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 music discovery.

Influential leaders and cultural enthusiasts choose Nashville Public Radio for depth and variety.

**WPLN News** — fact-based journalism, diverse perspectives, civil discussion

**91.ONE, WNXP Nashville’s Music Experience** — local artists, indie rock, urban alternative and more

**Nashville Classical Radio** — classical masterpieces, insightful commentary

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

Sources: Nielsen Audio PPM, Nashville, Jun 2018-May 2019, M-Su 6a-12m, A18+; Google Analytics; AdsWizz — Monthly Audience is the sum of each platform’s audience: broadcast listeners, streamers, website visitors, podcast downloads, newsletter subscribers.

A Monthly Audience of 571,000+ Across Platforms
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.

**75%** have **taken action** in response to a public radio sponsorship message.

**71%** hold a **more positive opinion** of a company that supports public radio.

**66%** prefer to **purchase products and services** from public radio sponsors.

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

Messages Stand Out and Inspire Action

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

**Sponsored Minutes Per Typical Hour**
- 3 minutes of local messages on WPLN
- 1.5 minutes of local messages on WNXP
- 15 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.
People turn to WPLN News for insightful reporting and civil discussions 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.

**TOP-RANKED**

**A25-54 News Station in AM and PM Drive**

Source: Nielsen Audio PPM, Nashville, Jan-Jun 2019, All Persons, A25-54, AQH Persons

Photo Credit: Nashville Dec 2017-TBA, 2017 by Tim Bounds on Flickr
### WPLN News Audience Snapshot

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage More Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educated</td>
<td>121% more likely to have completed post-graduate work or have a post-graduate degree</td>
</tr>
<tr>
<td>Influential</td>
<td>103% more likely to influence business purchasing decisions</td>
</tr>
<tr>
<td>Affluent</td>
<td>61% more likely to earn a household income of $150K+</td>
</tr>
<tr>
<td>Cultural</td>
<td>66% more likely to attend an art museum or concert</td>
</tr>
<tr>
<td>Community Minded</td>
<td>53% more likely to donate money or time to environmental causes</td>
</tr>
</tbody>
</table>

### Cross-generational Appeal

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A18-34</td>
<td>36%</td>
</tr>
<tr>
<td>A35-54</td>
<td>33%</td>
</tr>
<tr>
<td>A55+</td>
<td>31%</td>
</tr>
</tbody>
</table>

### 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 williaw on Flickr
91.ONE, WNXP
NASHVILLE’S MUSIC EXPERIENCE

Reflecting the diverse creative spirit of Nashville, WNXP quenches thirst for an eclectic music mix centered on indie rock with splashes of pop, alternative, hip hop, singer-songwriter, soul, electronic and Americana. Local hosts, ingrained in the Nashville music scene, spin hand-picked tracks that inspire creatives of all types.

WNXP highlights emerging Nashville artists with local band interviews, in-studio performances and events. Special features that explore the music industry, creative process behind songs and other cultural works provide additional depth to discovery. Brief AM and PM check-ins with WPLN News hosts keep listeners posted on what’s happening inside and outside of music.

ROOTED IN MUSIC DISCOVERY AND NASHVILLE
Nashville Artist of the Month
Record of the Week
The New Music Experience weekly show
Community Beats
Culture Club
50-56 music minutes every hour
WNXP AUDIENCE SNAPSHOT — TASTEMAKERS WHO LIVE FOR DISCOVERY

**M/F**
50/50

**Educated**
66% more likely to have a post-graduate degree

**YOUNG**
A18-49

**Affluent**
44% more likely to earn an annual individual income of $100k+

**Influential**
THEY MAKE WAVES IN A VARIETY OF CAREERS.
234% more likely to be an Influential, based on public engagement and advocacy for causes
More likely to work in these roles: Business Owner, Partner, Engineering, Design, Research and Development, Finance, General Management, Human Resources, Training, Marketing, Advertising, Technology, MIS, IT, Networking

**Cultural**
THEY SHOW UP FIRST, SHARE THEIR EXPERIENCES AND DEFINE WHAT’S NEXT.
More likely to be into these scenes: Art Galleries and Shows, Breweries, Night Clubs, Concerts, Cooking, Dance, Dining Out, Fitness Clubs, Live Theater, Museums, Photography, Sports Events, Travel

**Community-Minded**
CAUSES TUG AT THEIR HEARTSTRINGS.
More likely to contribute to all sorts of nonprofits: Arts and Cultural, Educational, Environmental, Health, Political, Social Services

Source: MRI-Simmons Doublebase 2019, NPR Triple A Listeners, Base: Total U.S. Adults. *MRI defines an Influential as one who participates in three or more public activities that demonstrate uncommon engagement with their community.
Nashville Classical Music

24/7 Classical Music Stream

In partnership with American Public Media, Nashville Classical Radio is dedicated to live classical music programming curated by passionate and knowledgeable hosts. Many hosts came to love classical music through other genres. A variety of musical tastes and experiences as musicians inform their commentary.

The podcast Classically Speaking features conversations between musician and host Colleen Phelps and the people behind classical music in Nashville — from the Nashville Symphony to the city’s most experimental ensembles.

Musicians, connoisseurs and fans delight in Nashville Classical Radio’s devotion to classical music via digital platforms: HD Radio at 90.3 HD2, nashvilleclassicalradio.org, smart speakers and the Nashville Public Radio app.
### Nashville Classical Music Audience Snapshot

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educated</td>
<td>208% more likely to have a post-graduate degree</td>
</tr>
<tr>
<td>Influential</td>
<td>71% more likely to work in a top management position</td>
</tr>
<tr>
<td>Affluent</td>
<td>32% more likely to earn an annual HHI of $100K+</td>
</tr>
<tr>
<td>Cultural</td>
<td>248% more likely to contribute to arts / cultural organizations</td>
</tr>
<tr>
<td>Community Minded</td>
<td>134% more likely to serve on a committee for a local organization</td>
</tr>
</tbody>
</table>

### Cross-generational Appeal

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A18-34</td>
<td>19%</td>
</tr>
<tr>
<td>A35-54</td>
<td>22%</td>
</tr>
<tr>
<td>A55+</td>
<td>59%</td>
</tr>
</tbody>
</table>

Source: MRI-Simmons Doublebase 2019, NPR Classical Listener, Base: Total U.S. Adults

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 ROI¹

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 Platforms²

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, A18+; 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
630 Mainstream Drive
Nashville, TN 37228
615.760.2903
sponsornashvillepublicradio.org

Photo Credits: Nashville, Tennessee by willacow on Flickr (cover); 20180605-1089052 (Johnny Cash Museum, Nashville TN) by Rainy9735 on Flickr; Louie’s Wine Dive by Anna-Maria Swiatek on Unsplash; and May2018-Nashville-IMG_2174 (Aaron P. Stephan - Composition) by Aaron on Flickr