National Public Media: Overview of NPR Corporate Sponsorship
Presented by Gina Garrubbo – President and CEO
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NPM: A TRUSTED TEAM

Full Service Sales Representation

- Jointly owned by NPR, WGBH and PBS
- Recognized leader in public media sponsorship for more than 15 years
- 67 staffers in offices located in New York, Washington DC, Chicago, Detroit and Los Angeles
- Distinct sales divisions generating
  - NPR Network & Digital
  - National Spot Radio
  - PBS National Spot TV and Digital

National Public Media website features sponsorship opportunities and resources across NPR and PBS
A TRADITION OF EXCELLENCE

NPR remains:

- A standard-setting producer and distributor of award-winning news, information and music programming for more than 40 years
- Home of two of the three most popular drive-time radio programs in the country: Morning Edition and All Things Considered

**26 MILLION** weekly (cume) radio listeners¹

**31 MILLION** unique monthly NPR.org users²

**74 MILLION** monthly podcast downloads³

REPRESENTING NPR ACROSS PLATFORMS

National Public Media & Public Radio

- Representing all national NPR programming, from flagship newsmagazines Morning Edition and All Things Considered to recent additions like Invisibilia and Jazz Night in America

- Delivering breadth of public radio programming on local member stations with regional sponsorship campaigns

- National representation of the full suite of NPR digital properties, including NPR.org, NPR Music, podcasts and mobile apps
GLOBAL, NATIONAL, LOCAL

A Global Footprint

A GLOBAL FOOTPRINT, WITH MORE FOREIGN BUREAUS THAN FOX, ABC, CBS OR NBC
GLOBAL, NATIONAL, LOCAL

A National Brand

A TRUE NATIONAL “INSTITUTION,” WITH LEADING STATIONS IN MARKETS LARGE AND SMALL
GLOBAL, NATIONAL, LOCAL

A Local Institution

Percent ranking each entity as “very high value” (9 or 10 on a 0-10 scale):

- Library: 74%
- Hospital: 74%
- Volunteer fire / ambulance: 74%
- Public radio station / NPR: 69%
- Public television station / PBS: 63%
- University: 63%
- Social service agency: 45%
- Community center: 45%
- Sports stadium: 19%
A DESIRABLE AUDIENCE

NPR listeners are:

- **AFFLUENT**: Household income $75,000+
  - NPR listeners
  - Total U.S. adults

- **EDUCATED**: Post-graduate degree

- **INFLUENTIAL**: Influentials

Source: GfK MRI Doublebase 2015
THE “HALO EFFECT” OF NPR

Listeners and Users Connect with NPR Sponsors

- 72% of NPR listeners hold a more positive opinion of sponsors that support NPR.
- 86% of NPR podcast users hold a more positive opinion of companies that support NPR.org.
- 62% of NPR listeners prefer to buy products or services from NPR sponsors.
- 78% of NPR.org users prefer to buy products or services from NPR sponsors.

STRONGLY INFLUENCED BY PUBLIC MEDIA

Actions Taken in Response to Listening to NPR

In response to something they heard on NPR, listeners:

- Did further research into a topic: 64%
- Visited a particular web site: 54%
- Read or purchased a book: 47%
- Gathered more information about a company or product: 40%
- Saw a movie: 34%
- Attended a performance, event or exhibit: 32%
- Donated money to a charitable cause: 31%
- Recommended a product or a service to others: 26%
- Purchased or downloaded music: 25%
- Visited a particular destination: 23%
- Purchased a product or a service: 21%
- Shopped at a particular store or location: 21%

Source: Lightspeed Research, NPR Listener Survey, October 2013
SAMPLE CAMPAIGN ACTIVATION: TIAA-CREF

Custom Integration, Potential for Growth

- Long-term relationship with client fostered over last three years. For recent campaign, client sought to reach decision-makers in the education space.

- Client increased investment in NPR sponsorship from just terrestrial radio to live event sponsorship.

- Multi-platform activation included:
  - 12-week On Air campaign across NPR newsmagazines and a 6-week exclusive sponsorship of the NPR Business “Your Life, Your Money” series
  - Extension to the NPR podcast audience across multiple programs, with a mixture of :15 and :30 placements
  - TIAA-CREF received sponsor recognition in NPR Presents Family Matters event promotion, on event series digital assets and on-site at each event in seven markets.
A WHO’S WHO OF BLUE CHIP BRANDS

Current and Past NPR Sponsors

LEXUS  Google  seventh GENERATION  Bank of America
TRADER JOE’S  KAISER PERMANENTE®  FOX  SONY MUSIC
SIMON & SCHUSTER  Chevron  Fidelity INVESTMENTS  BMW
Tiffany & Co.  SIEMENS  Yale SCHOOL OF MANAGEMENT
REPRESENTING PBS ACROSS PLATFORMS

National Public Media & PBS

- Delivering full breadth of PBS programming on local member PBS stations including KQED, WHYY, WNYC and many others
- National representation of PBS’ full suite of digital properties, including PBS.org, PBS KIDS, PBS Parents, PBS Food and PBS Digital Studios
- Representing key national programming including Call the Midwife and Mercy Street
ALIGNING WITH KEY PBS PROGRAMS

National and Regional Sponsorship on PBS Stations
AN INSTITUTION IN AMERICA

Reach & Recognition

- Ranked #5 among all broadcast and cable networks
- 33 Emmy Awards won in 2014
- 456 million monthly video streams
- 113.8 million monthly viewers
- Watched by 86% of all U.S. television households
- 354 stations across the country
- 12 presidential debates moderated by PBS NewsHour talent
- #1 most trusted media brand in America
- 33 million unique monthly visitors to PBS.org
- 3.3 million downloads of PBS apps for iPhone and iPad
- 33 million monthly viewers
- 456 million monthly video streams
- #1 most trusted media brand in America

A HALO EFFECT FOR PBS SPONSORS

Engagement & Impact

81% of PBS viewers agree that PBS is selective about the businesses and products that can advertise on PBS.

76% of PBS viewers agree that sponsors are committed to quality and excellence.

68% of PBS viewers agree sponsors create compelling advertising that is better than advertisements on other networks.

NPM DIGITAL SERVICES

Self Serve Sponsorship Portal

- Ability for clients to book digital sponsorship campaigns, submit creatives, and pay with a few clicks
- Potential to save hundreds of man-hours in proposal creation, ad trafficking, and reporting
- Real-time communication with the ad server to assure inventory is available

selfserve.nationalpublicmedia.com
EXTENDED REACH TO PUBLIC MEDIA USERS ONLINE

Public Media Influencer (PMI) Channel

- The PMI Channel is a national digital sponsorship network built specifically with public media in mind, enabling stations to earn revenue for unsold digital inventory on their websites.

- Includes nearly 100 leading public media and non-profit journalism sites in major markets across the country, including New York, Los Angeles, and Washington, D.C.

- Sponsorship can be targeted to segments most relevant to sponsor’s objectives, including Thought & Opinion Leader, Arts & Life, and Music segments.

- Reaching an audience of highly affluent, educated and influential users, with 20.7 million page views and 4 million unique users per month*.

DIGITAL SPONSORSHIP SERVICE FOR STATIONS

PMI Ops

PMI Ops is the outsourced digital sponsorship operations service for stations. It enables stations to sell local digital underwriting without a large investment in complicated operational support or tools.

National Public Media will:

- Handle all the behind-the-scenes work of delivering your digital underwriting, including:
  - Consult on preparing your website for digital underwriting (“tagging”)
  - Define the sellable inventory
  - Management includes trafficking, screenshots, pacing, optimization and reporting of ad campaigns
  - Testing of all ad creative for technical compliance and functionality
  - Train and partner with local sales reps growing client relationships and campaigns
Thank you.

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