Connect with the People Who Shape Central Florida

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

WMFV serves The Villages, Leesburg and The Golden Triangle of Eustis, Mount Dora and Tavares, broadcasting WMFE’s insightful and inspirational programming to the northern Orlando area.

Influential leaders and lifelong learners rely on WMFE | WMFV for in-depth news and diverse perspectives to inform their decisions and make the day more interesting. Their fans recognize sponsorship as marketing with heart, and relate to public media supporters as champions for a meaningful 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 initiatives in their communities.
Sponsorship Generates Results

Your support builds a connection with public radio listeners, instilling a Halo Effect that inclines preference for your brand.

- **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
WMFE | WMFV — Central Florida’s NPR® News Source

Central Floridians turn to WMFE | WMFV for insightful reporting and civil discussion that connects them to the issues of the day and people of the world.

Curating content from top public media producers, WMFE | WMFV brings to Central Florida 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, Fresh Air 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.

WMFE | WMFV complements its national roster with news closer to home and a commitment to local journalism that examines the breadth of issues, ideas, people and places that matter to the region.

Local Relevance Starts Here

Strengthen your community ties alongside original programming.

Airing Tuesday and Friday mornings, Intersection provides news and in-depth conversation with political leaders, environmental experts, historians, writers, musicians and other newsmakers from the region.

Each Friday afternoon, a panel of Florida journalists gathers for a statewide discussion about the week in Florida news, politics and issues that define the Sunshine State.

A Friday arts, culture and entertainment segment that kicks off the weekend by shining a spotlight on what’s happening in Central Florida, featuring interviews with community members and newsmakers in the world of arts and culture.

Airing each week, Growing Bolder hosts speak with the country's most interesting thought leaders, authors, health experts, athletes, and rock stars of aging to inspire, educate and empower healthy aging, enabling people of all ages to live lives of passion and purpose.

Photo Credit: Right whale Catalog #3370 and calf by FWC Fish and Wildlife Research Institute | Flickr
Audience Snapshot
Each month, over 260,000 different people listen to WMFE | WMFV

Educated 94% more likely to have completed post-graduate work or hold a post-graduate degree

Influential 153% more likely to work in management, business, science and arts

Affluent 103% more likely to earn a household income of $100K+

Cultural 126% more likely to contribute to arts / culture organizations

Community Minded 108% more likely to donate money to social care causes

Connect Across Generations

34% 18-34
26% 35-54
40% 55+

Multiple Touchpoints Extend and Amplify Engagement

RADIO 20 messages written in an objective style that listeners expect and appreciate

PODCASTS 15 messages voiced by a station announcer lends familiarity

DIGITAL Display and audio ads optimized to engage WMFE | WMFV fans on all their platforms and screens in a brand-safe environment

EVENTS Networking opportunities for sponsors at community celebrations and educational forums

Sources:
1. Nielsen Audio, Orlando Metro, R1 2019, A18+ M-SN 6A-12M
2. Scarborough, Orlando Metro, R1 2019: January 2018 - January 2019
   / Scarborough R1 2018: January 2017 - January 2018

Photo Credit: Street Fair, Lakeland by Steven Martin | Flickr
Robust Coverage

Central Floridians connect with informative content and entertaining talk, from Orlando to The Villages.
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.

WMFE | WMFV 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
22,500 monthly streaming sessions
:15 audio messages at the gateway to and in the stream

WMFE.ORG, WMFV.ORG
184,000 monthly page views
Display and in-banner video ads optimized across devices

PODCASTS
:15 audio messages

MOBILE APP
19,000 monthly downloads
Display ads and :15 audio messages

Source: Google Analytics, June 2019
Comprehensive Marketing Deepens Connections

A WMFE | WMFV multiplatform strategy extends and amplifies engagement with your current and potential customers.

Radio | Podcasts | Digital | Events

Mission

WMFE | WMFV enlightens, educates, inspires, entertains and reflects the community by presenting high quality content that earns the interest, involvement and support of the people we serve.

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

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