



# Connect with the People Who Shape Greater Cincinnati

Providing the highest concentration of educated,  
affluent and community-minded citizens,  
WVXU / WMUB and WGUC — Cincinnati Public  
Radio delivers an influential audience





Each week, over **230,900** different people listen to **WVXU / WMUB and WGUC** — Cincinnati Public Radio

Our audience is more likely than the average Greater Cincinnati resident to be:

## **EDUCATED...**

This contributes to making them more:

### **INFLUENTIAL**

They drive trends through word of mouth and impact corporate & social networks

### **AFFLUENT**

With discretionary income they have immense purchasing power

### **CULTURAL**

Passionate about the arts, they flock to cultural events

### **COMMUNITY-MINDED**

They participate in local initiatives and are highly active in the community



# Underwriting Generates Marketing Results

## Cincinnati Public Radio

**91.7 WVXU and 88.5 WMUB:** WVXU / WMUB connect Greater Cincinnati to a world of ideas with award-winning local reporting and national news, talk and entertainment from highly-regarded public media producers such as **NPR®**.

**90.9 WGUC:** With music for the heart, mind and spirit, WGUC makes **classical music** accessible and serves as a guide for local arts and culture.

### **INDEPENDENT. NONCOMMERCIAL.**

**MISSION-DRIVEN.** Cincinnati Public Radio's independent, educational mission anchors the passionate bond our community shares with us.

You Don't Have to Shout to Be Heard and Remembered



**2.5 minutes** of sponsor messages per hour on public radio — versus — **9 minutes** of advertising per hour on commercial radio

Cincinnati Public Radio's clutter-free environment keeps listeners in active listening mode. Your message will stand out and trigger action.

Source: Spot Load Study, 2011, Arbitron Inc., Media Monitors and Coleman Insights

**78%** of listeners have taken direct action as a result of a public media sponsorship

**61%** hold a more positive opinion of a company that supports public radio

**54%** prefer to purchase products and services from public radio supporters when price and quality of those products/services are equal

**48%** find sponsors of public radio to be more credible companies

Source: NPR Sponsorship Survey, Lightspeed Research, 2013

By virtue of supporting Cincinnati Public Radio, the connection you build with the audience instills a “halo effect” that predisposes their desire to do business with you.

The audience, environment and the relationship your organization builds through sponsorship of Cincinnati Public Radio make it uniquely efficient and effective.

**Your Cincinnati Public Radio representative will work with you and your budget to customize an underwriting campaign with these options:**

- :20 broadcast announcements written in an objective style that listeners expect and appreciate
- Challenge grants to support our on-air fund drives
- Web and digital marketing
- Targeted promotions
- Special events



## MISSION

---

Cincinnati Public Radio's mission is to bring the finest classical music and news and information programming to the people of the Tri-State.

## SPONSORSHIP REPRESENTATIVES

Cincinnati Public Radio  
91.7 WVXU, 88.5 WMUB, 90.9 WGUC  
1223 Central Parkway  
Cincinnati, OH 45214  
513-419-7110

[wvxu.org](http://wvxu.org) | [wguc.org](http://wguc.org)

## PHOTOGRAPHY CREDITS

---

Michael E. Keating (mural, Smale Riverfront Park, Cincinnati Museum Center, John A. Roebling statue, downtown Cincinnati, picnic table in park, "Big Pig Gig" flying pig statue, Union Terminal Rotunda). LumenoCity at Music Hall photo courtesy of the Cincinnati Symphony Orchestra. David Williams (fireworks).

Market Engineuity® manages sponsorship sales for Cincinnati Public Radio with the mission of linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

