CONNECTING WITH PUBLIC MEDIA AUDIENCES

wbur
WBUR is a non-profit NPR affiliate that relies on a unique blend of listener and corporate support. Every dollar raised is reinvested in WBUR and our community in the form of thorough and intelligent coverage of local, national and international news. WBUR delivers more than 10 hours of locally produced content each day honored by first place awards year after year.
### WBUR IS YOUR PARTNER ACROSS ALL MEDIA PLATFORMS

<table>
<thead>
<tr>
<th>EACH MONTH WBUR SERVES:</th>
<th>WBUR local radio listeners</th>
<th>national radio listeners to WBUR-produced programs</th>
<th>national podcast downloads</th>
<th>page views to wbur.org users</th>
<th>live streaming sessions</th>
<th>listeners to 300 NPR Stations that CPC can purchase for you</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>800,000+</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>9,000,000+</strong></td>
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<tr>
<td><strong>5,000,000+</strong></td>
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<tr>
<td><strong>3,500,000+</strong></td>
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<tr>
<td><strong>1,000,000+</strong></td>
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<tr>
<td><strong>37,000,000+</strong></td>
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</tr>
</tbody>
</table>

Source: Nielsen Audio/Podtrac/Google Analytics/StreamGuys 2017
#1 news station in AM & PM Drive Time for Adults 25-54

#1 Morning Drive station for exclusive listeners Adults 25-54 not found on other stations

#1 producer of NPR national programming

#1 producer of podcasts

Source: Nielsen Audio, Boston Metro, Feb – April 2018/Podtrac 2017
WBUR PROVIDES ONE OF THE MOST BALANCED DEMOGRAPHIC SPREADS OF ALL BOSTON MEDIA
**THE WBUR AUDIENCE IS HARD TO REACH**

WBUR shares under 10% of it’s audience with most top commercial stations.

### DUPLICATION WITH TOP 10 STATIONS

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>WBUR-FM</td>
<td>100%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>WXKS-FM</td>
<td>11%</td>
<td>100%</td>
<td>25%</td>
<td>30%</td>
<td>14%</td>
<td>13%</td>
<td>21%</td>
<td>15%</td>
<td>35%</td>
<td>23%</td>
</tr>
<tr>
<td>WMJX-FM</td>
<td>8%</td>
<td>21%</td>
<td>100%</td>
<td>23%</td>
<td>8%</td>
<td>26%</td>
<td>25%</td>
<td>7%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>WWBX-FM</td>
<td>8%</td>
<td>21%</td>
<td>19%</td>
<td>100%</td>
<td>10%</td>
<td>18%</td>
<td>15%</td>
<td>14%</td>
<td>27%</td>
<td>18%</td>
</tr>
<tr>
<td>WBZ-FM</td>
<td>6%</td>
<td>11%</td>
<td>7%</td>
<td>11%</td>
<td>100%</td>
<td>13%</td>
<td>8%</td>
<td>45%</td>
<td>6%</td>
<td>23%</td>
</tr>
<tr>
<td>WROR-FM</td>
<td>5%</td>
<td>8%</td>
<td>19%</td>
<td>16%</td>
<td>11%</td>
<td>100%</td>
<td>10%</td>
<td>14%</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>WBQT-FM</td>
<td>4%</td>
<td>13%</td>
<td>18%</td>
<td>13%</td>
<td>6%</td>
<td>10%</td>
<td>100%</td>
<td>6%</td>
<td>30%</td>
<td>15%</td>
</tr>
<tr>
<td>WEEI-FM</td>
<td>4%</td>
<td>7%</td>
<td>4%</td>
<td>9%</td>
<td>31%</td>
<td>10%</td>
<td>5%</td>
<td>100%</td>
<td>6%</td>
<td>14%</td>
</tr>
<tr>
<td>WODS-FM</td>
<td>4%</td>
<td>17%</td>
<td>17%</td>
<td>18%</td>
<td>4%</td>
<td>10%</td>
<td>24%</td>
<td>7%</td>
<td>100%</td>
<td>14%</td>
</tr>
<tr>
<td>WBOS-FM</td>
<td>3%</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
<td>100%</td>
</tr>
</tbody>
</table>

How to read: Only 3% of WBUR’s 25-54 audience can be found on WBOS-FM in AM Drive, while 48% of WEEI-FM’s audience can be found on WBZ-FM.

Source: Nielsen Audio, Boston MSA, Jan-March 2018, P25-54

### DUPLICATION WITH RADIO CLUSTERS

<table>
<thead>
<tr>
<th></th>
<th>WBUR-FM</th>
<th>IHEARTRADIO</th>
<th>ENTERCOM</th>
<th>BEASLEY</th>
<th>ALL CLUSTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBUR-FM</td>
<td>100%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>IHEARTRADIO</td>
<td>22%</td>
<td>100%</td>
<td>45%</td>
<td>43%</td>
<td>53%</td>
</tr>
<tr>
<td>ENTERCOM</td>
<td>21%</td>
<td>44%</td>
<td>100%</td>
<td>46%</td>
<td>52%</td>
</tr>
<tr>
<td>BEASLEY</td>
<td>19%</td>
<td>42%</td>
<td>48%</td>
<td>100%</td>
<td>53%</td>
</tr>
<tr>
<td>ALL CLUSTERS</td>
<td>45%</td>
<td>80%</td>
<td>84%</td>
<td>82%</td>
<td>100%</td>
</tr>
</tbody>
</table>

How to read: Only 19% of WBUR’s 25-54 audience can be found on all Beasley Radio Stations in AM Drive, while 48% of Beasley’s audience can be found on Entercom.

Source: Nielsen Audio, Boston MSA, Jan-March 2018, P25-54
RETURN ON INVESTMENT

Underwriting on WBUR Impacts Consumer Preference & Purchasing Decisions

The partnership between corporate underwriters and listeners is a bond that is unique to public broadcasting. Our listeners support those companies that join them in support of WBUR.

80% of listeners would prefer to buy products from companies that support public radio when price and quality are equal.

75% of listeners have a more positive opinion when they find out a company supports public radio.

62% of listeners think there is a difference between the quality of companies that support public radio and those that advertise on commercial radio.

Source: Edison Research 2017
RETURN ON INVESTMENT
Create a bond with the WBUR Listener

Each year Lucidity Research conducts an ROI study that proves 10 second underwriting messages on WBUR deliver strong results compared to traditional media.

- Customer purchases are 88% greater with the WBUR audience versus non-listeners for sponsors
- Reputation and quality scores are 47% greater with the WBUR audience versus non-listeners for sponsors
- Consideration scores are 95% greater with the WBUR audience versus non-listeners for sponsors

Source: Lucidity 2018
RETURN ON INVESTMENT

And.....Stand out from your competitors

Customer purchases are 29% greater for WBUR sponsors versus their competitors

Reputation and quality scores are 27% greater for WBUR sponsors versus their competitors

Source: Lucidity 2017
WBUR listeners respond to Your Message

The impressive ROI rates listed below for an audio message on WBUR range from 23% to 52% and compare to the industry average in digital display of .02%. WBUR is a ROI leader.

Actions taken as a consequence of listening to an underwriting message on WBUR:

- 52% considered a new product or service
- 41% visited a particular website
- 40% attended a performance, event or exhibit
- 36% purchased a product or service
- 46% saw a movie
- 30% recommended a product or service to others
- 44% gathered information about a company or product
- 23% considered a new educational opportunity

Source: NPR Halo Effective Study, Lightspeed Research, NPR impact Study, 2017
REACTIONS TO TRADITIONAL ADVERTISING

Commercials work for commercial audiences but NPR audiences do not trust advertising featuring sales and incentives.

- More likely to believe that TV advertising does not provide useful information about bargains: 56%
- More likely to believe that radio advertising does not provide useful information about bargains: 35%
- More likely to believe that internet advertising does not provide useful information about bargains: 28%
- More likely to believe that magazine advertising does not provide useful information about bargains: 36%

Source: MRI, Gfk Doublebase 2017
THE POWER OF RADIO
Radio delivers results

$10 RETURN FOR EACH $1 INVESTED

5X Average brand unaided recall vs non radio advertisers

Radio creates overall campaign awareness lift for other advertising

How to read: When a radio campaign is added to a mobile internet campaign the awareness of the mobile internet campaign is increased by 261%

Source: Nielsen Studies 2014-2016/Media Score-Local Ad Recall 2017
THE POWER OF RADIO
A growth medium in a fragmented world

Radio is America’s #1 reach medium
93% of Americans tune in to radio each week

+600,000
Age 18-34

+600,000
Age 25-54

Listenership to radio is growing year to year

+700,000
Age 18-49

16%
or around 39 million people own a Smart Speaker.

OUR CLIENTS TELL THE WBUR ROI STORY BEST

EDWARD W. WARD
Vice President, Geico (insurance)

“WBUR proved that their audience responds to the message that GEICO crafted to comply with the FCC regulated 10 second underwriting guidelines with the same effectiveness to grow our business as the commercial audience responds to our award-winning creative and references to price, quality and value. For us, it is about speaking the most compelling language to every target audience in a fashion that they respond to best.”

BARRY STEINBERG
President, Direct Tire & Auto Repair

“Over the past 20 years of underwriting on WBUR, we have found that customers walk in the door, thank us for underwriting and supporting WBUR, and just hand us their keys to their car and say, ‘Please fix my car. I thank you for supporting my radio station.’

DAVID HELLER
President, Assemble Partners discussing his national brands (media company)

“WBUR has proved an invaluable partner to Assemble and we have relied on this partnership to help our clients succeed. Over the last two years, we have had great success working with WBUR’s national NPR programs produced out of their Boston studios. With WBUR national shows, ‘Here & Now,’ and ‘On Point,’ we are building programs for our clients that are achieving measurable results, both in terms of sales lift and awareness build.”

JEFF KAPLAN
Owner, Innuwindow (window treatments)

“Each year we invest a lot in bringing new clientele into Innuwindow. The great thing about WBUR listeners is that they walk into our store and actually thank us for being an underwriter of WBUR, and let us know that that’s why they’re coming to us. As much as I love the radio station and am a listener myself, just as a pure business decision, that’s why I continue to underwrite.”

JON CARSON
Chief Executive Officer, CollegeVine

“One benefit of WBUR as a marketing tool, is what the brand stands for—a trusted source of balanced thoughtful information. In a typical month, we’ll get 150-200 inquiries that are directly tied to our sponsorship of WBUR.”
more likely to have post graduate work or degree

more likely to invest in maternity care

more likely to invest in a 529 college savings plan

more likely to have a HH income of $250,000

more likely to have a home value of $1,000,000

more likely to invest in $5,000+ of carpeting and flooring

more likely to spend $5,000+ in home improvement

more likely to invest in heating or air conditioning

more likely to belong to a health club

more likely to hike or backpack

more likely to pay $35,000+ for a new or leased vehicle

more likely to own or lease a Hybrid

more likely to contribute to arts and culture

more likely to contribute to education

more likely to contribute to social services

more likely to contribute to environmental causes

more likely to take 5+ domestic business trips

more likely to take 5+ personal trips or vacations outside the continental US

Source: Scarborough R1 2018 Boston MSA A18+
PLEDGE DRIVE PARTNERSHIPS

Connect with our most passionate listeners and have your products featured in our pledge drive on-air and on-line. Your special “thank you” gift to the donor creates a partnership between you and the listener to support WBUR.

WBUR partnerships generate store traffic with an engaged consumer who pays between 25-50% above the face value of your merchandise through their donation to WBUR. No discount shoppers exist in this model. The WBUR donor has a higher retail spend than other gift card partnerships. These partnerships are available in November and December to spike holiday shopping.

76% of our 72,000 donors would be more inclined to shop at a store that donated gift certificates in WBUR’s fundraiser.

Source: Center on Philanthropy, Indiana University/The Graduate School of Business, Columbia University
HIGH VALUE SWEEPSTAKES OFFERINGS FROM OUR PREMIER UNDERWRITING PARTNERS

Cars, travel, experiences and more...

WBUR and our premier partners offer sweepstakes items ranging from $5,000 to $50,000 in value. Your offer is supported in all WBUR communication channels including direct mail, opt-in email, on-air and social media helping motivate our listeners to contribute millions of dollars each year.
RETAIL TRAFFIC PARTNERSHIPS

The WBUR Membercard is a different way to connect with listeners 52 weeks a year.

You can make a special offer to WBUR listeners anytime during the year. The WBUR Membercard features a maximum of 50 premier partners offering special discounts or VIP privileges and is supported through direct mail and digital advertising.

http://legacy.wbur.org/support/member-benefits
CLUTTER

Is the environment surrounding your message an Asset?

WBUR offers

- 2-3 Messages per break
- 10-20 second messages
- 30 second breaks

Fewer commercials equal higher recall.

<table>
<thead>
<tr>
<th>Commercials</th>
<th>Greater Recall</th>
<th>Less Recall</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3</td>
<td>57%</td>
<td>21%</td>
</tr>
<tr>
<td>4-6</td>
<td>17%</td>
<td></td>
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<tr>
<td>7-9</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>10+</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

Source: TVB Dimensions CAB/Nielsen Research Study

92% of WBUR listeners state that there are too many advertisements on commercial radio today

Source: Edison Research
UNDERWRITING GUIDELINES

Messages that Work

On-air messaging identifies and describes our sponsors, offering a unique and effective component to any campaign. Messaging guidelines are shaped by FCC guidelines for non-commercial broadcasters. Year-after-year, the research indicates the NPR audience responds to a less promotional message. NPR listeners turn to WBUR for objective information about the world around them. Thus your message will be more readily and respectfully received when communicated to them in a value-neutral and informational manner consistent with the programming.

<table>
<thead>
<tr>
<th>KEEP IT CLEAR</th>
<th>State who you are, what you can do in value neutral terms, and where listeners can learn more. The legal name of the sponsor is read first then featured products, operating divisions, and subsidiaries may be named as well.</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOCUS ON FEATURES</td>
<td>Instead of “fast and safe,” say “240 horsepower and side-curtain airbags.” NPR listeners prefer a direct approach.</td>
</tr>
<tr>
<td>REFERENCE CURRENT CREATIVE</td>
<td>Established slogans that do not conflict with FCC guidelines are allowed and broader themes often emerge from existing ad creative.</td>
</tr>
<tr>
<td>TRADITIONAL ADVERTISING PROHIBITIONS</td>
<td>Underwriting is not able to use qualitative language, calls to actions, comparatives, claims, inducements, awards, and references to value or price.</td>
</tr>
<tr>
<td>NON PROFIT ENTITIES</td>
<td>There are no FCC restrictions for non-profits, however some cultural expectations should be considered.</td>
</tr>
</tbody>
</table>
UNDERWRITING COPY

Messages that Work.

SUNBUG SOLAR  “…Offering solar design and installation from their new design center in Arlington. You can find out what the sun can do for you at sunbug-solar-dot-com.”

GEICO  “…offering motorcycle and RV insurance. More information available on motorcycle and RV insurance at geico-dot-com or one-eight-hundred-9-4-7-auto.”

SALEM FIVE  “…A bank for the everyday things, the once-in-a-lifetime things, and everything in between. Salem-five-dot-com — let’s uncomplicate money.”

COLLEGE VINE  “College Vine…Mentors selected from Harvard, Duke, Northeastern and more help with college lists and the application process. Learn more at College-Vine-dot-com.”

LEGAL ZOOM  “Here and Now’s weekly tech report is funded by Legal Zoom… Providing resources to protect intellectual property — including trademark registration, copyrights, patents, and independent attorney consultations for advice. Legal help is at Legalzoom-dot-com.”
WBUR podcasts use your customized messages for each show with enhanced creative guidelines.

54% of all monthly podcast listeners listen to NPR podcasts
33% of public media podcasts compose a third of the weekly iTunes Top 100 Podcasts
40% are under 35 years of age
62% of NPR podcast listeners prefer to purchase products or services from companies that support NPR podcasts

Source: Edison Research/Podtrac 2017
A LEADER IN DIGITAL ALTERNATIVES

wbur.org is a destination for more than 3,500,000 pageviews and 1,800,000 highly sought after users each month. This format also offers expanded creative guidelines.

190% more likely to have post-graduate work or degree
243% more likely to be a small business owner
257% more likely to have an individual income of $250,000+
224% more likely to own a home valued $1,000,000+

Source: Scarborough R1 2018 Boston MSA A18+
WBUR IS NPR’S MIDDAY PROGRAM PRODUCER

9,000,000 Listeners each month

WBUR produces 6 hours each day for NPR to distribute live from 10 a.m. – 4 p.m. airing on more than 500 stations. On Point and Here & Now serve as the midday bridge between Morning Edition and All Things Considered because news does not stop in the middle of the day.

Source: Nielsen 2017
LOCAL RADIO SCHEDULE

WBUR will customize a media plan that works for you.

Investments depend on how much of our weekly or quarterly audience you would like to reach at an ideal frequency for maximum impact within your budget.

<table>
<thead>
<tr>
<th>Time</th>
<th>Weekdays</th>
<th>Saturdays</th>
<th>Sundays</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00am</td>
<td>BBC NEWSDAY</td>
<td>BBC NEWSDAY</td>
<td>CON SALSA</td>
</tr>
<tr>
<td>01:00am</td>
<td>MORNING EDITION</td>
<td>ON POINT</td>
<td>TED RADIO HOUR</td>
</tr>
<tr>
<td>02:00am</td>
<td>ON POINT</td>
<td>ON BEING</td>
<td></td>
</tr>
<tr>
<td>03:00am</td>
<td>ON POINT</td>
<td>ONLY A GAME</td>
<td>LIVING ON EARTH</td>
</tr>
<tr>
<td>04:00am</td>
<td>HERE &amp; NOW</td>
<td>WEEKEND EDITION SATURDAY</td>
<td>WEEKEND EDITION SUNDAY</td>
</tr>
<tr>
<td>05:00am</td>
<td>BBC NEWSHOUR</td>
<td>WAIT WAIT...DON'T TELL ME!</td>
<td></td>
</tr>
<tr>
<td>06:00am</td>
<td>ON POINT</td>
<td>BEST OF CAR TALK</td>
<td>MARSH CHAPEL SERVICE</td>
</tr>
<tr>
<td>07:00am</td>
<td>HERE &amp; NOW</td>
<td>THIS AMERICAN LIFE</td>
<td>MOTH RADIO HOUR</td>
</tr>
<tr>
<td>08:00am</td>
<td>HERE &amp; NOW</td>
<td>ONLY A GAME</td>
<td>THIS AMERICAN LIFE</td>
</tr>
<tr>
<td>09:00am</td>
<td>FRESH AIR (M-Th)</td>
<td>WAIT WAIT...DON'T TELL ME!</td>
<td>RADIO OPEN SOURCE</td>
</tr>
<tr>
<td>10:00am</td>
<td>FRESH AIR (M-Th)</td>
<td>RADIO OPEN SOURCE</td>
<td></td>
</tr>
<tr>
<td>11:00am</td>
<td>RADIO BOSTON</td>
<td>RADIO LAB</td>
<td>PLANET MONEY/HOW I BUILT THIS</td>
</tr>
<tr>
<td>12:00pm</td>
<td>ALL THINGS CONSIDERED</td>
<td>WEEKEND ALL THINGS CONSIDERED</td>
<td></td>
</tr>
<tr>
<td>01:00pm</td>
<td>MARKETPLACE</td>
<td>ASK ME ANOTHER</td>
<td>WAIT WAIT...DON'T TELL ME!</td>
</tr>
<tr>
<td>02:00pm</td>
<td>ON POINT</td>
<td>THE NEW YORKER RADIO HOUR</td>
<td></td>
</tr>
<tr>
<td>03:00pm</td>
<td>ON POINT</td>
<td>SNAP JUDGMENT</td>
<td>SPECIAL PROGRAMMING</td>
</tr>
<tr>
<td>04:00pm</td>
<td>RADIO LAB (M), TED RADIO HOUR (T)</td>
<td>HIDDEN BRAIN</td>
<td>BOSTON UNIVERSITY'S WORLD OF IDEAS</td>
</tr>
<tr>
<td>05:00pm</td>
<td>THE NEW YORKER RADIO HOUR (W)</td>
<td>THE MOTH RADIO HOUR (F)</td>
<td></td>
</tr>
<tr>
<td>06:00pm</td>
<td>CON SALSA</td>
<td>BOSTON UNIVERSITY'S WORLD OF IDEAS</td>
<td></td>
</tr>
<tr>
<td>07:00pm</td>
<td>RADIO BOSTON</td>
<td>BBC NEWSDAY</td>
<td></td>
</tr>
</tbody>
</table>
WBUR covers the full Boston market and includes the adjacent markets of Cape Cod and Worcester for additional value.
PODCAST PORTFOLIO

NPR’s live, daily news-analysis program. Hosted by Meghna Chakrabarti, (Monday – Thursday) and David Folkenflik (Friday).


NPR’s live midday news program hosted by Robin Young and Jeremy Hobson.

Exploring the most illuminating stories from Reddit’s vast global network.

NPR’s weekly sports program.

Timeless stories and folktale stories for families voiced by celebrities and notables.


Sharing beautifully crafted stories about people whose acts of kindness have had a transformative effect on another’s life.


A true-crime podcast about the most valuable and confounding art heist in history: the theft of 13 artworks from Boston’s Isabella Stewart Gardner Museum. A partnership with The Boston Globe.
LIVE EVENTS

Meet the audience where they are.

WBUR not only broadcasts to the masses, we also produce hundreds of live events each year, connecting with listeners face-to-face. With the launch of WBUR’s CitySpace, a flagship live event venue in Boston, our capacity will increase exponentially. Whether you’re looking for scale or intimacy, underwriting with WBUR delivers highly engaged audiences.

Clockwise from top left:
The Moth Mainstage Event, Conversation with Actor Bill Murray, Live Journalism by WBUR Host Jack Lepiarz, Author Book Event with Atul Gawande, Modern Love Live Actors Alysia Reiner, Brian Tyree Henry and Emmy Rossum
CPC is a media agency engaged by our corporate underwriting partners to place media on public broadcasting stations across America. WBUR has deep relationships within the public broadcasting system with more than 25 years of experience helping clients use public broadcasting to reach their marketing goals.

CPC is a full-service agency specializing in media strategies, planning, buying and creative. We can launch your campaign on individual public broadcasting stations or on a collection of stations across America. We can also place your nationwide campaign on the most prominent network programs in public media.