highly engaged viewers and listeners across Northeast Ohio
WVIZ/PBS, 90.3 WCPN and WCLV 104.9 ideastream®

Create a strong, meaningful connection with our viewers and listeners – the most educated, affluent, influential, cultural and community-minded audience in Northeast Ohio.

Winning the hearts and minds of ideastream viewers and listeners pays dividends with this highly engaged audience.
educated
They value education, making higher education and lifelong learning a priority for themselves, their children and grandchildren

affluent
With discretionary income, they have immense purchasing power

influential
They drive trends through word of mouth and influence corporate and social networks

cultural
Passionate about the arts, they enjoy music, theatre and museums

community-minded
They participate in local initiatives and are highly active in the community

“By underwriting WCPN, our company can both support the station’s mission...and reach its audience with our message. It’s a win-win!”

Serena Harragin-Gray
Chief Executive Officer | Gray’s Auctioneers & Appraisers
Your support of ideastream builds a connection with viewers and listeners which instills a *halo effect* that predisposes their desire to do business with you.

47% of viewers choose to buy a product from a company that sponsors PBS®, all other things being equal.\(^1\)

65% of listeners prefer to buy products or services from NPR® sponsors.\(^2\)

*SOURCES*
\(^1\) Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study, February 2013. Last Month Viewers of PBS, Broadcast Networks, Cable Networks
\(^2\) NPR Sponsorship Survey, Lightspeed Research, 2015

*Hope Memorial Bridge*
Photo by Erik Drost | Creative Commons
Support provides a brand lift and enhances corporate image. Northeast Ohioans respect PBS and NPR sponsors.

- **76%** of viewers believe companies that support PBS have a commitment to quality and excellence.
- **74%** of viewers believe PBS sponsors provide a valuable public service.
- **62%** of viewers believe PBS sponsors are industry leaders.
- **66%** of listeners hold a more positive opinion of a company that supports NPR.
- **48%** of listeners find NPR sponsors to be more credible companies.

**SOURCES**
1. PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, March 2015
2. NPR Sponsorship Survey, Lightspeed Research, 2013 and 2015
The clutter-free environment on ideastream *keeps audiences engaged*

Concise sponsorship messages in a no-hype tone make the most of this high credibility environment: 15-second / 30-second broadcast announcements written in an objective style that the public media audience expects and appreciates.

Corporate support messages stand out in an uncluttered environment

**TYPICAL TV HOUR:** 1 1/2 minutes of sponsor messages versus 15 minutes of advertising and promotion on commercial television

**TYPICAL RADIO HOUR:** 2 1/2 minutes of sponsor messages versus 13 minutes of advertising and promotion on commercial radio

59% of viewers pay more attention to the sponsorship messages they see on PBS than those they see on other networks¹

78% of listeners have taken direct action as a result of a public media sponsorship²

**SOURCES**
1 PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, March 2015
2 NPR Sponsorship Survey, Lightspeed Research, 2013

Gibraltar Island / Perry’s Lookout (Commodore Oliver Hazard Perry)
*Photo by Greg Aylsworth | Creative Commons*
Engage Northeast Ohio through ideastream *multiple media*

ideastream offers a multiple media strategy that leads to deeper connections with your best potential customers and supporters. Whether your marketing goals call for broad reach or concentration on specific marketing targets — like business decision makers, cultural enthusiasts or kids and their caregivers — your ideastream representative will work with your budget to create efficient campaigns that engage your target with these options:

- **Broadcast announcements**
- **Web and digital marketing**
- **Special events**

“We appreciate ideastream’s commitment to the highest standards of its industry and its audience’s support... they align perfectly with our culture, mission and vision.”

**Walter Chapman**
Chief Executive Officer | Chapman and Chapman
Largest Stage
WVIZ/PBS brings the worlds of music, theatre, dance, art and drama alive for Northeast Ohio.
Compared to cable and traditional networks, Americans turn to PBS for the most varied programming on arts, culture and performance.

Largest Classroom
PBS KIDS is the #1 educational media brand, trusted by caregivers as a safe destination for children.
40% of adults watch PBS KIDS with the children in their care.

Window To The World
Considered a leader in addressing important issues for both children and adults, Americans rank PBS #1 in fairness and trust.

Leverage program genres to reach your most significant audience

ARTS & CULTURE
American Masters, Great American Read, Applause, Antiques Roadshow, PBS Arts Fall Festival

DRAMA
Call the Midwife, MASTERPIECE programs including Sherlock, Victoria and Poldark

NEWS & PUBLIC AFFAIRS
PBS NewsHour, Nightly Business Report, Washington Week, Frontline, Ideas

SCIENCE & NATURE
NOVA, Nature, PBS science specials

HISTORY | American Experience, Ken Burns documentaries, BBC Specials

HOW-TO
This Old House Hour, America’s Test Kitchen, Rick Steves’ Europe, The Great British Baking Show, Lidia’s Kitchen

PBS KIDS
Daniel Tiger’s Neighborhood, The Cat in the Hat Knows a Lot About That!, Curious George, Sesame Street, Dinosaur Train

SOURCES:
1 Survey Sampling International, January 2016
2 Nielsen NPower, MarketBreaks, 2011-2012
3 Erdos & Morgan Opinion Leaders Study, 2015
each month, over

570,000
different people watch
WVIZ/PBS

educated
15% of viewers have at least a 4 year college degree — Index 110

influential
31% more likely to have a career in Business, Financial, Legal or other Professional Occupations

affluent
47% have a Household Income between $100,000 – $249,999 — Index 247

-cultural
57% more likely to attend symphony, opera, or a concert — Index 152

-community-minded
41% more likely to donate to social care or welfare cause — Index 141

SOURCES:
1 Trac Media-Nielsen July, 2018
2 Scarborough Cleveland 2017 & 2018 Release 1 combined Mar 2016 – Mar 2018
During the weekday commute, 90.3 WCPN carries trusted national and international news from NPR®'s Morning Edition and All Things Considered, while local reporters cover community, regional and state issues with the same thoughtful regard on The Sound of Ideas®.

Listeners explore arts and cultural trends with Dee Perry on The Sound of Applause which is featured throughout the day. On the weekends, listeners laugh with the likes of Wait Wait...Don’t Tell Me! and This American Life. During the evenings classic jazz and thought-provoking ideas from TED Radio Hour and Radiolab keep curious minds stimulated.
each month, over

250,000
different people listen
to 90.3 WCPN

educated
234% more likely to have a post-graduate degree

influential
127% more likely to have careers in education, law, and community service

affluent
466% more likely to have incomes of $250,000+

Cultural
280% more likely to contribute money to Arts and Cultural organizations

Community-minded
23% more likely to always vote in local elections

SOURCES:
1. Arbitron PPM March 2018
WCLV Classical 104.9 ideastream® makes the world of classical music accessible, with friendly and informative commentary to provide companionship, inspiration and respite from the stress of everyday life.

WCLV 104.9 nourishes greater Cleveland’s cultural life, as the official radio home of the Cleveland Orchestra and by broadcasting concerts throughout the year from a variety of local ensembles and performances including Apollo’s Fire and the Baldwin-Wallace University Bach Festival.

Local talent curate all the musical selections broadcast every evening. WCLV 104.9 is the only Northeast Ohio broadcaster of major operas presented without interruption.
each month, over 127,000 different people listen to WCLV 104.9

educated
137% more likely to have a post-graduate degree

influential
115% more likely to have careers in education, law, and community service

affluent
87% more likely to have incomes of $150,000-$249,999

-cultural
197% more likely to contribute money to Arts and Cultural organizations

community-minded
47% more likely to always vote in local elections

SOURCES:
1 Arbitron PPM March 2018
2 Scarborough 2017 Release 1 (Mar 2016-Feb 2017)
The mission of ideastream is to strengthen our communities.