This is NPR
A Proven Halo Effect for Sponsors
WHRO Public Media

WHRO Public Media improves the civic, educational and cultural life of the citizens of Eastern Virginia through the production and distribution of important and impactful local, national, and educational content.

Long known for its public service mission, WHRO is the only public broadcasting station in the United States that is owned by a collaboration of 21 local public school districts. Through WHRO TV, WHRO FM, WHRV FM, its web site, and educational content delivered online to more than 286,000 students and 25,000 teachers, WHRO enriches the lives of the people of Eastern Virginia and Northeastern North Carolina every day.
A Valued Resource in Local Communities
Public Media is Seen as a Valued Local Institution

Mean score on 0-10 scale where 10=“very high value”

Informative and Influential
Actions Taken as a Consequence of Listening to NPR

In response to a sponsorship announcement on NPR, listeners:

- Any of these actions: 77%
- Considered a new product or service: 33%
- Watched a television program: 33%
- Visited a sponsor’s website: 32%
- Purchased/read a book: 32%
- Attended a performance, cultural event or exhibit: 29%
- Gathered more information about a company or a product: 25%
- Saw a movie: 23%
- Shopped at a particular store or location: 22%
- Purchased a product or a service for personal use: 15%
- Recommended a product or a service to others: 15%
- Purchased or downloaded music: 13%
- Shared information with others about a sponsor: 12%
- Considered a new educational opportunity: 7%
- Subscribed to a monthly product/service: 6%
- Considered a new healthcare option: 5%
- Purchased a product or a service for your business: 4%
- Visited a local car dealer: 3%
- Considered a new real estate option: 2%
- Contacted a financial planner or broker: 2%

Source: Lightspeed Research, NPR State of Sponsorship Survey, March 2019
Public Radio Sponsors Are Valued in the Community
Quotes from Public Radio Listeners About Sponsors

“When I can, I try to shop at [public radio] sponsors. I assume we’re all like-minded. It keeps the circle going. It’s gratitude for being a sponsor.”

“A ‘sponsor’ is someone who donates money and doesn’t expect anything in return. An ‘advertiser’ is banking off the sales its going to get.”

“They come off as ‘sponsors’ rather than ‘advertisers,’ and that has a different air.”

“They like the cause. They want to be part of the community. To me, it’s that they care about the community…”

“It obviously shows a community interest and we all need to be ‘community fish.’ And I’m sure that many of them have an altruistic belief in public radio.”
Valued as an Oasis from Commercialism
Public Media Compared to Commercial Media
In Their Own Words
Quotes from Public Radio Listeners on the Public Radio Experience

“On commercial radio you’re forced to listen to them pitch a product, and on NPR that’s maybe a little more subtly trying to suggest something to you.”
NPR LISTENER, LOS ANGELES, CA

“Commercial radio shouts at me. . . On public radio you get an even keel.”
NPR LISTENER, INDIANAPOLIS, IN

“On commercial radio, they’re more aggressive and pushy, whatever it is they’re trying to sell. . . You’re being blasted.”
NPR LISTENER, LOS ANGELES, CA
Public Radio Prized as an Oasis from Commercialism
Listeners See Public Radio as Non-Commercial and Distinct from Other Radio

On a scale of 1-10, where 1 is “non-commercial” and 10 is “very commercial,” how would you rate your local public radio station(s) compared to commercial radio stations?

Source: Lightspeed Research, NPR State of Sponsorship Survey, March 2019
Base: 500 Morning Edition/All Things Considered Listeners age 25-64
An Alternative to Commercial Radio

Public radio listeners agree that advertising on commercial radio:

- **Is repeated too often**: Among 25-54 year olds, 40% of Public Radio Listeners and 30% of Total U.S. Adults.
- **Appears at inconvenient moments**: Among 25-54 year olds, 40% of Public Radio Listeners and 30% of Total U.S. Adults.
- **Has no credibility**: Among 25-54 year olds, 20% of Public Radio Listeners and 10% of Total U.S. Adults.

*Source: GfK MRI Doublebase 2018. Base: Age 25-54*
Listeners Connect with Public Radio

78% Discuss content with friends, family and colleagues at least weekly

86% Consider public radio “personally important” to them*

96% Take action in response to hearing/reading NPR content

Listeners Connect with Public Radio Sponsors
The “Halo Effect” of NPR

75 PERCENT
Hold a more positive opinion of sponsors that support NPR

62 PERCENT
Agree NPR is selective about companies that sponsor its programming

69 PERCENT
Prefer to buy products or services from NPR sponsors

Source: Lightspeed Research, State of Sponsorship Survey, March 2019
% Agree or strongly agree among Morning Edition/All Things Considered weekly listeners, n=500
Public Radio Halo Surpasses Commercial Radio

% Agree with Statements
about NPR (among listeners) or Favorite Commercial Station (among non-NPR listeners)

- The programming on [station] is personally important to me. If it went away I would miss it.
  - NPR: 85%
  - Favorite Commercial Station: 59%

- My opinion of a company is MORE POSITIVE when I find out it supports/advertises...
  - NPR: 75%
  - Favorite Commercial Station: 33%

- When price and quality are equal, I PREFER TO BUY products from companies...
  - NPR: 69%
  - Favorite Commercial Station: 29%

- [Station] is SELECTIVE about the companies and products that can sponsor its programming.
  - NPR: 62%
  - Favorite Commercial Station: 35%

- I pay attention to the sponsorship announcements/ads I hear on …
  - NPR: 60%
  - Favorite Commercial Station: 45%

- The businesses I hear on…are MORE CREDIBLE than those I hear advertising on other radio stations.
  - NPR: 60%
  - Favorite Commercial Station: 30%

Source: Lightspeed Research, NPR State of Sponsorship Survey, March 2019. % saying “agree” or “strongly agree”.
NPR ratings among weekly Morning Edition/All Things Considered listeners, n=500.
Commercial ratings among non-NPR Listeners who named a radio station they listen to most often, n=388
Enhanced Halo Effect for Local Sponsors
WHRO Sponsors Perceived as Supporting the Local Community

"Our corporate sponsorship efforts at WHRO, have been the best media investment we have made. Not only do we feel we are supporting the efforts of a worthwhile organization, but frequently we will hear from customers and business associates that they heard our support messages on radio, or saw them on TV, and they thank us for our support of WHRO.” -- Bay Diesel & Generator

"In becoming a corporate sponsor with WHRO we found a supportive and knowledgeable partner in sharing our message and mission with the Hampton Roads community. It is a double bang for our buck being able to tell our story all the while supporting WHRO, a truly valuable and respected asset to this region.”

-- Virginia Beach Rescue Squad Foundation

"Our underwriting campaign on WHRO was the most effective local media/PR investment we have made. Throughout our underwriting campaign we heard from our donors and friends that they heard our spot. We were both grateful for the effective exposure of our message and proud to be featured on the quality programming of our local NPR station. It was a successful partnership in every way.” -- Physicians for Peace
NPR Sponsorship Builds Greater Emotional Engagement and Impact
Engagement & Impact Evaluated via Facial Response Encoding

To assess the unconscious response to NPR content vs. commercial news radio content, NPR conducted a research project with Research Narrative, using the tool Real Eyes.*

The study used a facial recognition technology which records and encodes audiences’ facial expressions according to their emotional response as they consume content. This tool has been shown to predict a wide range of marketplace outcomes – from the virality of online videos to ad-driven purchase behaviors. Used regularly for ad testing (including but not limited to soundtrack selection), this type of methodology is now emerging as a resource for measuring content engagement in both video and audio.

Engagement & Impact Evaluated via Facial Response Encoding

- Participants were recruited from the Toluna general population online research panel.
- All participants were at least casual radio listeners, age 25-64, 60% college grads.
- Participants had to opt-in to using their webcam for the facial recognition component of the survey.
- Each research participant listened to a five minute piece that was either:
  - Morning Edition – animal story / three sponsorship credits / Flint water crisis (n=200)
  - Commercial News Radio – animal story / three ads / Flint water crisis (n=200)
- While listening to the audio, the respondent was directed to look at the computer screen and their computer webcam recorded their facial movement.
- After hearing the audio, questions were asked about ad recall, consideration, brand image.
Engagement Grows During NPR Sponsorship Break

% Engaged Through Morning Edition Sponsor Messages

Morning Edition Sponsorship Engagement is Higher than in Commercial Radio

% Engaged Through Sponsorship Messages/Advertising: NPR vs. Commercial

Data reflects average % engaged during sponsor message in each segment, using facial recognition
Source: Research Narrative, Impact of Audio Study, June 2016
NPR Content & Ads Drive Strong Brand Recall


Source: Research Narrative, Impact of Audio Study, June 2016
Brands Gain Greater Consideration on NPR

LEARN MORE ABOUT SPONSOR/ADVERTISER (TOP 2 BOX)

<table>
<thead>
<tr>
<th></th>
<th>Morning Edition</th>
<th>Commercial News Program</th>
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<tbody>
<tr>
<td>Brand A</td>
<td>55</td>
<td>40</td>
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<tr>
<td>Brand B</td>
<td>50</td>
<td>45</td>
</tr>
<tr>
<td>Brand C</td>
<td>47</td>
<td>42</td>
</tr>
<tr>
<td>Brand D</td>
<td>40</td>
<td>44</td>
</tr>
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<td>Brand E</td>
<td>58</td>
<td>45</td>
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CONSIDER PURCHASING SPONSOR/ADVERTISER (TOP 2 BOX)

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Source: Research Narrative, Impact of Audio Study, June 2016
### NPR Sponsors Gain More Positive Brand Perceptions

**Word Describes Sponsor/Advertiser Perfectly Well**

<table>
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<tr>
<th>Word</th>
<th>Difference in Average % for Brands in Morning Edition vs. Commercial News Radio</th>
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<tbody>
<tr>
<td>Intelligent</td>
<td>9%</td>
</tr>
<tr>
<td>Memorable</td>
<td>8%</td>
</tr>
<tr>
<td>Credible</td>
<td>5%</td>
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<tr>
<td>Engaging</td>
<td>5%</td>
</tr>
<tr>
<td>Relevant</td>
<td>5%</td>
</tr>
<tr>
<td>Interesting</td>
<td>3%</td>
</tr>
<tr>
<td>Forgettable</td>
<td>-3%</td>
</tr>
<tr>
<td>Boring</td>
<td>-3%</td>
</tr>
<tr>
<td>Disruptive</td>
<td>-6%</td>
</tr>
<tr>
<td>Annoying</td>
<td>-7%</td>
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**Selected more for brands heard in**
- Morning Edition (ME)
- Commercial News Radio

Source: Research Narrative, Impact of Audio Study, June 2016
Proven Results for NPR Sponsors

Benefits of Long-Term Sponsorship
Long Term Sponsors Gain Greater Awareness

Percent of NPR audience aware of brand in third-party study

% Aware of Financial Services Brand

- Before Sponsorship: 17%
- 1 Year Later: 47%
- 3 Years Later: 71%

% Aware of Home Improvement Brand

- Before Sponsorship: 46%
- 2 Years Later: 68%
- 4 Years Later: 77%

34% higher than Non-Listeners' brand awareness

22% higher than Non-Listeners' brand awareness

Source: NPR Listener Surveys, Lightspeed Research, 2007-2011
Declining Investment Yields Declining Returns

Over a two-year period, a substantial decline in sponsorship investment led to a 21% drop of brand awareness among NPR listeners.

![Graph showing investment and awareness levels over years]

Note: Level of “Investment” (x-axis) based on specific sponsor case study, with 100% representing peak annual investment.

NPR Delivers Tangible Results
NPR case study for leading financial services firm

Objective: Consolidate corporate image across all companies under corporate “umbrella,” raise broad awareness among clients, support advisor/client communications regionally and generate leads for financial advisors.

From a survey of the company’s 2,286 U.S. offices:

• 85% agreed with their company’s decision to sponsor NPR, an overwhelmingly positive endorsement compared to the response following previous marketing efforts.

• 43% received unsolicited positive comments from clients regarding NPR sponsorship, allowing financial advisors to stay in touch with clients. The “halo effect” solidified the firm’s reputation as a safe, responsible money manager.

• 11% gained new clients as a result of the NPR sponsorship, an excellent new business result for a mature firm, especially in a down market.

Source: Internal (client) survey of 2,286 U.S. offices
Stronger Frequency, Stronger Awareness

NPR case study for new movie release shows more frequent exposure leads to significantly greater awareness during the crowded holiday season.

Awareness of Movie Title
By # of Times Listened to Sponsored Programs in Past Week

- 75% for 1-2 days
- 78% for 3 days
- 89% for 4-5 days

19% higher than those listening 1-2 days

Source: NPR Listens Internal Advisory Panel, Dec. 2010
Stronger Frequency, Stronger Awareness

NPR case study for health insurance brand shows more frequent exposure leads to more positive brand perceptions.

% Agree:
- [Brand] has developed tools and programs to make healthcare simpler
  - Loyalists: 43%
  - Non Loyalists: 36%
  - 19% Higher

% Agree:
- [Brand] is committed to using the power of information technology to personalize healthcare
  - Loyalists: 40%
  - Non Loyalists: 33%
  - 21% Higher

Source: NPR Listens Internal Advisory Panel, Dec. 2010
Loyalists = listen to an NPR station most often and listen at least 3 days/week for at least 1 hour/day (one-third of NPR's audience)
## Unparalleled Platform, Unprecedented Engagement

**WHRO Sponsorship Elements**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Sponsorship elements</th>
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</thead>
<tbody>
<tr>
<td><strong>On air</strong></td>
<td>• TV and FM Sponsorships: Our coverage area includes Southeastern Virginia, Eastern Shore of Virginia &amp; Northeastern North Carolina</td>
</tr>
</tbody>
</table>
| **Digital**    | • The WHRO e-newsletter is sent weekly to a subscriber base of over 34,000 people and has a 13% open rate.  
                  • Website sponsorship is custom-tailored according to your needs, including banners, audio and/or video pre-rolls |
| **Print**      | • WHRO offers businesses an opportunity to advertise in its beautiful monthly color magazine, DIMENSIONS. |
| **Events**     | • Partner with WHRO, engage with the community  
                  • Screenings / Classical Open Mic / Lyrical Lounge / The Writer’s Block / Out of the Box Concert Series / and many more |
| **Custom opportunities** | • Contact Diane Rogenic, 757.724.4423, diane.rogic@whro.org |
For More Information

Please contact Diane Rogenic | diane.rogic@whro.org | 757.724.4423