

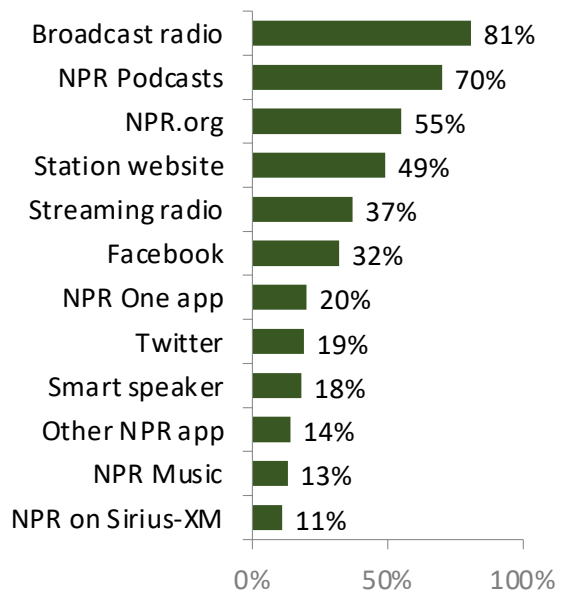


NPR Impact Survey

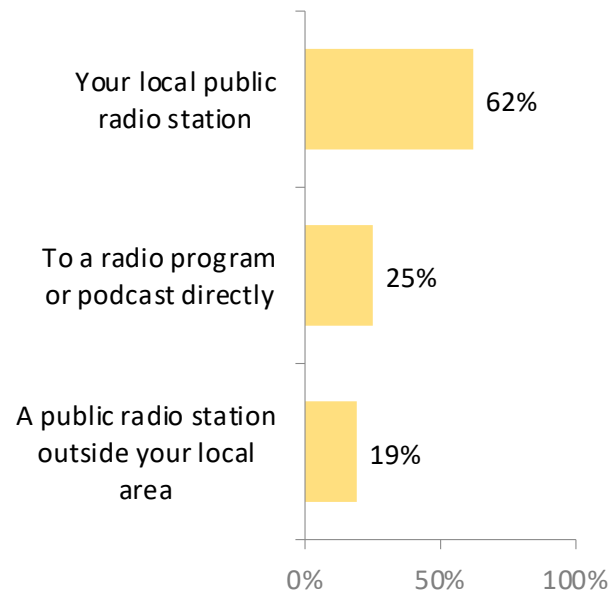
WEKU Corporate & Community Support

Listener Survey

NPR/Public Radio Platforms Used in Past 30 Days



Made a Financial Contribution In Past 12 Mos.

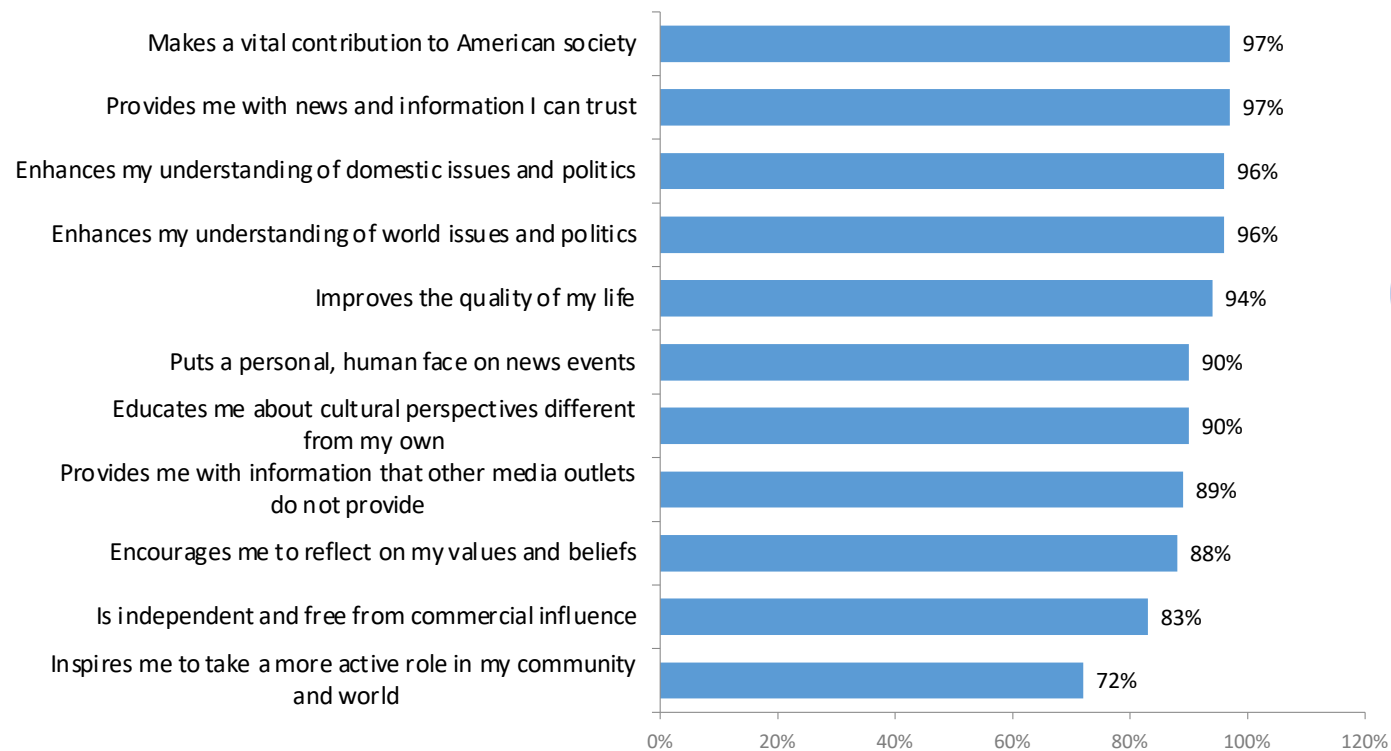


Key Findings

- Listeners agree NPR is a trusted source of news that improves the quality of their lives and is highly valued as a public service.
- Perceived quality of NPR coverage remains very high, especially for topics most important to listeners – investigative coverage, federal government, international news and the environment.
- Among regular listeners, NPR continues to surpass competitors in perceived coverage quality across nearly all topics.
- NPR coverage drives conversation as well as further research, advocacy and action by listeners.



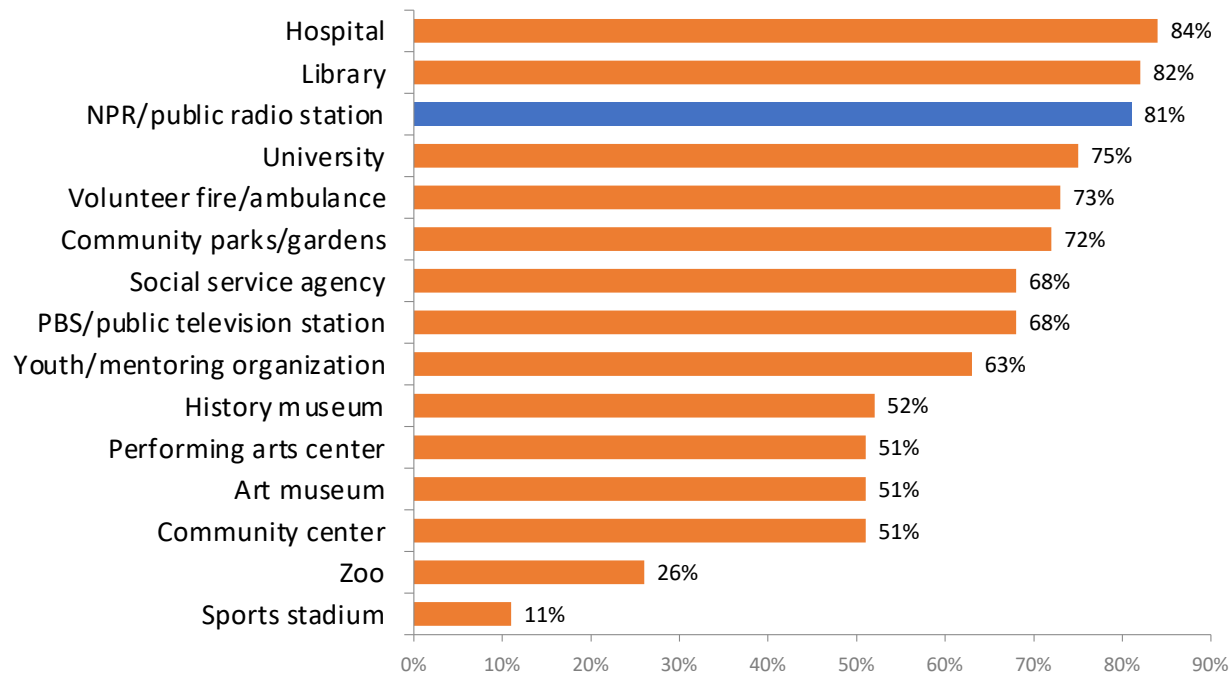
Listeners agree that NPR . . .



Base: NPR listeners, n=575



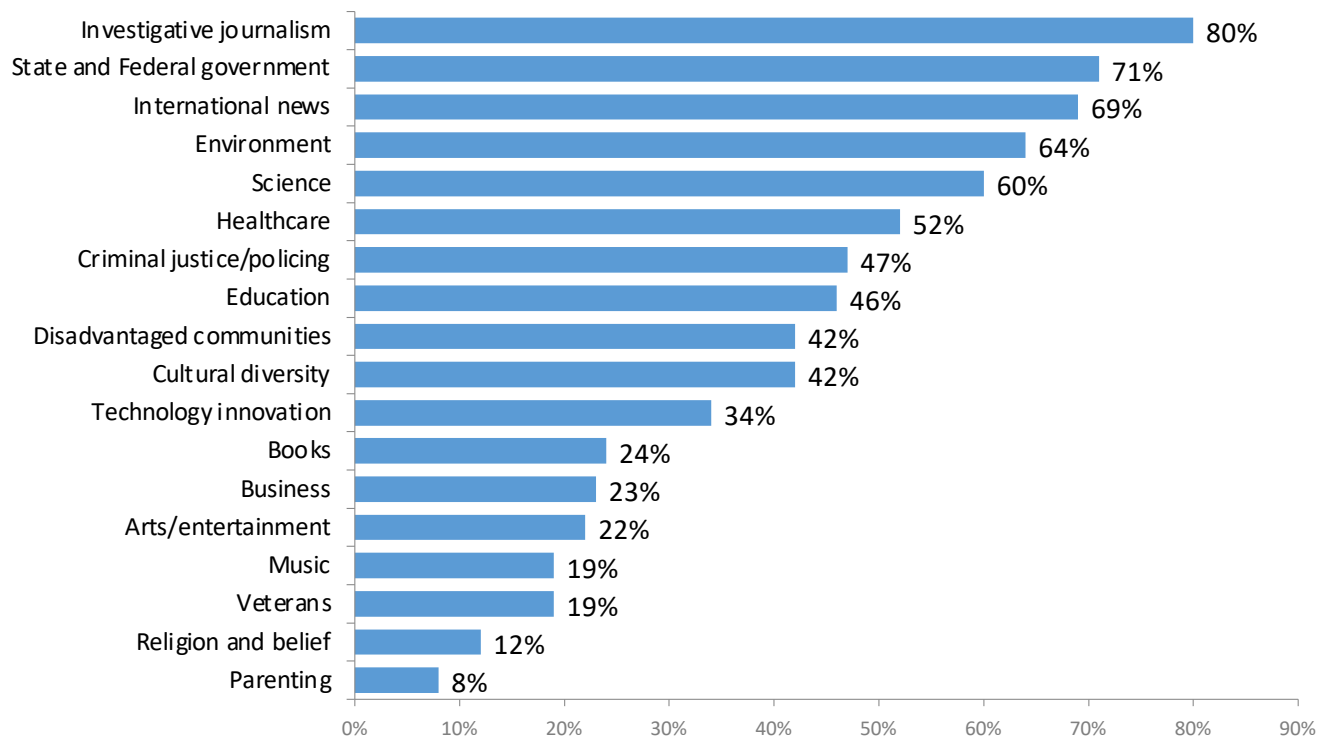
How listeners rate the value of NPR compared to other public services



Base: NPR listeners, n=575



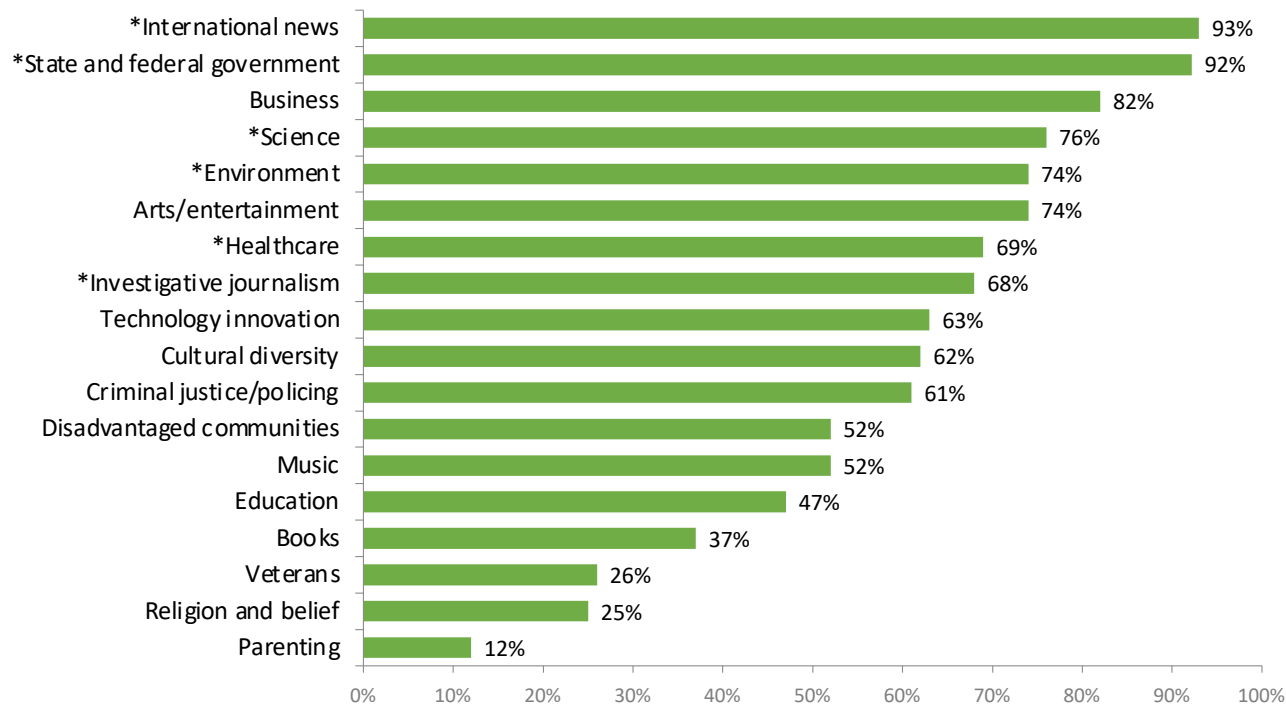
How listeners rate the importance of NPR coverage, by topic



Base: NPR listeners, n=575



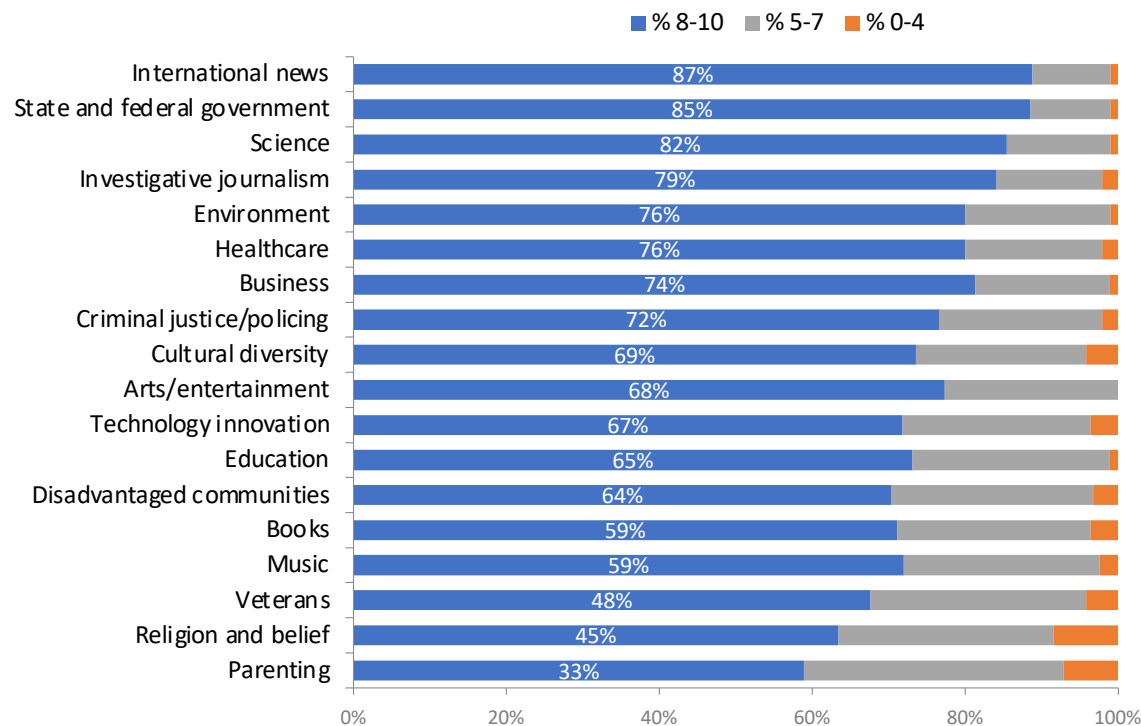
Listeners recall of topics covered by NPR (on at least weekly basis)



Base: NPR listeners, n=575 *Topics listeners considered most important



Quality of NPR Coverage

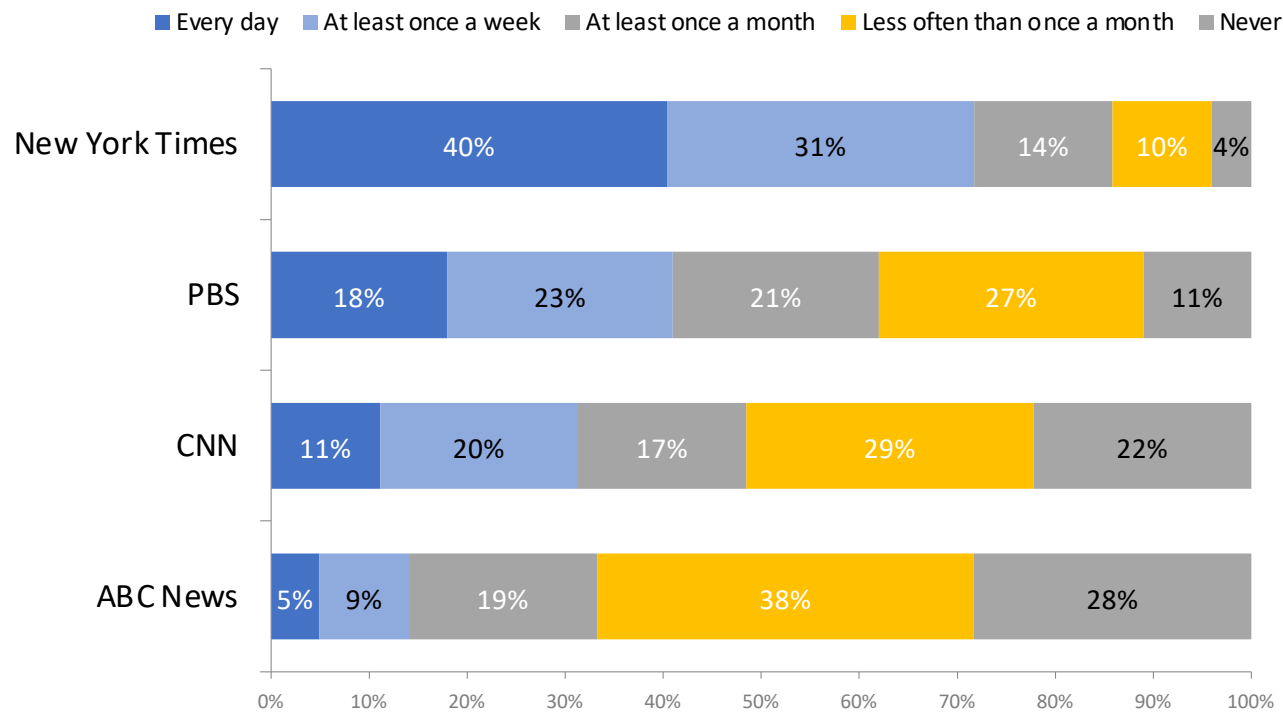


Mean Score on 10-pt scale where 10=very high quality

*Base: NPR listeners, n=575 *Topics considered most important*

88.9
WEKU.org
npr FOR CENTRAL AND
EASTERN KENTUCKY

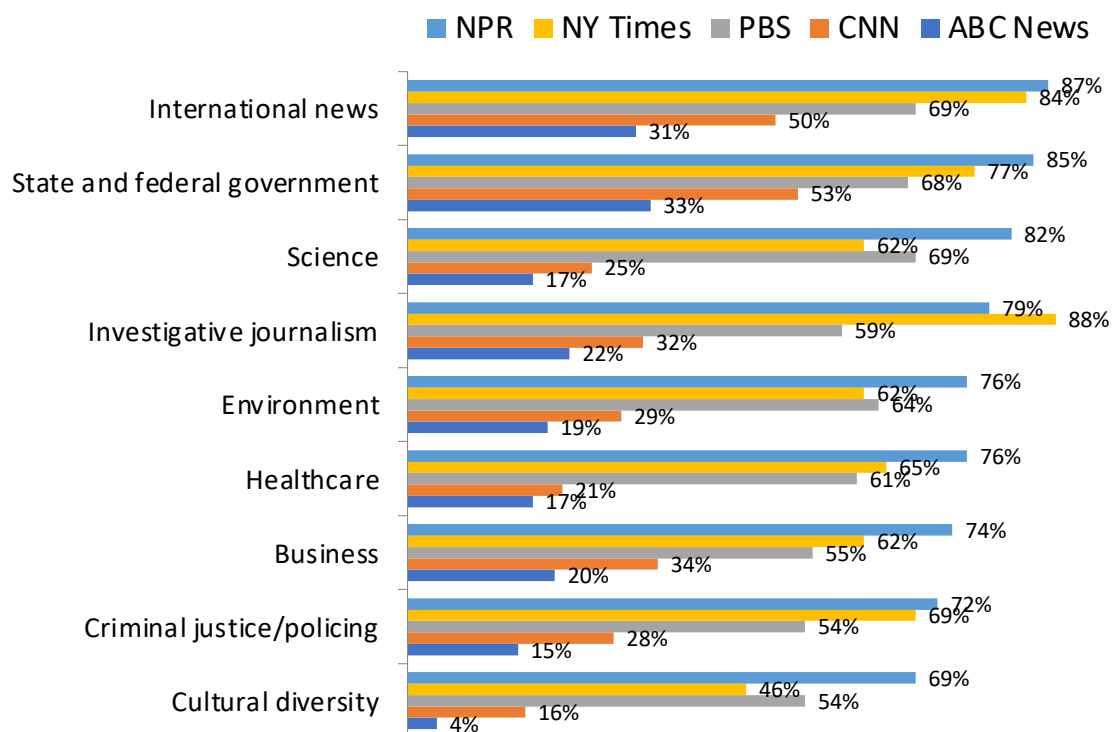
Where listeners get other news



Base: NPR listeners, n=575

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How listeners rate news quality

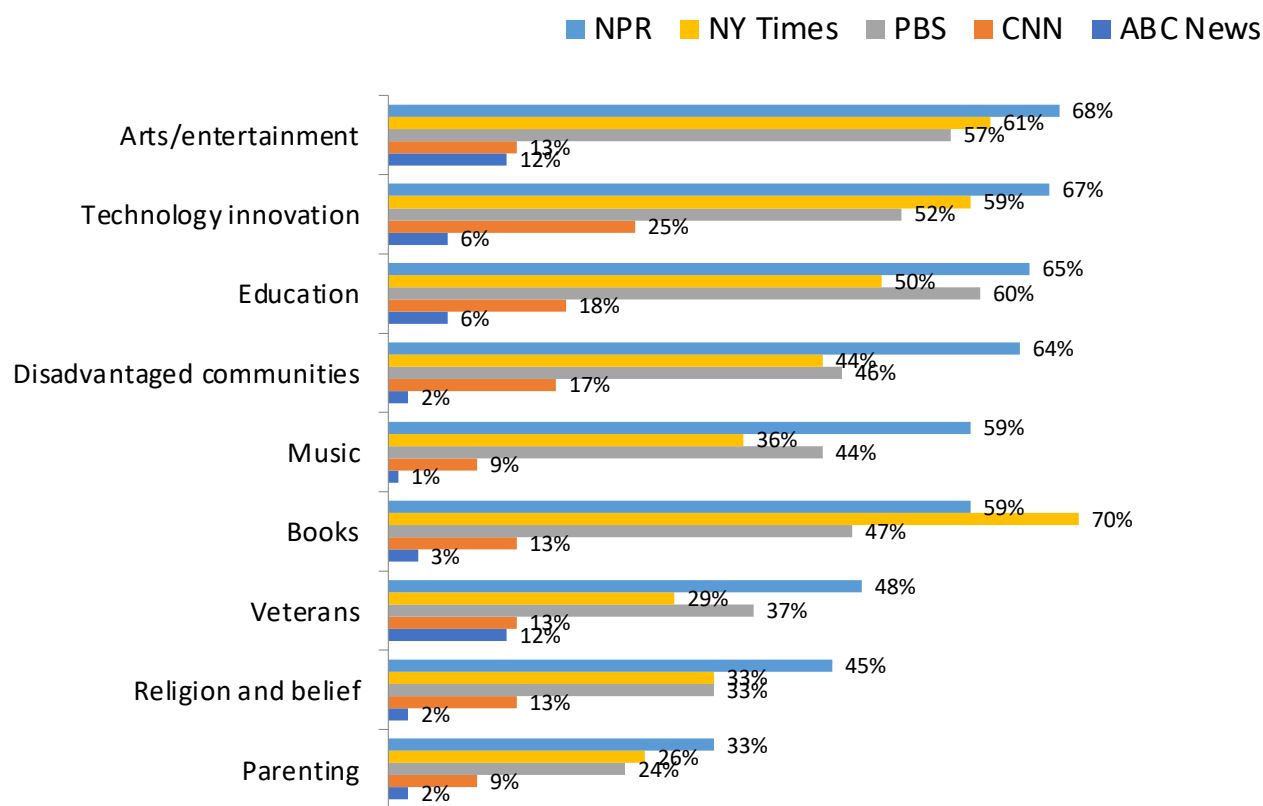


Mean Score on 10-pt scale where 10=very high quality

Base: NPR listeners, n=575

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How listeners rate news quality



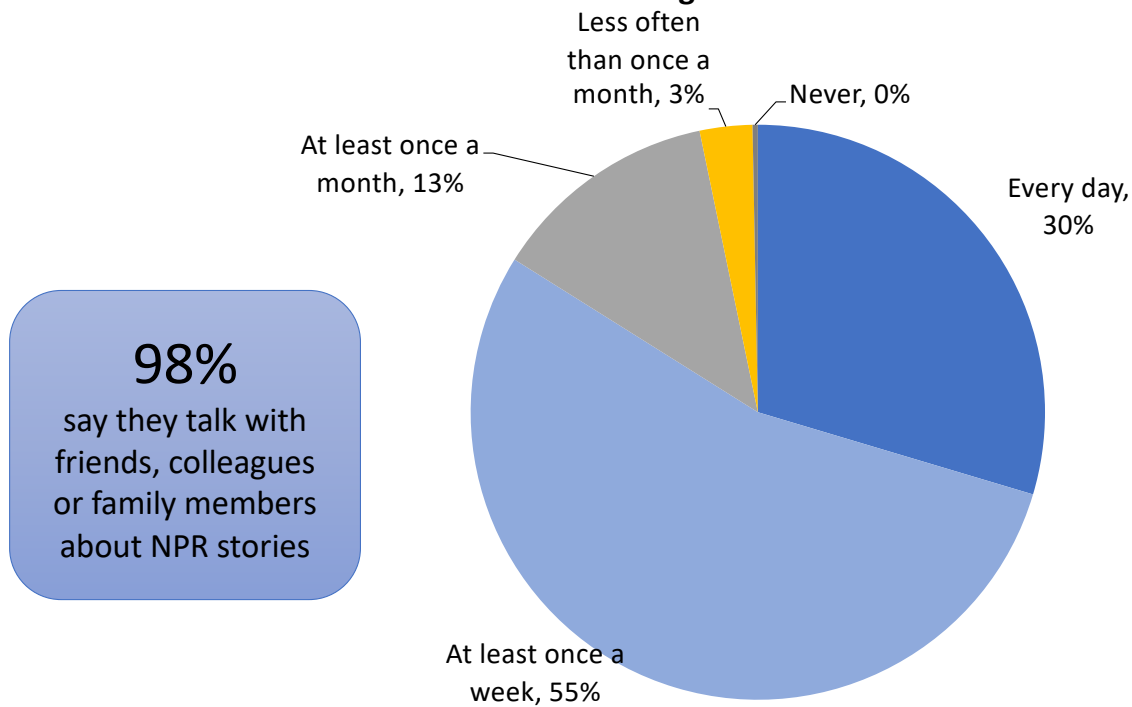
Mean Score on 10-pt scale where 10=very high quality

Base: NPR listeners, n=575

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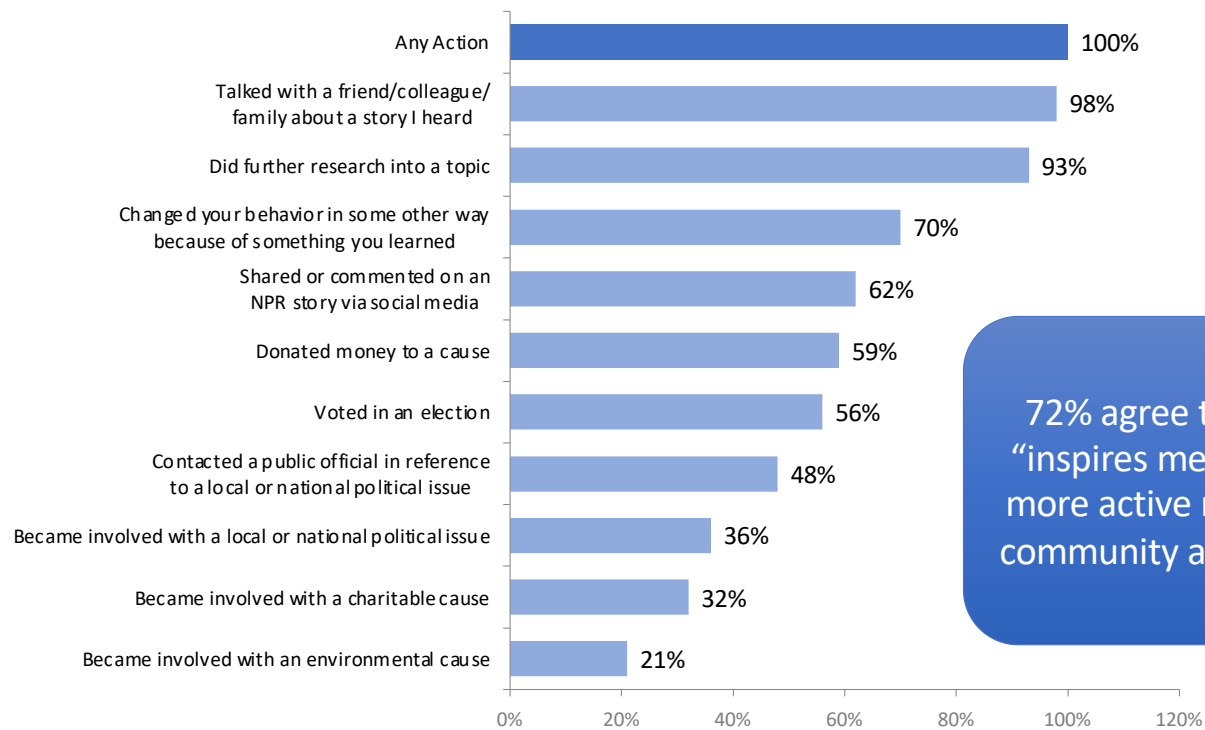
NPR drives conversation

On average, how often do you discuss stories that you hear on NPR with family, friends, or colleagues?



NPR drives social action

Social Actions Taken as a Result of Hearing or Reading NPR Content

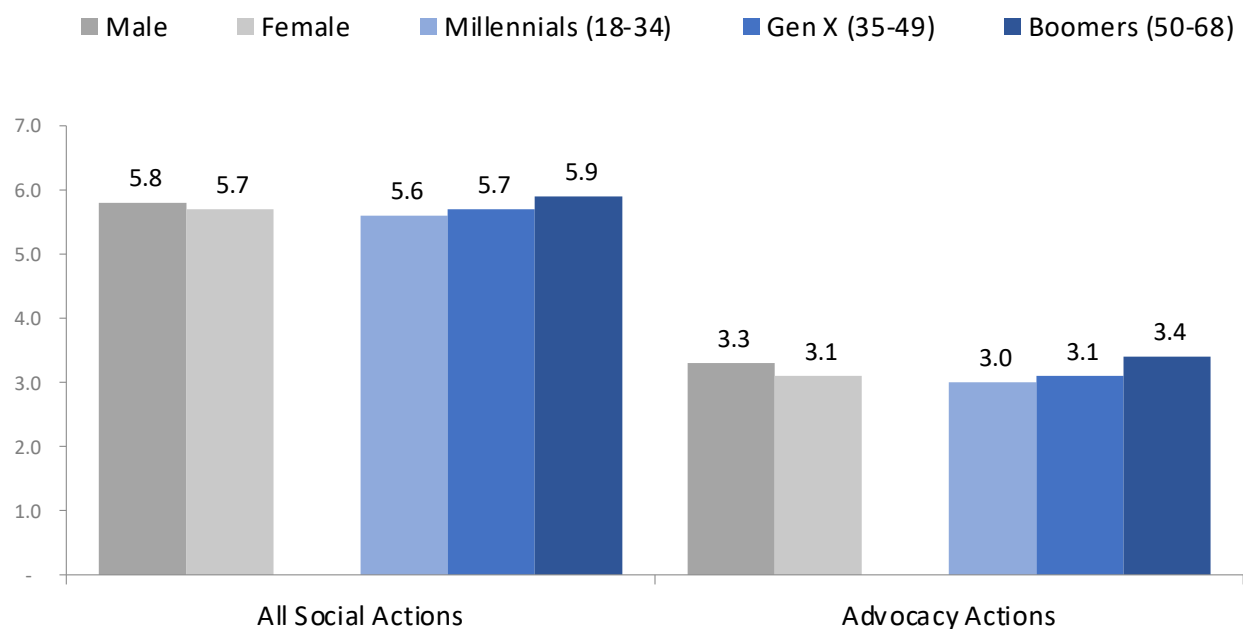


72% agree that NPR
“inspires me to take a
more active role in my
community and world”



Social Actions by Age, Gender

Mean number social actions taken as a result of hearing or reading NPR content

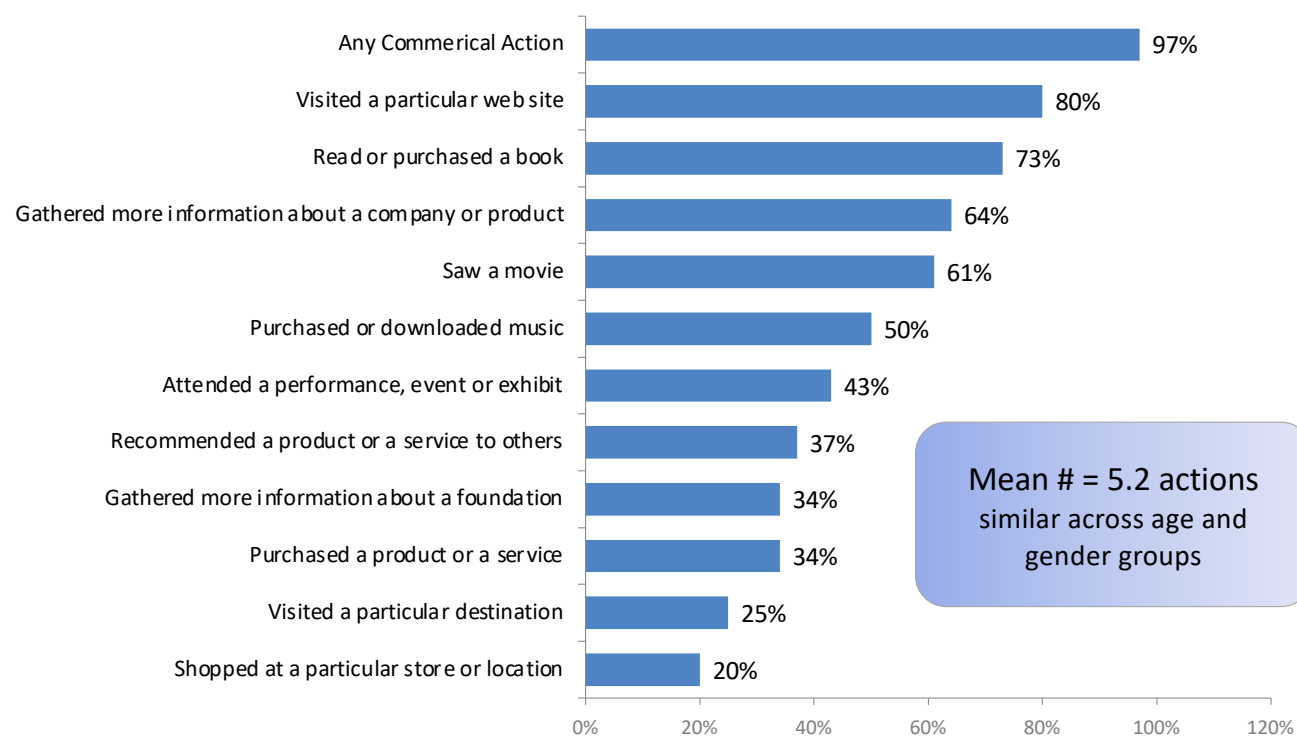


*e.g. donation, became involved with a cause,
contacted public official, changed behavior due to
environment concerns, etc.*

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NPR drives commercial action

Commercial Actions Taken as a Result of Hearing or Reading NPR Content



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Listeners Trust NPR

Listeners agree NPR is a trusted source of news that improves the quality of their lives and is highly valued as a public service

Why invest in public radio?

- WEKU is a civic news organization, distinguished by its public service mission and commitment to being a trusted source of local news.
- In the current environment, independent journalism and fact-based reporting are more important than ever.
- Your business or organization can reach our market-leading audience while supporting public radio for Central and Eastern Kentucky



As other local news outlets struggle, NPR affiliates are growing — and quickly



KyCIR investigative reporter Jake Ryan. (Photo by J. Tyler Franklin/Courtesy of Louisville Public Media)



Increase YOUR impact.
Become a WEKU
Sponsor!

For pricing and details, contact:

Jeanne Marie Hibberd, Director of
Corporate & Community Support

JeanneMarie.Hibberd@eku.edu

Cell 859.200.2785

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