Connect with the People Who Shape Middle Tennessee

Nashville Public Radio is Middle Tennessee’s source for news, talk and entertainment from NPR® and other top quality public media producers, award-winning local independent journalism and classical music.

Influential leaders trust Nashville Public Radio for in-depth news and diverse perspectives to inform their decisions. Cultural enthusiasts tap into the inspiration of arts coverage and classical music. Lifelong learners thrive on new ideas sparked by discussions of just about anything under the sun.

Nashville Public Radio fans recognize sponsorship as marketing with heart. They relate to public media supporters as champions for a meaningful cause.

A Monthly Audience of 571,000+ Across Platforms

Sources: Nielsen Audio PPM, Nashville, Jun 2018-May 2019, M-Su 6a-1am, A18+; Google Analytics; AdsWizz — Monthly Audience is the sum of each platform’s audience: broadcast listeners, streamers, website visitors, podcast downloads, newsletter subscribers.
Diverse Audiences with Common Threads

**Educated** They prioritize education and lifelong learning.

**Influential** They create word-of-mouth influence among personal and professional 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.

Sponsorship Elevates Brands

Your support builds a connection with public media 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*

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 **3 minutes** of local sponsor messages air on Nashville Public Radio versus up to **18 minutes** of advertising on commercial radio.

Comprehensive Marketing Deepens Connections

Nashville Public Radio accompanies fans throughout the day at their convenience with a click, voice command, download or dial turn. Use a multiplatform strategy to extend audience reach and reinforce message frequency.
WPLN News
Middle Tennessee’s NPR® Station

People turn to WPLN News for insightful reporting and civil discussion that bridge regional life and world news.

Curating content from top public media producers, WPLN News provides 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. Marketplace helps listeners raise their economic intelligence. The witty entertainment of Wait Wait...Don’t Tell Me! and Ask Me Another invites listeners to test their knowledge.

WPLN News complements its national roster with news closer to home. In an era when local media organizations are shrinking, WPLN News reinforces its commitment to local journalism with the largest radio newsroom in the region.
WPLN News Audience Snapshot

**Educated** 121% more likely to have completed post-graduate work or have a post-graduate degree

**Influential** 103% more likely to influence business purchasing decisions

**Affluent** 61% more likely to earn a household income of $150K+

**Cultural** 66% more likely to attend an art museum or concert

**Community Minded** 53% more likely to donate money or time to environmental causes

**Cross-generational Appeal**

<table>
<thead>
<tr>
<th></th>
<th>A18-34</th>
<th>A35-54</th>
<th>A55+</th>
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<td>36%</td>
<td>33%</td>
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**An Exclusive Audience Hard to Reach on Other Media**

- 92% do not listen to news / talk WWTN
- 93% do not listen to 104.5 The Zone WGFX
- 75% do not listen to Lightning 100 WRLT
- 90% do not read the Tennessean

55% of weekly listeners choose WPLN News as their **first preference station**. This core audience listens an average of **360 minutes per week**.

Sources:
1. Nielsen, Nashville, Scarborough R1 2019 Jan 2018-Jan 2019, A18+
2. Nielsen Audio PPM, Nashville, Jul 2018-Jun 2019, M-Su 6a-12m, P6+

Photo Credit: Nashville, Tennessee by williacw on Flickr
91Classical

Middle Tennessee’s First and Only Full Time Classical Music Radio Station

Musicians, connoisseurs and fans delight in 91Classical’s devotion to classical music and the arts.

91Classical makes classical masterpieces a part of everyday life. Beyond being a place to hear great performances from around the world, 91Classical highlights Nashville and Middle Tennessee’s composers and performers. 91Classical helps listeners discover new music and provides weekly, live, local performances in its showcase show Live in Studio C. The station also carries performances by the Nashville Symphony and the Nashville Opera. Locally curated playlists and commentary create a unique listening experience, and are enhanced by special features that air throughout the day.
Classical Audience Snapshot

**Educated**
107% more likely to have completed post-graduate work or have a post-graduate degree

**Influential**
20% more likely to work in management, business or financial operations

**Affluent**
48% more likely to own a home valued at $500K+

**Cultural**
124% more likely to attend an art museum or concert

**Community Minded**
102% more likely to buy organic or locally grown food

Cross-generational Appeal

| Age Group | 43% A18-34 | 26% A35-54 | 31% A55+
|-----------|-------------|-------------|-------------|

An Exclusive Audience Hard to Reach on Other Media

59% do not listen to WWTN 76% do not read the *Nashville Business Journal*

28% of weekly listeners choose 91Classical as their first preference station. This core audience listens an average of 210 minutes per week.

Sources:
2. Nielsen Audio PPM, Nashville, Jul 2018-Jun 2019, M-Su 6a-12m, P6+
3. GfK MRI Doublebase 2018, NPR classical music listener

Photo Credit: Nashville, Tennessee by williacw on Flickr
Ensure Brand Safety for Your Digital Marketing

From audio streaming to websites and newsletters, Nashville Public Radio platforms place your message in the context of a safe, credible environment. Your organization's presence signals support for a trusted source of balanced journalism, cultural entertainment and civil conversation.

Nashville Public Radio Podcasts

Perfect for on-the-go and on-demand listening, a growing lineup of podcasts serves local interests and has universal appeal. Shows explore diverse themes, such as: reporters investigating listener questions in Curious Nashville, real-life stories poeticized in Versify, interviews with composers, conductors and instrumentalists in Classically Speaking.

Podcasting – The New Listening Standard

- 90 million Americans listen to podcasts monthly
- 7 podcasts consumed on average by weekly listeners

Nashville Ranks

#8 in U.S. Podcast Use by Market

Lean-in Listeners Respond

77% took action in response to a sponsorship message in an NPR® podcast

Sources:
1. The Infinite Dial © 2019 Edison Research and Triton Digital
2. Nielsen PPM Panel Characteristics Report, Q1 2019
3. NPR All Podcasts Survey, April 2019

Photo Credit: Drew Beamer on Unsplash
Multiplatform Campaigns Improve ROI

While radio remains an audience reach leader, digital channels continue to trend upward.

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

A Monthly Audience of 571,000+ Across Platforms

Radio
:15 Messages written in an objective style that listeners expect and appreciate

24/7 Audio Streaming
:15 Audio messages at the gateway to the stream

NashvillePublicRadio.org
Display ads including rich media and smartphone ads

Podcasts
:15 Audio messages embedded in content, plus the capability to geo-target listeners

Newsletters
Display ads

Events
Networking opportunities for sponsors at educational forums, concerts, NPR talent visits and show tapings

Sources:
1. How Advertising Works, 2016, Advertising Research Foundation; TechSurvey 2019, Jacobs Media; The Nielsen Total Audience Report, Q1 2018
2. Nielsen Audio PPM, Nashville, Jun 2018-May 2019, M-Su 5a-12m, Ai8+; Google Analytics; AdsWizz — Monthly Audience is the sum of each platform’s audience: broadcast listeners, streamers, website visitors, podcast downloads, newsletter subscribers

Photo Credit: Nashville Murals & Street Art by Tabitha Kaylee Hawk on Flickr
Market Enginuity® manages sponsorship sales for Nashville Public Radio, linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission. Market Enginuity is a paid solicitor that has been representing Nashville Public Radio since 2002.

**Mission**

Be the most trusted and independent Nashville voice, connecting our communities through nonpartisan journalism, compelling storytelling, civil conversation, and music discovery.

**Nashville Public Radio**

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