



CONNECT WITH  
THE PEOPLE  
WHO SHAPE MIDDLE TENNESSEE

**NASHVILLE  
PUBLIC RADIO**  
NPR News and Classical Music

*A highly engaged audience gaining  
content to inform their decisions and  
inspiration to fuel their creativity*



# INDEPENDENT NONCOMMERCIAL MISSION-DRIVEN

Fueled by great storytelling and rigorous reporting, NPR® creates and distributes award-winning programs of in-depth news, cross-cultural perspectives, thought-provoking ideas and witty entertainment.

Nashville Public Radio is Middle Tennessee's source for NPR News and Classical Music, home of the most award-winning radio journalism in the region and a forum for the breadth of topics that reflect the rhythms of Music City and beyond.

The independent, educational mission of Nashville Public Radio anchors the passionate bond our community shares with us.



EACH WEEK  
**200,000+**

DIFFERENT PEOPLE LISTEN TO  
WPLN NEWS 90.3FM, 1430AM  
AND WFCL CLASSICAL 91.1FM

*Nielsen/Arbitron PPM Analysis, March - July 2016*



## MESSAGES STAND OUT AND PROMPT ACTION

Public radio's **CLUTTER-FREE** environment  
keeps listeners in active listening mode

**Less than 3 1/2 minutes** of sponsor messages per  
hour on public radio — versus — **UP TO 18 MINUTES**  
of advertising per hour on commercial radio

## COMMON THREADS

**EDUCATED** They make higher  
education and lifelong learning a priority

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

**AFFLUENT** With discretionary income,  
they have immense purchasing power

**CULTURAL** Passionate about the  
arts, they flock to cultural events

**COMMUNITY-MINDED**  
They participate in local initiatives and  
are highly active in the community

## HALO EFFECT

By virtue of support, the connection you build  
with the audience instills a **HALO EFFECT** that  
predisposes their desire to do business with you.

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

**70%** hold a more positive opinion of a  
company that supports public radio

**65%** prefer to purchase products and services  
from public radio supporters when price and  
quality of those products/services are equal

**50%** find sponsors of public radio  
to be more credible companies

*Source: NPR Sponsorship Survey, Lightspeed Research, 2013 and 2016*

# WPLN NEWS 90.3FM, 1430AM

NASHVILLE'S #1 NEWS STATION  
among college graduates 25-54

Source: Nielsen/Arbitron PPM Analysis, March - April 2016

## MIDDLE TENNESSEE'S SOURCE FOR NPR®

WPLN mixes international news and talk shows from top quality public media producers with its own thoughtful, award-winning local journalism.

Listeners trust WPLN for news coverage that digs deep beyond headlines, ranges in perspectives and is delivered in a tone that respects their intelligence. Programs such as *Morning Edition* and *All Things Considered* keep them connected with their world. Listeners laugh and learn with clever entertainment like *Wait Wait...Don't Tell Me!*, with thought-provoking ideas from the *TED Radio Hour*, with insightful interviews from *Fresh Air* and with the humanizing stories of *This American Life* and *Snap Judgment*.

### PHOTOGRAPHY CREDITS

*Morning Edition* by Stephen Voss for NPR, *Morning Edition* Hosts David Greene and Steve Inskeep by Ralph Alswang, *All Things Considered* Host Ari Shapiro by Stephen Voss for NPR

NASHVILLE  
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## AUDIENCE SNAPSHOT

**74%** of WPLN listeners are 25-64

### EDUCATED

**133%** more likely to have a post-graduate degree

### AFFLUENT

**61%** more likely to earn a household income of \$250k+

### COMMUNITY-MINDED

**40%** more likely to contribute to a social care/welfare organization

### INFLUENTIAL

**104%** more likely to work in computer, engineering or healthcare fields

### CULTURAL

**151%** more likely to have attended a dance/ballet performance in the past year

Source: Scarborough RI 2016: Febis-Jan16

# WPLN NEWS 90.3FM, 1430AM

CONNECT WITH AN EXCLUSIVE  
AUDIENCE OF NEWS LISTENERS

**RELY ON WPLN** to efficiently  
engage valuable consumers who are  
hard to reach through other media.

**84%** do not listen to sports/talk 104.5 *The Zone*

**87%** do not listen to news/talk WWTN

**66%** do not read *The Tennessean*

Sources: Nielsen/Arbitron Qualitap Nashville R1 2016 February 2015 -  
January 2016, Nielsen/Arbitron PPM Analysis, March - April 2016

## MARKETING OPPORTUNITIES

- :15 broadcast announcements written in an objective style that listeners expect and appreciate
- Challenge grants to support our nonprofit member drives
- Web and digital marketing
- Special events

### PHOTOGRAPHY CREDIT

Merchant's by Paul Nicholson sourced through Flickr Creative Commons



# WFCL CLASSICAL 91.1FM

**NASHVILLE  
PUBLIC RADIO**  
NPR News and Classical Music

## MIDDLE TENNESSEE'S FIRST AND ONLY FULL-TIME CLASSICAL MUSIC AND FINE ARTS RADIO STATION

WFCL Classical 91.1 FM is dedicated to supporting the arts — making classical masterpieces a part of everyday life and showcasing superb performances by the Nashville Symphony and the Nashville Opera. Listeners are treated to special features throughout the day and stay in touch with hourly news updates from NPR®.

## AUDIENCE SNAPSHOT

**56%** of WFCL listeners are 25-64

### EDUCATED

**144%** more likely to have a post-graduate degree

### AFFLUENT

**26%** earn a household income of \$75k+

### COMMUNITY-MINDED

**30%** more likely to contribute to a social care/welfare organization

### INFLUENTIAL

**26%** more likely to work in computer, engineering or healthcare fields

### CULTURAL

**28%** more likely to have attended an art museum or live theater in the past year

*Source: Scarborough R1 2016: Feb15-Jan16*

#### PHOTOGRAPHY CREDIT

Clefs by Brent Moore sourced through Flickr Creative Commons

# WFCL CLASSICAL 91.1FM

CONNECT WITH AN EXCLUSIVE  
AUDIENCE OF MUSIC LISTENERS

Rely on Middle Tennessee's only classical station, WFCL 91.1FM, to efficiently engage valuable consumers who are hard to reach through other media.

**68%** only listen to WFCL Classical 91.1 FM

**56%** do not read *The Tennessean*

**96%** do not read the *Nashville Business Journal*

**89%** do not read *Nashville Scene*

Sources: Scarborough RI 2016; Feb15-Jan16

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### PHOTOGRAPHY CREDIT

Nashville Symphony Center by Jason Mrachina  
sourced through Flickr Creative Commons



## MISSION

Connecting our community through trusted information, inspiring music, and unique entertainment.

## Nashville Public Radio

630 Mainstream Drive

Nashville, TN 37228

615.760.2903

[nashvillepublicradio.org](http://nashvillepublicradio.org)

[sponsornashvillepublicradio.org](http://sponsornashvillepublicradio.org)

## PHOTOGRAPHY CREDITS

I Know Where There's a Party by Thomas Hawk, Crossing Broadway by Paul Nicholson, Lights over Opryland by Heather Durdil, CelebrationCultures by Michael Hicks, Music City's Microphone Bike Rack by Brent Moore, Downtown Nashville-Sunset to Night 005 by princecody, Hatch Show Print by Nashville Area Chamber of Commerce (Photography sourced through Flickr Creative Commons)

Market Engineuity® manages sponsorship sales for WPLN News 90.3FM, 1430AM and WFCL Classical 91.1FM with the mission of linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission. Market Engineuity is a paid solicitor that has been representing Nashville Public Radio since 2002.