CONNECT WITH THE PEOPLE WHO SHAPE CHARLOTTE

WFAE MEDIA DELIVERS 1 MILLION+ MONTHLY IMPRESSIONS

WFAE 90.7
INDEPENDENT.  
NONCOMMERCIAL.  
MISSION-DRIVEN.

WFAE is Charlotte’s source for news, talk and entertainment from NPR® and other top quality public media producers, award-winning local independent journalism and original programs.

Influential leaders and lifelong learners rely on WFAE for in-depth news and diverse perspectives to inform their decisions and make the day more meaningful.

WFAE fans recognize sponsorship as marketing with heart. They relate to public media supporters as champions for a significant cause.
DIVERSE AUDIENCES WITH COMMON THREADS

EDUCATED  They prioritize education and lifelong learning.

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

AFFLUENT  With discretionary income, they have immense purchasing power.

CULTURAL  Passionate about the arts, they find inspiration at cultural events.

COMMUNITY-MINDED  They lead and participate in community initiatives.

SPONSORSHIP GENERATES RESULTS

Your support builds a connection with audiences, instilling a Halo Effect that drives brand lift and preference.

77% have taken action in response to a public radio sponsorship message.

75% hold a more positive opinion of a company that supports public radio.

69% prefer to purchase products and services from public radio sponsors.

Source: Lightspeed Research, NPR State of Sponsorship Survey, March 2019

MESSAGES STAND OUT AND INSPIRE ACTION

In public radio’s clutter-free environment, listeners pay attention throughout short sponsorship breaks.

Per hour, an average of

2 minutes of local sponsor messages air on WFAE

versus

up to 15 minutes of advertising on commercial radio

COMPREHENSIVE MARKETING DEEPENS CONNECTIONS

A WFAE multiplatform strategy extends and amplifies engagement with your current and potential customers.
The WFAE listener is a special breed of person: a thinker, a decision-maker and someone interested in supporting our local economy. For those reasons and more, we allocate a portion of our advertising dollars to our local NPR station.

Richard Pattison, Owner
Taylor Richards & Conger and TRC W

**WFAE AUDIENCE SNAPSHOT**

- **Educated**: 113% more likely to have a post-graduate degree.
- **Influential**: 90% more likely to work in management, business or finance.
- **Affluent**: 50% more likely to earn a household income of $100K+.
- **Cultural**: 104% more likely to attend a symphony concert or opera.
- **Community Minded**: 85% more likely to donate money to social care causes.

**CONNECTS ACROSS GENERATIONS**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>21%</td>
</tr>
<tr>
<td>35-54</td>
<td>45%</td>
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<tr>
<td>55+</td>
<td>34%</td>
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**Sources:**

**Photo Credit:** IMG_20180330_154524 by Jezebelee on Flickr
ENGAGE WITH AN EXCLUSIVE, EXPANSIVE NEWS AUDIENCE

WFAE was our first ever marketing initiative and the partnership launched an ongoing branding campaign for us. We are able to stand out on WFAE with a customized plan that continues to work for us.

Denise Lievano
Southeast Radiation Oncology Group (SERO)

HARD TO REACH ON OTHER MEDIA

47% of weekly listeners choose WFAE as their first preference station.  

89% of WFAE listeners ages 25-54 do not listen to WBT. 

95% of WFAE listeners do not read the Charlotte Business Journal.

MULTIPLE TOUCHPOINTS EXTEND AND AMPLIFY ENGAGEMENT

RADIO

:15 messages written in an objective style that listeners expect and appreciate.

DIGITAL

Display and audio ads optimized to engage WFAE fans on all platforms and screens in a brand-safe environment.

PODCASTS

:15 messages voiced by a station announcer lends familiarity, plus the capability to geo-target listeners.

EVENTS

Networking opportunities for sponsors at community celebrations and educational forums.

Sources:

Photo Credit: Metalmorphosis by Nan Palmero on Flickr
Our partnership with WFAE has been a core element of our marketing strategy for the last 18 years. WFAE has provided us with a fantastic platform to continuously build our firm’s brand recognition in the Charlotte region.

Mike McNamara, Partner
GreerWalker LLP

Charlotte turns to WFAE for intelligent, independent and insightful reporting that keeps pulse on the issues of the day and people of the world.

Curating content from top public media producers, WFAE brings to Charlotte national news and talk programs including NPR’s Morning Edition and All Things Considered. Thought-provoking ideas, compelling interviews and storytelling mastery from the likes of TED Radio Hour, 1A and This American Life stimulate curious minds. The witty entertainment of Wait Wait...Don’t Tell Me! and Ask Me Another invites listeners to test their knowledge.

WFAE complements its national roster with news closer to home. In an era when local media organizations are shrinking, WFAE reinforces its commitment to local journalism with the largest radio newsroom in the region. Its daily signature talk show, Charlotte Talks, examines the breadth of issues, ideas, people and places that matter to the region.

Photo Credit: Downtown Charlotte by Michael Coté on Flickr
LOCAL RELEVANCE STARTS HERE

STRENGTHEN YOUR COMMUNITY TIES ALONGSIDE ORIGINAL PROGRAMMING AND EVENTS FROM WFAE.

CHARLOTTE TALKS

Launched in 1998, this daily news program and podcast has become the region’s exclusive forum for the discussion of politics, growth, the arts, culture, social issues, literature, human interest, the environment and more.

*Charlotte Talks* Public Conversations regularly draw in the neighborhood of 200 participants. “News & Brews” sets the show at local breweries for live tapings.

WFAE EVENTS

WFAE brings people together, facilitating the exchange of ideas and networking opportunities for sponsors. With more than 20 events annually, ranging from intimate to large gatherings, and spanning various interests, WFAE attracts diverse crowds. Highlights from the event roster include:

- **Annual Gala** — WFAE’s largest fundraiser treats patrons to dinner and a keynote address by a prominent newsmaker or community leader.

- **Charlotte Squawks** — *Saturday Night Live* meets Broadway meets Queen City in this annual performance mash-up that pokes fun at pop culture, sports, life and politics.

- **WFAEats** — Attendees sample and vote for their favorites prepared by restaurants, caterers and food purveyors.

- **Public Conversations** — The news drives the topic for each of these forums held throughout the year, bridging neighbors’ and strangers’ outlooks about relevant issues.

- **Lectures, Interviews and Live Shows** — Community leaders, journalists, podcasters and talent from NPR and public media programs share insights into their craft.
Studies continually show that multimedia campaigns improve ROI by expanding reach and frequency beyond what any one platform can accomplish alone.

While traditional broadcast channels attract the majority of eyes and ears, the connections with content via digital channels on-demand and on-the-go continue to trend upward. Across platforms, WFAE delivers hundreds of thousands of digital touchpoints each month.

WFAE digital platforms place your message in the context of a safe, credible environment, elevating your brand. Your organization’s presence signals support for a trusted source of balanced journalism, cultural entertainment and civil conversation.

**24/7 AUDIO STREAMING**

:15 audio messages at the gateway to the stream

**WFAE.ORG**

Display and in-banner video ads optimized across devices

**PODCASTS**

:15 audio messages

**WFAE APP AND NPR ONE APP**

Display ads and :15 audio messages

Sources: How Advertising Works, 2016, Advertising Research Foundation; Public Radio TechSurvey 2018, Jacobs Media; The Nielsen Total Audience Report, Q1 2018

Photo Credit: Open Streets-6798 by Mecklenburg County on Flickr
WFAE PODCAST PORTFOLIO CAPTIVATES LISTENERS

Suiting on-the-go and on-demand listening, a growing lineup of podcasts produced by WFAE serves locally relevant interests and has universal appeal with intellectually curious audiences. Shows are devoted to exploring themes, including the South’s geographical imprint on personal identity in *SouthBound*, investigation into the criminal justice system’s handling of a sexual assault report in *She Says*, and Charlotte’s music scene in *Amplifier*. Many shows were born from listener input and have directly impacted personal revelations and changes in public policy.

PODCASTING — THE NEW LISTENING STANDARD

144 million+ Americans have listened to a podcast.

Nearly a third of the U.S. population listens to podcasts monthly.

Listeners average 7 podcasts per week.

HIGH LISTENER ENGAGEMENT WITH PODCASTS PROMOTES RESPONSE

79% took action in response to a sponsorship message in an NPR® podcast. ²

From light consumption of 1-2 podcasts weekly to heavy listening of 5+ podcasts weekly, podcast audiences recall and have interest in podcast ads.

80% of heavy listeners and 75% of light listeners agree that podcast ads are relatable to them.³

Sources:
1. The Infinite Dial © 2019 Edison Research and Triton Digital
2. NPR Podcast Listener Survey, February 2018
3. The Podcast Report – Audience Analytics, Bridge Ratings, 2017

Photo Credit: Craig Whitehead on Unsplash