety and uniqueness of the music is so pleasant. I really want to thank you all for that.”

-Jack White





Nashville Public Radio supports
COMMUNITY
supports Nashville Public Radio

SERVING MIDDLE TENNESSEE

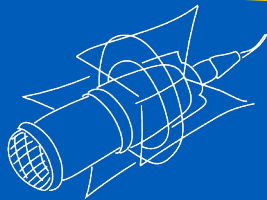
Recent Highlights

THIS IS

NASHVILLE



**NEW
DEDICATED
BEATS**



- Arts, Culture & Music
- Education
- Environmental

Sonic Cathedral performances, Torres above. photo by Emily Young
Bren Joy right, photo by Jeff Schroeder

We Are Committed to DEI

News Director Emily Siner Announces Commitment

A Letter To Listeners

EMILY SINER   • JUNE 30, 2021



HIGHLIGHTS

- Covering Policing and Criminal Justice Differently
- Telling More Stories About Equity, Blackness and Joy
- Engaging with the Community Meaningfully
- At least 35% of Sources to be People of Color
- Requesting Public to Hold us Accountable
- Established 2021 Diversity Goals

This Is Nashville

WPLN's Flagship News Program

CELEBRATING DIVERSE PERSPECTIVES

Weekdays 12-1p

This Is Nashville delivers in-depth analysis of the latest local news and explores what it means for the people most affected.

This daily show showcases community voices and wide-ranging perspectives that reflect the depth and variety of our lived experience across Nashville and Middle Tennessee, bringing folks from all walks of life — public officials, artists, writers, neighbors and journalists — together to talk across their differences and find shared values.

Host Khalil Ekulona and Executive Producer Andrea Tudhope curate community conversations, sharing stories that bring us closer.



How Agencies Leverage Public Radio

Top of the Funnel Marketing with a Twist

Dominant Share of Voice

Low clutter and category exclusivity within the sponsorship break make it easy to achieve dominant share of voice.



Low Turnover

Achieve substantial frequency for brand recall with fewer messages than needed on high-turnover stations.

WPLN has lower turnover than leading radio stations

STATION	TURNOVER	% OF AUDIENCE WHO LISTENS TO WPLN	FORMAT
WPLN	15.6	100	News Talk Information
WCJK	16.7	21	Adult Hits
WJXA	17.2	20	Adult Contemporary
WRVW	22.7	11	Pop Contemporary Hits

Source: Nielsen, Nashville Metro, Dec 2021, M-Su 6a-12m A25-54. Duplication is A25-54 for M-F 5a-10p, Jan-Dec 2021

Comprehensive Marketing Deepens Connections

Radio and 24/7 Live Audio Streaming

265K Monthly Unique Listeners to WPLN

462K Monthly Streaming Sessions

77K Monthly App Sessions

NashvillePublicRadio.org

273K Monthly Website Page Views

150K Monthly Unique Website Visitors

Podcasts

97K Monthly Podcast Downloads

Newsletters

64K Total Newsletter Subscribers

Social Media

63K Connections

Monthly Unique Listeners: Nielsen Audio PPM, Nashville, WPLN three-month average 2022 Mon-Sun 6a-12m A6+; All other metrics internally sourced

Premium Podcast Extension

Add reach and frequency to your Nashville Public Radio campaign with local market podcast listening. Nationally renowned podcasts produced by PRX and WNYC Studios can deliver geo-targeted audiences, in any DMA or state, who share valuable attributes with the public radio audience.

KEY BENEFITS

- Run-of-network opportunities provide scale across available programs
- Connect with audiences not easily reached via traditional mediums
- Announcer-read messages deliver high engagement
- Your brand associated with some of the most listened to podcasts

DIGITAL AUDIO

Mix of :15 and :30 pre-roll and mid-roll sponsor messages air run-of-network

DESIRABLE DEMOS ¹

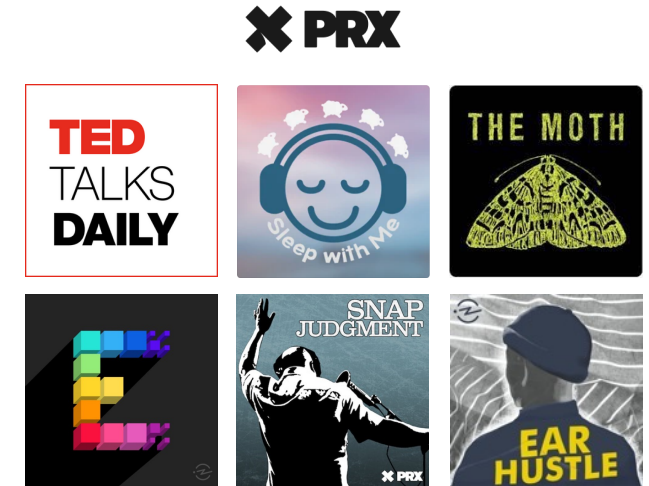
40% of monthly podcast listeners are ages 35-54

46% are ages 12-34

MARKETING RESULTS ²

66% of public media podcast listeners visited a sponsor's website

34% purchased a sponsor's product



Sources: 1 The Infinite Dial 2021, Edison Research and Triton Digital; 2 PRX listener survey 2019-2021

CSR Initiatives and Cause Marketing

- Halo Effect of support lifts brand image and drives brand preference
- Align client's purpose with listener psychographics
- Listeners are inclined to donate, volunteer and improve their communities



Drive Web Traffic: Enginuity Audience Analytics

Data-rich Insights to Optimize Your Investment

Nashville Public Radio delivers real-time intelligence about campaign performance through our analysis platform, Enginuity Audience Analytics. We link broadcast air times with your web traffic data, tracking and quantifying visitors within an 8-minute attribution window, just one measurement within the tangible and intangible benefits of public radio sponsorship. We provide:

Client Data Reviews

Insights provided throughout your campaign to identify opportunities for optimization

Improved ROI

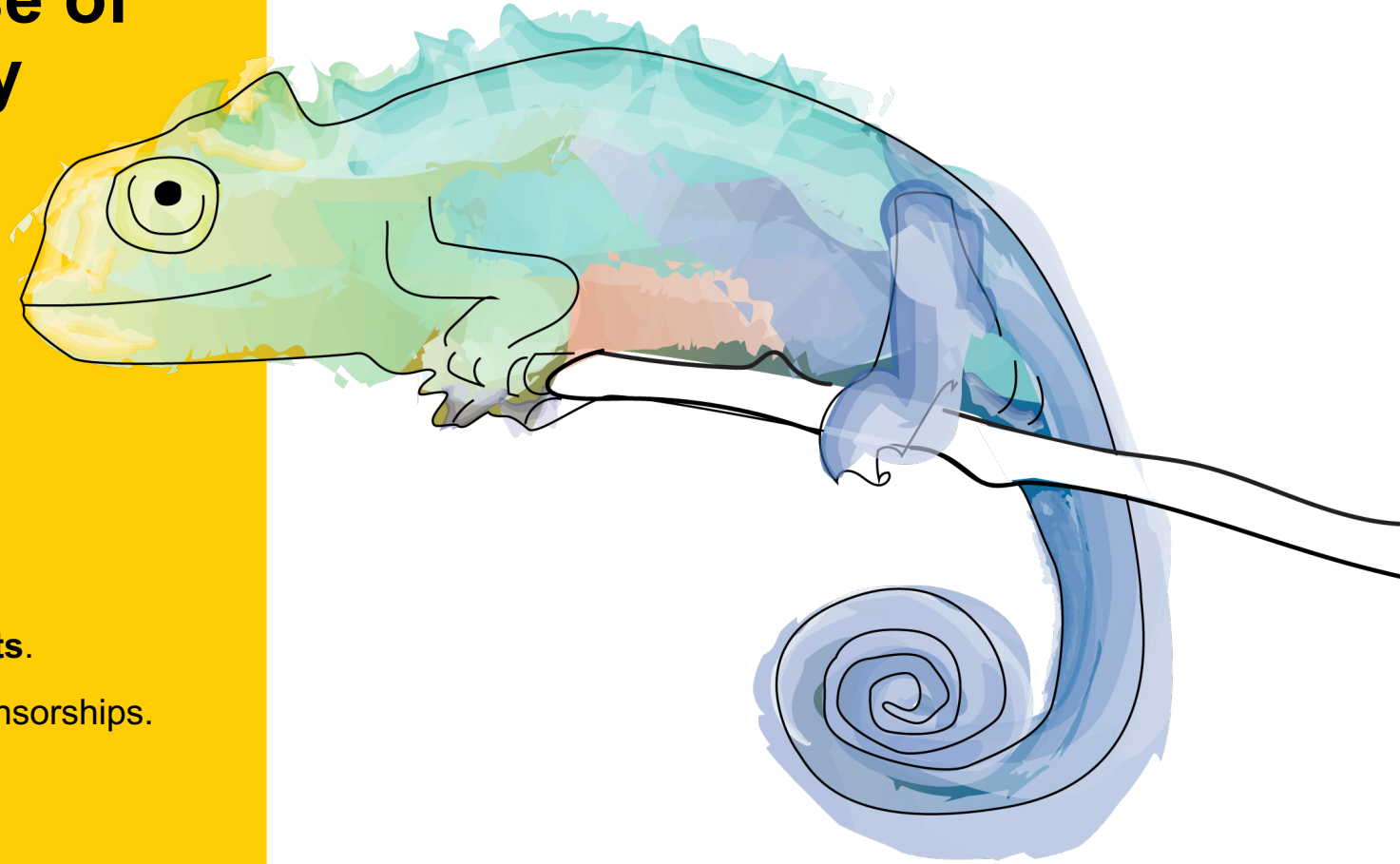
Detailed reporting reveals how your on-air messages affect online traffic

Industry Benchmarks

Comparative data shows what on-air success can look like for your industry

Ad Agencies Have Success with These Tactics because of Public Radio's Adaptability

- Categorize or budget as:
 - **its own medium - NTR**
 - **sponsorship marketing**
 - part of **traffic, journalism + feature** sponsorships within a broadcast campaign
- **Assign full credit to its :15s** as part of traditional :30 and :60 radio campaigns.
- Fund nonprofit public media sponsorship from **PR, philanthropic or government relations budgets**.
- **Leverage ease of updating creative** for annual sponsorships.



Thank You

**NASHVILLE
PUBLIC
RADIO**



Nashville - Broadway by wolf4max on Flickr