Connect with the People Who Shape Chicago

HIGHLY ENGAGED AUDIENCES LISTENING TO EMPOWER THEIR DECISIONS

WBEZ CHICAGO
Your NPR news source

Why? That question is the invitation to the forum where influential leaders and lifelong learners show up, all ears; where WBEZ journalists open doors to diverse perspectives; where the takeaway is the whole picture and a deeper understanding of who, what, when, where and how.

**WBEZ Chicago** is the region’s source for news, talk and entertainment from NPR® and other top-quality public media producers, award-winning local independent journalism and original programs.

Through compelling content WBEZ informs, inspires, enriches and entertains a diverse audience. This quality binds the passion our community feels for us and extends to the sponsors who support us.
EACH WEEK,
473,000+
DIFFERENT PEOPLE LISTEN TO WBEZ
Source: Nielsen, Chicago, May 2020 – April 2021, M-Sun 6a-12Mid A18+

MESSAGES STAND OUT
AND PROMPT ACTION
In public radio’s clutter-free environment, listeners pay attention throughout short sponsorship breaks.
Per hour, an average of
<5 minutes of sponsor messages air on WBEZ
versus up to
18 minutes of advertising on commercial radio

SPONSORSHIP GENERATES RESULTS
Your support builds a connection with audiences, instilling a Halo Effect that drives brand lift and preference.

75% of listeners have taken action in response to a public radio sponsorship message
71% of listeners hold a more positive opinion of a company that supports public radio
66% of listeners prefer to purchase products and services from public radio sponsors

Source: Kantar, NPR State of Sponsorship Survey, April 2020

COMMON THREADS
EDUCATED
They prioritize education and lifelong learning

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 find inspiration at cultural events

COMMUNITY MINDED
They lead and participate in initiatives in their communities

MULTIPLE TOUCHPOINTS
EXTEND AND AMPLIFY ENGAGEMENT
A WBEZ multiplatform strategy deepens connections with your current and potential customers on-air, online, on-demand and in person.
Chicago’s NPR News Station

WBEZ helps news seekers hear the whole picture. Deeply invested in the civic life and health of the community it serves, WBEZ dedicates programs and services to fact-based journalism presenting many sides without taking sides. In an era when local media organizations are shrinking, WBEZ reinforces its commitment to local journalism with an expanded newsroom and topic desks focused on enterprise reporting on critical issues for Chicago and the region.

WBEZ complements its local focus with national news and talk programs from a mix of top public media producers including NPR’s Morning Edition, All Things Considered and 1A. The storytelling mastery of This American Life and witty entertainment of Wait Wait … Don’t Tell Me! hail from WBEZ and continue to amass international followings from fans and progeny alike. Thought-provoking ideas and compelling interviews from the likes of TED Radio Hour, Fresh Air and Snap Judgment keep curious minds stimulated.

Photo Credit: Chicago Public Media
Audience Snapshot

<table>
<thead>
<tr>
<th>EDUCATED</th>
<th>INFLUENTIAL</th>
<th>AFFLUENT</th>
<th>CULTURAL</th>
<th>COMMUNITY Minded</th>
</tr>
</thead>
<tbody>
<tr>
<td>161%</td>
<td>72%</td>
<td>93%</td>
<td>231%</td>
<td>90%</td>
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- more likely to have a post-graduate degree
- more likely to work in management, business or finance
- more likely to earn a household income of $250K+
- more likely to attend a symphony concert or opera
- more likely to donate money or time to environmental causes

Engage an Exclusive, Expansive News Audience

HARD TO REACH ON OTHER MEDIA

- 28% of news listening in Chicago is on WBEZ²
- 57% of listeners spend more time with WBEZ than any other station³

This core WBEZ listener tunes in an average of **6 hours, 45 minutes** each week³

Marketing Opportunities

- :15 radio messages written in an objective style that listeners expect and appreciate
- Digital marketing on multiple platforms
- Events, ranging from intimate to large gatherings, in venues throughout Chicago
  WBEZ brings people together, facilitating the exchange of ideas and networking opportunities for sponsors

Sources:
1. Nielsen, Chicago, Scarborough R1 2021 Feb20-Feb21, A18+
2. Nielsen, Chicago, May 2020 – April 2021 M-F 6a-10a + 3p-7p A18+

Photo Credit: Chicago Public Media
This is What Chicago Sounds Like

Chicago's urban alternative amplifies voices that enrich our city, culturally and socially, in candid conversation and expressed through music. Vocalo DJs curate a mix of hip-hop, R&B, dance, latin and indie rock, with a focus on local artists and discovery.

Along with a soundtrack to stoke creativity, programs like Morning AMP keep pulse on social issues, trending news and Chicagoans at work to better their communities. Listeners get the upfront take on artistry and lyrical threads from TeamVocalo interviews with musicians during in-studio performances and backstage at shows.

Vocalo adds to the vibe at a variety of festivals and concerts throughout Chicago with DJ sets, live broadcasts and contests at Chi-Soul Fest, Logan Square Arts Festival and Blue Groove Summer Sessions to name a few.

The Vocalo blend of independent music and real Chicago voices creates an inviting place that piques curiosity of young, vibrant, socially engaged audiences.
Marketing Opportunities

:15 radio messages written in an objective style that listeners expect and appreciate

Events, such as talent showcases in the community or dance parties on the Vocalo private terrace at Navy Pier, inspire people to move together and provide networking opportunities for sponsors.

Photo Credit: P5160099 by Alicia Crompton via Flickr
Podcast Portfolio Captivates Listeners

Suiting on-the-go and on-demand listening, WBEZ produces a growing lineup of podcasts that serves locally relevant interests and has universal appeal with intellectually curious audiences. Shows are devoted to exploring themes, to name a few: interviews with change-makers and innovators in Art of Power, true crime accounts in Motive, nerding out over pop culture in Nerdette, and Chicago news in Reset. The Making series charts the rise of leaders who got their start in Chicago.

The WBEZ portfolio delivers **1.8 million monthly impressions** ¹ comprised of listeners who are more educated and affluent than the average Chicago podcast listener. ²

**PODCASTING — THE NEW LISTENING STANDARD**

**124+ million** Americans have listened to a podcast ³

**A quarter** of the U.S. population listens to podcasts monthly ³

Listeners average **7 podcasts per week** ³

Sources:
1. AudioServe Adswizz
2. Nielsen, Chicago, Scarborough R1 2018 Feb17-Feb18, A18+
3. The Infinite Dial © 2018 Edison Research and Triton Digital

Photo Credit: P5160142 by Alicia Crumpton via flickr
High-Listener Engagement with Podcasts Promotes Response

79% took action in response to a sponsorship announcement in an NPR podcast. From light consumption of 1-2 podcasts weekly to heavy listening of 5+ podcasts weekly, podcast audiences recall and have interest in podcast ads.

80% of heavy listeners and 75% of light listeners agree that the podcast ads are relatable to them.

Marketing Opportunities

Audio messages written in an objective style that listeners expect and appreciate, and read by hosts which leverages a familiar tone.

Ad placement at the gateway to the show and midpoint via pre-roll and mid-roll.

Geo-targeting available.

Sources:
1. NPR Podcast Listener Survey, February 2018
2. The Podcast Report – Audience Analytics, Bridge Ratings, 2017

Photo Credit: Chicago by delaefe via flickr
MISSION

Chicago Public Media serves the public interest by creating and delivering diverse, compelling content that informs, inspires, enriches and entertains. Through a broad range of media platforms, we connect diverse audiences in our service area and beyond to one another. We help them make a difference in our communities, our region, and our world.

CHICAGO PUBLIC MEDIA

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