CONNECT WITH THE PEOPLE WHO SHAPE CENTRAL OHIO
PBS® and its member stations are America’s largest classroom, the nation’s largest stage for the arts and a trusted window to the world. In addition, PBS KIDS® programming helps prepare children for success in school and opens up the world to them in an age-appropriate way. Informing and inspiring, WOSU TV provides iconic PBS and locally relevant programming.

NPR® is fueled by great storytelling and rigorous reporting. In partnership with member stations, NPR is in the business of telling stories, small and large, that start conversations, increase understanding, enrich lives and enliven minds. Local news and NPR programming is on 89.7 NPR News.

Each week more than 700,000 people in central Ohio engage with WOSU TV, 89.7 NPR News and Classical 101
WOSU Public Media creates a strong, meaningful connection for businesses and non-profit organizations with our viewers, listeners and members – the most educated, influential, cultural and community-minded audiences in central Ohio.

They value education, making higher education and lifelong learning a priority

They drive trends through word of mouth and influence corporate and social networks

Passionate about the arts, they relish in local music, theatre and museums

They participate in community initiatives and are highly active in their neighborhoods

With discretionary income, they have vast purchasing power

Winning the hearts and minds of the WOSU listeners and viewers pays dividends with this highly engaged group
Your support of WOSU Public Media builds a connection with viewers and listeners which instills a **halo effect** that predisposes their desire to do business with you.

- **47%** of viewers choose to buy a product from a company that sponsors PBS, all other things being equal\(^1\)
- **54%** of listeners prefer to buy products or services from NPR sponsors\(^2\)

**SPONSORSHIP PROVIDES A BRAND LIFT AND ENHANCES CORPORATE IMAGE. VIEWERS AND LISTENERS RESPECT PBS AND NPR SPONSORS:**

- **76%** of viewers believe companies that support PBS have a commitment to quality and excellence\(^3\)
- **70%** of viewers believe companies that support PBS are high quality brands\(^3\)
- **58%** of viewers feel PBS supporters are good corporate citizens\(^3\)
- **74%** of viewers believe companies that support PBS provide a valuable public service\(^3\)
- **61%** of listeners hold a more positive opinion of a company that supports NPR\(^2\)
- **48%** of listeners find NPR sponsors to be more credible companies\(^2\)

Sources: 1. Harris Interactive SGPTV Attitudes and Sponsorship Favorability Study, February 2013. Last Month Viewers of PBS, Broadcast Networks, Cable Networks. 2. NPR Sponsorship Survey, Lightspeed Research 2013. 3. PBS Sponsorship Study: Audience Attitudes and Behaviors, City Square Associates, March 2015
CONCISE SPONSORSHIP MESSAGES IN A NO-HYPE TONE MAKE THE MOST OF THIS HIGH CREDIBILITY ENVIRONMENT

:15 radio and :15 / :30 television broadcast announcements written in an objective style that the public media audience expects and appreciates

SPONSOR MESSAGES STAND OUT IN AN UNCLUTTERED ENVIRONMENT

WOSU Public Media’s clutter-free environment keeps viewers and listeners engaged

Typical TV Hour:
1¼ minutes of sponsor messages vs. 15 minutes of advertising and promotion on commercial television

Typical Radio Hour:
2¼ minutes of sponsor messages vs. 9 minutes of advertising and promotion on commercial radio

• 59% of PBS viewers pay more attention to the sponsorship messages they see on PBS than those they see on other networks¹

• 78% of NPR listeners have taken direct action as a result of a public media sponsorship²

The WOSU Public Media experience personified

The joy of discovery unites WOSU’s variety of engagement opportunities and the diverse audience drawn to them.

LOCAL PRODUCTIONS CREATE A PERSONAL CONNECTION WITH VIEWERS AND LISTENERS IN CENTRAL OHIO

TV

Broad & High — This Emmy® award-winning weekly magazine show is the ultimate intersection of arts and culture. The original program explores the character and creativity of Columbus, and beyond.

Columbus Neighborhoods — Started as a documentary series to celebrate the city’s bicentennial, Columbus Neighborhoods has grown into an extensive community outreach project with storytelling sessions, public forums, lessons plans, reports on 89.7 NPR News, and premiere events.

Columbus on the Record — More than headlines and short soundbites, Columbus on the Record provides in-depth, thoughtful and balanced analysis of the issues and stories affecting Columbus and central Ohio.

In the Know — For more than 30 years, this high school quiz show has been challenging students from across central and southern Ohio with questions ranging from arts to science to pop culture. Every year a champion team is crowned and receives scholarship funding from Ohio State University.
RADIO

89.7 NPR News

All Sides with Ann Fisher is a two-hour daily affairs talk show designed to touch all sides of the issues and events that shape life in central Ohio.

Classical 101

Classical 101 is the only classical music radio station in central Ohio and is locally-hosted from 6am – 7pm, every day. Local productions include American Sound which highlights American composers and US-inspired music, and Fretworks, another weekly show that explores the best in classical guitar music.

WOSU EDUCATION

WOSU Education provides exceptional content for all Columbus classrooms and training for Columbus’ educators and educational institutions

Since 1996, Ready To Learn® has worked at the grassroots level to promote school readiness by connecting and providing WOSU early learning resources to child care providers, pre-school teachers and parents.

DIGITAL

With a robust online presence and more than 20,000 visitors a month to wosu.org, WOSU’s footprint extends well beyond Columbus. Along with the WOSU Public Media Mobile App, consumers of digital content appreciate coverage of local sports with the podcast After the Score, and staying up-to-date with the locally-produced classical music podcasts, In the Key of “D’anzmayr, Opera Abbreviated and Mozart Minute.

The microsite, Next Avenue CBus, provides a virtual community gathering room for the Baby Boomer generation, with local bloggers contributing stories of how to stay inspired after 50.
MISSION
To enrich lives through content and experiences that engage, inform, and inspire.

PHOTOGRAPHY CREDITS
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