CONNECT WITH THE PEOPLE WHO SHAPE CHARLOTTE

WFAE MEDIA DELIVERS
1 MILLION+ MONTHLY IMPRESSIONS
INDEPENDENT. NONCOMMERCIAL. MISSION-DRIVEN.

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

Influential leaders and lifelong learners rely on WFAE for in depth news and diverse perspectives to inform their decisions and make the day more meaningful.

WFAE fans recognize sponsorship as marketing with heart. They relate to public media supporters as champions for a significant cause.
**DIVERSE AUDIENCES WITH 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 community initiatives.

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**MESSAGES STAND OUT AND INSPIRE ACTION**

In public radio’s clutter-free environment, listeners pay attention throughout short sponsorship breaks.

Per hour, an average of

- 2 minutes of local sponsor messages air on WFAE
- up to 15 minutes of advertising on commercial radio

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**SPONSORSHIP GENERATES RESULTS**

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

- **77%** have taken action in response to a public radio sponsorship message.
- **75%** hold a more positive opinion of a company that supports public radio.
- **69%** prefer to purchase products and services from public radio sponsors.

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

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**COMPREHENSIVE MARKETING DEEPENS CONNECTIONS**

A WFAE multiplatform strategy extends and amplifies engagement with your current and potential customers.
EDUCATED 113% more likely to have a post-graduate degree.

INFLUENTIAL 90% more likely to work in management, business or finance.

AFFLUENT 50% more likely to earn a household income of $100K+.

CULTURAL 104% more likely to attend a symphony concert or opera.

COMMUNITY MINDED 85% more likely to donate money to social care causes.

The WFAE listener is a special breed of person: a thinker, a decision-maker and someone interested in supporting our local economy. For those reasons and more, we allocate a portion of our advertising dollars to our local NPR station.

Richard Pattison, Owner
Taylor Richards & Conger and TRC W

Sources:

Photo Credit: IMG_20180330_154524 by Jezebelee on Flickr
ENGAGE WITH AN EXCLUSIVE, EXPANSIVE NEWS AUDIENCE

WFAE was our first ever marketing initiative and the partnership launched an ongoing branding campaign for us. We are able to stand out on WFAE with a customized plan that continues to work for us.

Denise Lievano
Southeast Radiation Oncology Group (SERO)

MULTIPLE TOUCHPOINTS EXTEND AND AMPLIFY ENGAGEMENT

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

DIGITAL
Display and audio ads optimized to engage WFAE fans on all platforms and screens in a brand-safe environment.

PODCASTS
:15 messages voiced by a station announcer lends familiarity, plus the capability to geo-target listeners.

EVENTS
Networking opportunities for sponsors at community celebrations and educational forums.

Sources:

Photo Credit: Metalmorphosis by Nan Palmero on Flickr
Charlotte turns to WFAE for intelligent, independent and insightful reporting that keeps pulse on the issues of the day and people of the world.

Curating content from top public media producers, WFAE brings to Charlotte national news and talk programs including NPR's *Morning Edition* and *All Things Considered*. Thought-provoking ideas, compelling interviews and storytelling mastery from the likes of *TED Radio Hour*, *1A* and *This American Life* stimulate curious minds. The witty entertainment of *Wait Wait...Don't Tell Me!* and *Ask Me Another* invites listeners to test their knowledge.

WFAE complements its national roster with news closer to home. In an era when local media organizations are shrinking, WFAE reinforces its commitment to local journalism with one of the largest newsrooms in the region. Its daily signature talk show, *Charlotte Talks with Mike Collins*, examines the breadth of issues, ideas, people and places that matter to the region.

Our partnership with WFAE has been a core element of our marketing strategy for the last 18 years. WFAE has provided us with a fantastic platform to continuously build our firm’s brand recognition in the Charlotte region.

Mike McNamara, Partner
GreerWalker LLP
LOCAL RELEVANCE STARTS HERE

STRENGTHEN YOUR COMMUNITY TIES ALONGSIDE ORIGINAL PROGRAMMING AND EVENTS FROM WFAE.

CHARLOTTE TALKS WITH MIKE COLLINS

Launched in 1998, this daily news program and podcast has become the region’s exclusive forum for the discussion of politics, growth, the arts, culture, social issues, literature, human interest, the environment and more.

Charlotte Talks with Mike Collins Public Conversations regularly draw in the neighborhood of 200 participants. “News & Brews” sets the show at local breweries for live tapings.

WFAE EVENTS

WFAE brings people together, facilitating the exchange of ideas and networking opportunities for sponsors. With more than 20 events annually, ranging from intimate to large gatherings, and spanning various interests, WFAE attracts diverse crowds. Highlights from the event roster include:

- **Annual Gala** — WFAE's largest fundraiser treats patrons to dinner and a keynote address by a prominent newsmaker or community leader.

- **Charlotte Squawks** — *Saturday Night Live* meets Broadway meets Queen City in this annual performance mash-up that pokes fun at pop culture, sports, life and politics.

- **WFAEats** — Attendees sample and vote for their favorites prepared by restaurants, caterers and food purveyors.

- **Public Conversations** — The news drives the topic for each of these forums held throughout the year, bridging neighbors’ and strangers’ outlooks about relevant issues.

- **Lectures, Interviews and Live Shows** — Community leaders, journalists, podcasters and talent from NPR and public media programs share insights into their craft.
EXTEND AND AMPLIFY ENGAGEMENT AT EVERY CONNECTION

Studies continually show that multimedia campaigns improve ROI by expanding reach and frequency beyond what any one platform can accomplish alone.

While traditional broadcast channels attract the majority of eyes and ears, the connections with content via digital channels on-demand and on-the-go continue to trend upward. Across platforms, WFAE delivers hundreds of thousands of digital touchpoints each month.

WFAE digital platforms place your message in the context of a safe, credible environment, elevating your brand. Your organization’s presence signals support for a trusted source of balanced journalism, cultural entertainment and civil conversation.

24/7 AUDIO STREAMING

:.15 audio messages at the gateway to the stream

WFAE.ORG

Display and in-banner video ads optimized across devices

PODCASTS

:.15 audio messages

WFAE APP AND NPR ONE APP

Display ads and :15 audio messages

Sources: How Advertising Works, 2016, Advertising Research Foundation; Public Radio TechSurvey 2018, Jacobs Media; The Nielsen Total Audience Report, Q1 2018

Photo Credit: Open Streets-6798 by Mecklenburg County on Flickr
WFAE PODCAST PORTFOLIO CAPTIVATES LISTENERS

Suiting on-the-go and on-demand listening, a growing lineup of podcasts produced by WFAE serves locally relevant interests and has universal appeal with intellectually curious audiences. Shows are devoted to exploring themes, including the South's geographical imprint on personal identity in SouthBound, investigation into the criminal justice system's handling of a sexual assault report in She Says, and Charlotte's music scene in Amplifier. Many shows were born from listener input and have directly impacted personal revelations and changes in public policy.

PODCASTING — THE NEW LISTENING STANDARD

144 million+ Americans have listened to a podcast.

Nearly a third of the U.S. population listens to podcasts monthly.

Listeners average 7 podcasts per week.

HIGH LISTENER ENGAGEMENT WITH PODCASTS PROMOTES RESPONSE

79% took action in response to a sponsorship message in an NPR® podcast. 2

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 podcast ads are relatable to them.3

Sources:
1. The Infinite Dial © 2019 Edison Research and Triton Digital
2. NPR Podcast Listener Survey, February 2018
3. The Podcast Report – Audience Analytics, Bridge Ratings, 2017

Photo Credit: Craig Whitehead on Unsplash
MISSION

Journalism that informs, enriches, and inspires.

WFAE

8801 J.M. Keynes Drive
Suite 91
Charlotte, N.C. 28262
704.549.9323
sponsorwfae.org

Market Enginuity® manages sponsorship sales for WFAE, linking the station and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.