



# Corporate & Community Support

Messaging Listeners Trust

Trust in Facebook has dropped by **66%** since the Cambridge Analytica scandal.

- The competition for attention in the click-driven media world, combined with increasingly intrusive advertising, has created a significant erosion of consumer trust for such media and the brands associated with them.
- More than 900 companies have joined an advertising boycott of Facebook to protest its handling of hate speech and misinformation.



# News Trends & Predictions

- News organizations are becoming financial instruments stripped of civic responsibility by outside money.
- When newspapers shrink or close, voter turnout and civic engagement tend to decline, while political corruption and polarization rise
- The provision of news is becoming like any other business with shareholders in the driver's seat
- The collapse of the news ecosystem and an increase in fake news pose profound risks for democracy



# Trust

- The question is, what are you doing to actively build trust with your target constituents?
- In a world where your brand is less what you say and more the collective experiences of everyone interacting with it, you can't simply rely on traditional marketing to meet the challenge for you in the future.

# Why invest in public radio?

- NPR affiliates are civic news organizations, distinguished by their public service mission and commitment to being a trusted source of local news.
- In the current environment, independent journalism and fact-based journalism are more important than ever.

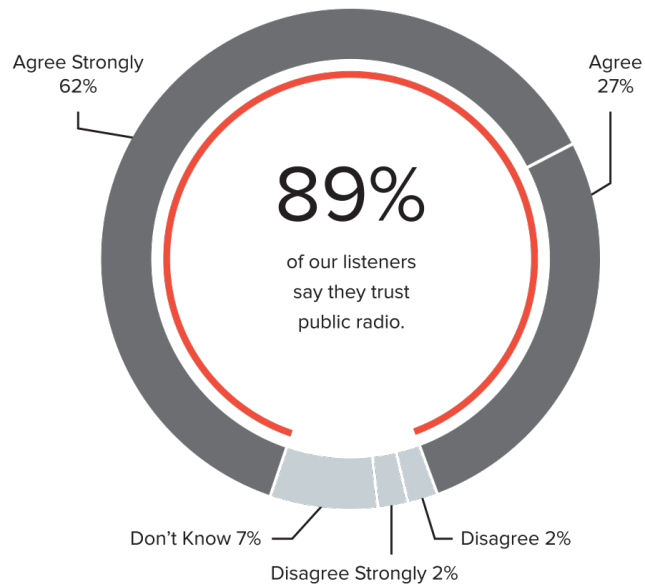


**As other local news outlets struggle, NPR affiliates are growing — and quickly**



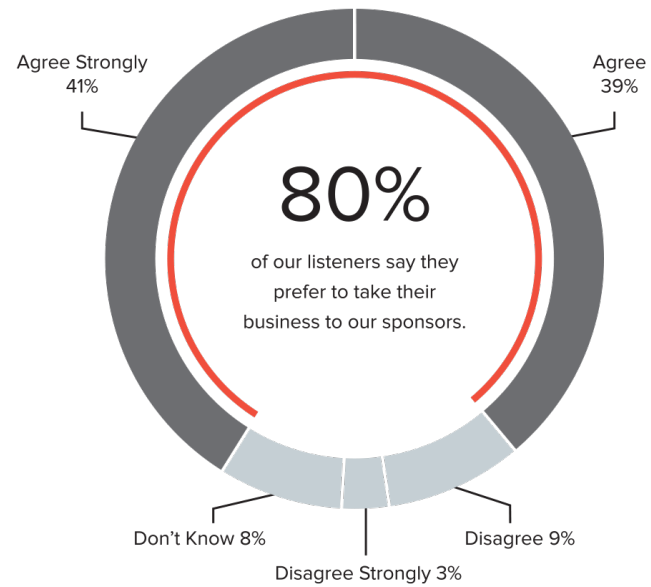
*KyCIR investigative reporter Jake Ryan. (Photo by J. Tyler Franklin/ Courtesy of Louisville Public Media)*

## PUBLIC RADIO = TRUST



Source: Jacob's Media, Public Radio Tech Survey 9

## PUBLIC RADIO = LOYALTY



Source: Jacob's Media, Underwriting Research Review

# NPR & WEKU Missions

***NPR's mission*** is to work in partnership with member stations to create a more informed public — one challenged and invigorated by a deeper understanding and appreciation of events, ideas and cultures.

***WEKU's mission*** is to deliver trusted and indispensable news, information and entertainment programming that contains diverse and thought-provoking content which contributes to lifelong learning.



# While other media audiences are declining, public radio's audience is growing

- Across platforms, NPR reaches 132 M people each month
- NPR is the #1 podcast publisher and has the #1 and #2 radio programs in America
- WEKU is the #1 news station in the Lexington market and vies for the overall top spot during some dayparts

Source: Nielsen Audio Nationwide and Nielsen Audio Fall 2020 ratings Lexington-Fayette market





# WEKU's Broadcast Reach

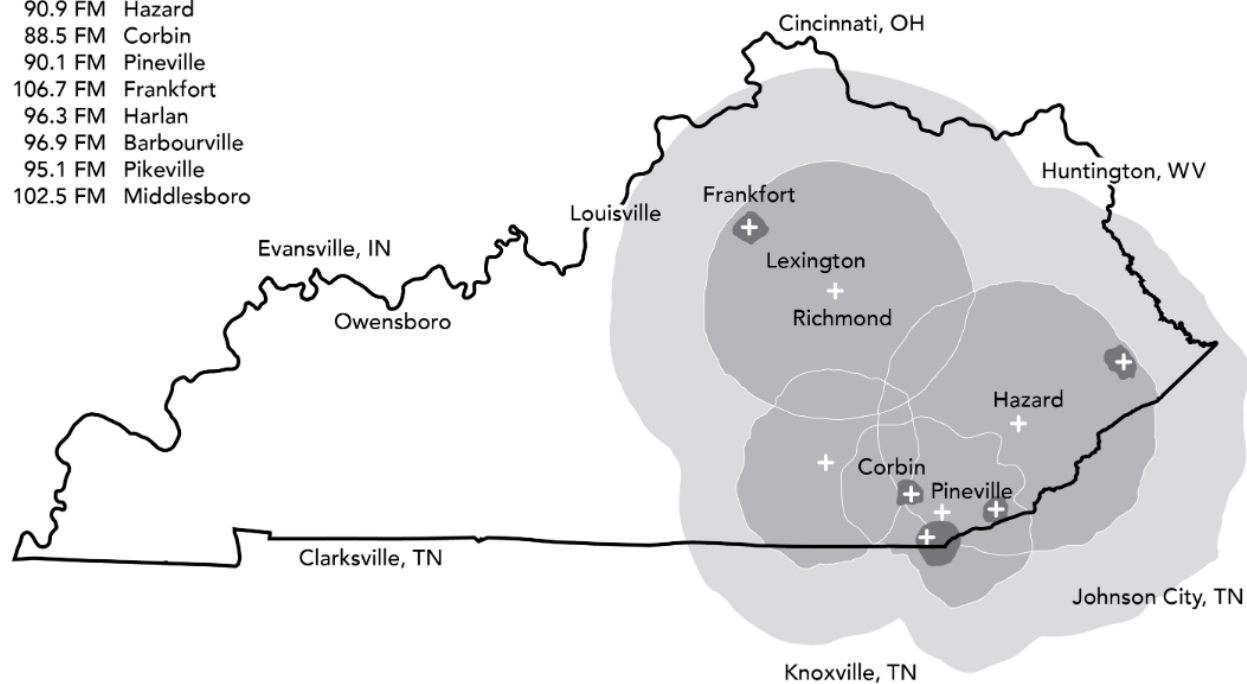
## Coverage Area Population\*

Primary 1,534,080

Secondary 3,532,140

\*Excludes those who listen digitally from locations throughout the world

88.9 FM Richmond/Lexington  
90.9 FM Hazard  
88.5 FM Corbin  
90.1 FM Pineville  
106.7 FM Frankfort  
96.3 FM Harlan  
96.9 FM Barbourville  
95.1 FM Pikeville  
102.5 FM Middlesboro



88.9  
**WEKU.org**

**npr** FOR CENTRAL AND  
EASTERN KENTUCKY

# Profile of NPR Listeners

- 70% have at least a bachelor's degree
- 70% percent rate social responsibility as being "very important"
- 71% more likely to be the president of a company
- 125% more likely to own at least \$150,000 in investments
- 80% more likely to use a financial planner
- 72% more likely to have contributed \$500+ to charitable organizations in past year
- More likely than the average adult to believe in the ideals of equal opportunity and respect towards ethnic, religious and racial differences
- NPR listeners are more than three times as likely than the average adult to be an influencer. NPR reaches one of the highest concentrations of key community leaders in all of media

Sources: GfK MRI Doublebase 2017; Nielsen State of the Media Audio Today 2017. Lightspeed Research, NPR Sponsorship Survey, March 2017



# Listeners prize our services and sponsors

Among NPR News listeners:

- 75% have taken action specifically because of a sponsorship announcement
- 72% say their opinion of a business or organization is more positive when they find out it supports public radio
- 56% pay attention to the sponsorship announcements they hear on public radio
- 59% agree that public radio is selective about the entities and products that can sponsor its programming
- 55% feel the businesses they hear in sponsorship announcements on public radio are more credible than those they hear in advertising on other radio stations

Source: NPR State of Sponsorship Survey, April 2018



# WEKU Sponsorship

- Is cost-effective and highly targeted
- Reaches loyal WEKU donors
- Likely reaches your current customers and/or donors
- Reaches a highly educated audience in Central and Eastern Kentucky
- Reaches thought leaders in Central and Eastern Kentucky
- Reaches a number of listeners outside of Kentucky who tune in thru the WEKU app and the *Eastern Standard* podcast
- Reaches people likely to influence business, community and household decisions
- Builds trust in your brand
- Educates listeners about your products, services, programs and offerings





We make it easy to  
become a WEKU  
Sponsor

---

Contact:

Jeanne Marie Hibberd  
Corporate & Community Support  
JeanneMarie.Hibberd@eku.edu  
Direct 859.200.2785  
[weku.org/corporate-support](http://weku.org/corporate-support)