



PBS, NPR and Local Perspective
for Western Mass.





Connecting You To:

Focused on your community:

From right here in our back yard of Hampden, Hampshire and Franklin counties, to stories from the Commonwealth and greater New England, NEPM has you covered!

A weekly audience of over
600,000 
influencers, thinkers and community leaders.



the fabulous



Trusted local and national journalism, exceptional shows from NPR and PBS, unmatched children’s educational programming, locally produced music and live entertainment.



On Every Screen And Every Speaker!

- Television
- Radio
- Digital
- Virtual & live events
- Education & outreach
- Community engagement



Why NEPM?

NEPM is a member-driven, community-supported, independent non-profit organization with a deep commitment to independent local journalism, trusted educational content, inspired cultural offerings, and civic engagement. We provide audiences with a broad variety of trusted local and national programs to shine a light on new voices and encourage engaging conversations.

With four digital TV channels, two radio networks and a robust digital presence, NEPM delivers top quality PBS, NPR and local content, educational programming and music to a vibrant group of listeners and viewers.



Build Brand Awareness

Credibility

Align your company with PBS and NPR, two of the most trusted brands in America.

Brand Awareness

Strengthen your position in the community among professionals and business leaders.

Audience

Position your brand to reach families and key decision-makers at home or in the workplace.

No Media Clutter

Get your company's message in front of a prime target audience with limited competition.

Reach

Utilize cross-platform strategies to meet potential customers where they are.



NPR and Local Perspective for Western Mass: Stay in the loop with 88.5 NEPM, the western Mass. home for NPR, The Fabulous 413, The Rundown, Boston Public radio, local journalism, and great jazz. Listen in for important conversations and interesting stories about where we live and beyond.



Classical NEPM is a radio platform that triples the amount of music presented by NEPM in western Mass. You'll find John Nowacki here every weekday from 9 am to 1 pm with his vibrant mix of classical music from every era, along with programs from the Boston Symphony Orchestra, the Metropolitan Opera, and much, much more.

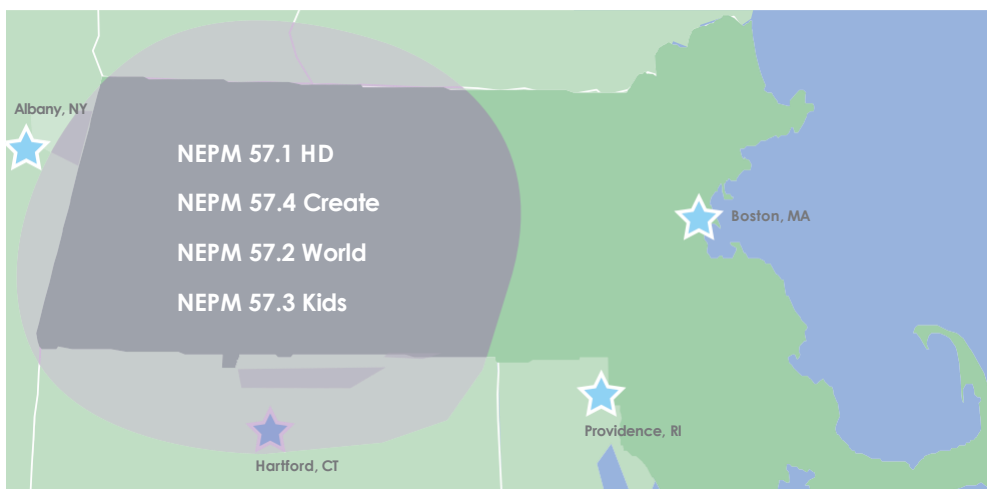
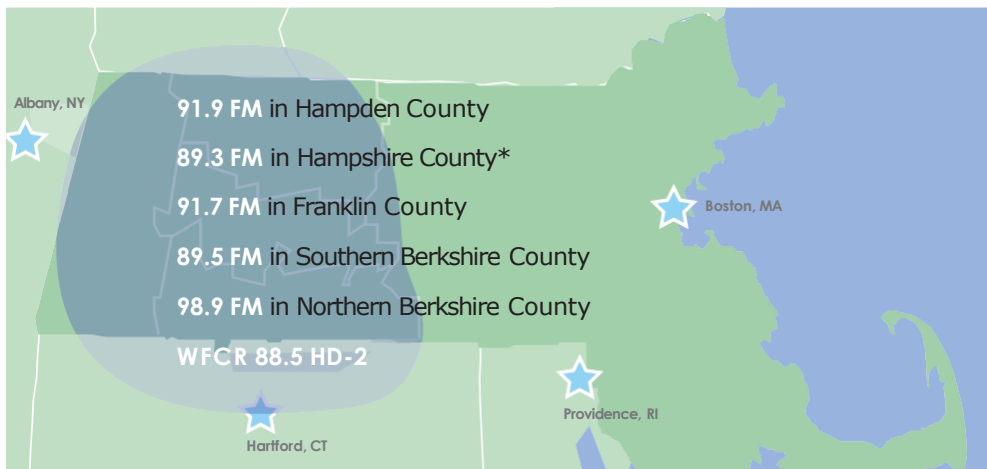
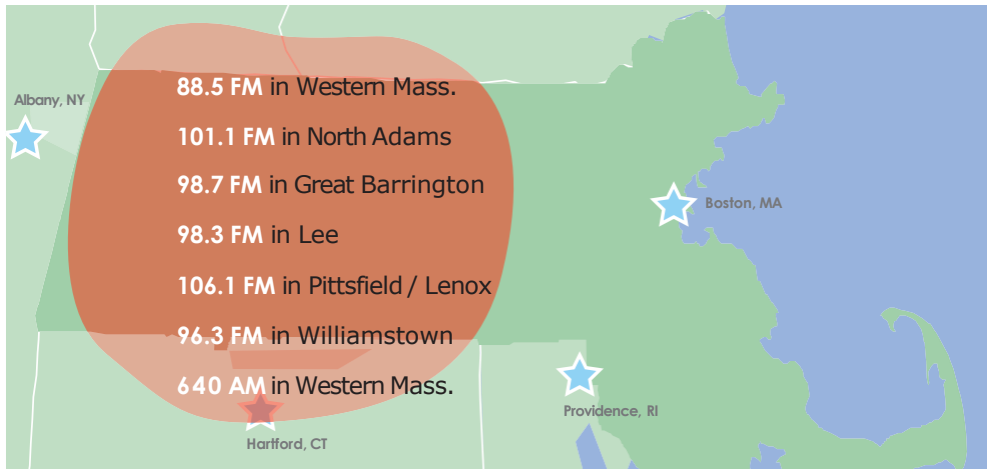


NEPM TV – airing high quality PBS programs to audiences across Western Mass. With 4 digital channels to connect you to a desirable audience in a premium environment for your message. Whether they are enjoying PBS's signature programming like Masterpiece, Finding Your Roots and Nature/Nova; engaging in lifestyle programming like This Old House, The Great American Recipe and America's Test Kitchen; learning from PBS Kids quality children's programming; or becoming informed by PBS news and documentaries from Ken Burns to the PBS NewsHour our audiences value and trust businesses that sponsor the programs they love.



NEPM Digital – from podcasts to e-newsletters reaching over 120,000 people each week, NEPM is in our audience's inboxes and feeds. NEPM's mobile apps deliver our multi-platform programs to our audiences wherever they are: live TV, radio, podcasts and more on the NEPM App and classical music on Classical NEPM App.

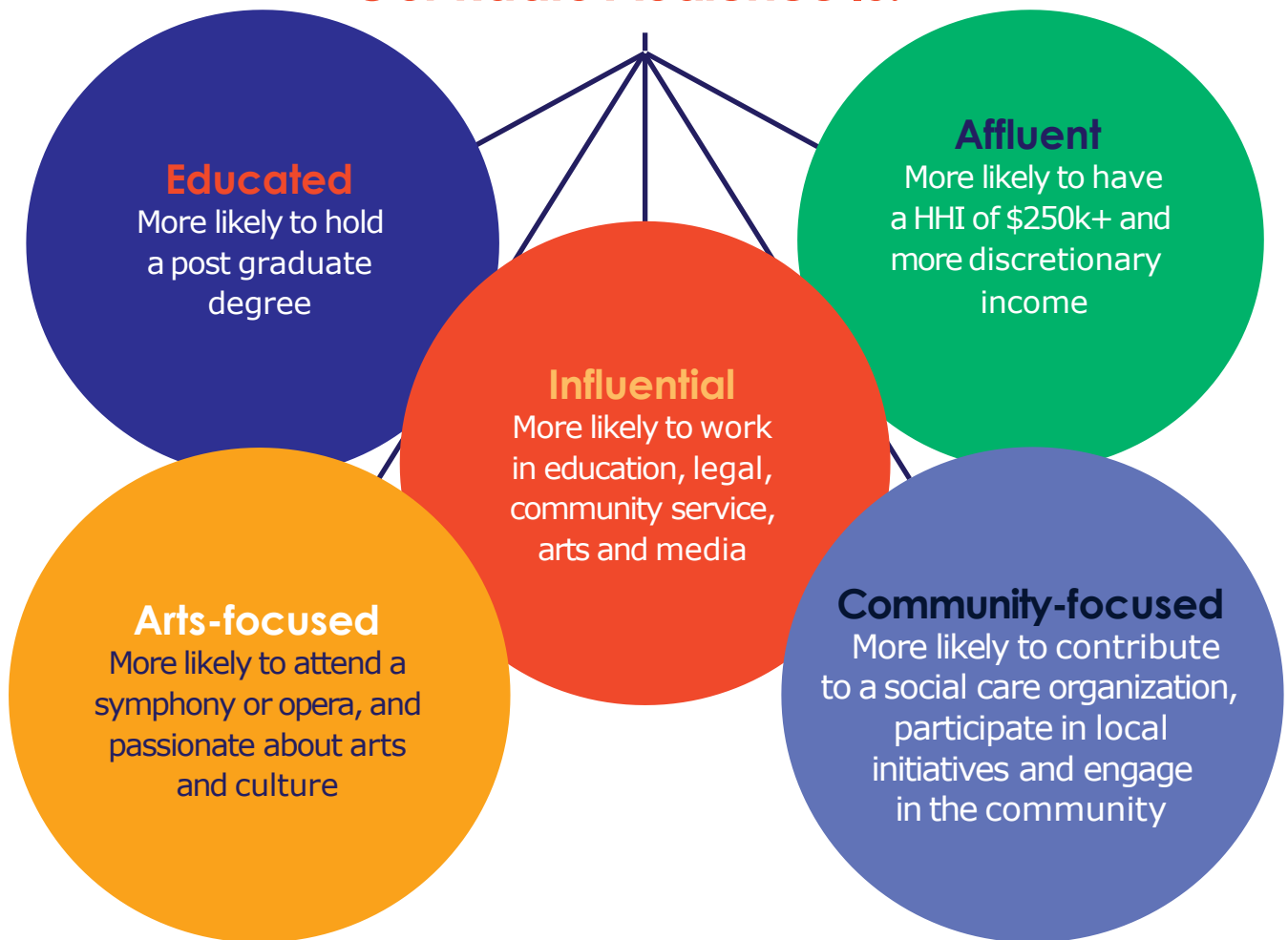
NEPM Reach



NEPM Radio



Our Radio Audience Is:



NEPM Radio

Total on-air listeners is
OVER 125,000

NPR listeners are 77% more likely than the average American to stream the radio online.

236,300 people stream NEPM every month from their laptop, mobile device and smart speakers.

88.5 NEPM is the #1 News Station in Western Mass. with all audiences in:

- Morning and Afternoon Drive
- Weekend Lifestyle
- and all week long

The Nielsen Company, Springfield MA, Sep25 Weekly Cume Persons, A12 includes Hartford and Berkshire Counties

the
fabulous
413




88.5
nepm



88.5 FM in Western Mass.
101.1 FM in North Adams
98.7 FM in Great Barrington
98.3 FM in Lee
106.1 FM in Pittsfield / Lenox
96.3 FM in Williamstown
640 AM in Western Mass.
WFCR 88.5 HD-1



Streaming on smart speakers, on the NEPM app, and at nepm.org.




classical
nepm



91.9 FM in Hampden County
89.3 FM in Hampshire County*
91.7 FM in Franklin County
89.5 FM in Southern Berkshire County
98.9 FM in Northern Berkshire County
WFCR 88.5 HD-2

Streaming on smart speakers, on the Classical NEPM app and at classicalnepm.org.

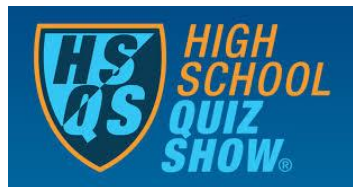
**When Amherst College student programming is not on the air.*

NEPM TV

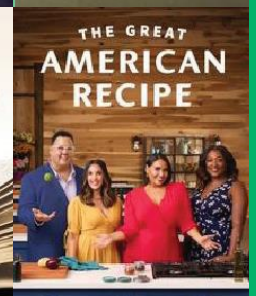
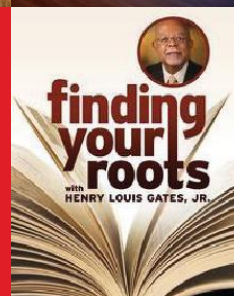
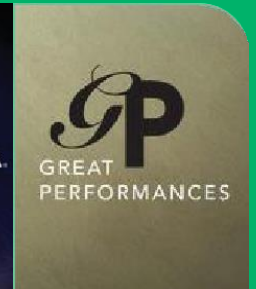
Partner With Award-Winning Local And National Content

Include NEPM Television in your media mix with high quality, award-winning PBS programming every week. Choose from news, nature, science, arts, culture, drama and children's shows to attract a wide, notable audience of viewers.

Now in its 65th season and airing Saturdays at 7p from January through June, and produced at the studios of Westfield State University, As Schools Match Wits delivers all the fun of the classic high school quiz-show and introduces a new generation of high-school students to one of the few public competitions of its kind.

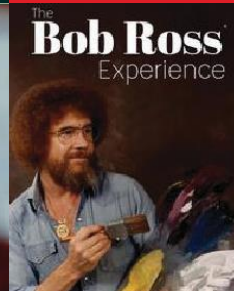


The Power of



For the 22nd year in a row, Americans ranked PBS and its Member Stations as #1 in public trust among a consideration set that included commercial cable and broadcast television, newspapers, streaming services, and others.

Source: YouGov, Jan 6-10, 2025



NEPM TV - WGBY57

PBS for Western Mass.

OVER 530,000

Reaching over 30% of Households in the Holyoke /Springfield DMA

Monthly TV Viewers

NEPM 57.1 HD
336,000 viewers/month



NEPM 57.4 Create
92,000 viewers/month



NEPM 57.2 World
68,000 viewers/month



NEPM 57.3 Kids
34,000 viewers/month



The Nielsen Company, Springfield MA, DEC25 Weekly Cume Total HH & Persons, A2+

74%
of Americans say PBS is the most trusted institution.

Source: From January 5-16, 2023, Marketing & Research Resources conducted an online survey of 1,022 adults ages 18+. The sample was weighted to be nationally representative of the U.S. population.

OPINION LEADERS WATCH PBS



PBS news and public affairs programming continues to be a trusted source for news and information that opinion leaders turn to on a regular basis. In fact, **5 of the top 10 most “credible” & 4 of the top 10 most “objective”** television sources watched by opinion leaders were pbs programs.

Source: erdos & morgan opinion leaders study, 2020

PBS stations reach more parents of young children on-air than any of the children’s TV networks over the course of a year.¹



59%

of all U.S. television households (or, over 136 million people) tune to PBS member stations over the course of a year.²

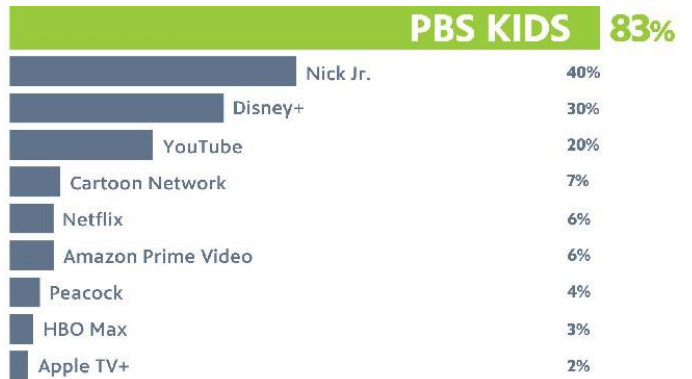
¹TV - Nielsen NPOWER, 9/25/23 - 9/22/24, L+7 P18+ M-Su 8P-11P average monthly reach, 1+ min., All PBS Stations; Owned Streaming



PBS KIDS is committed to making a positive impact on the lives of children through curriculum-based entertainment with positive role models and content designed to nurture a child's total well-being.



PBS KIDS named Most educational media brand.

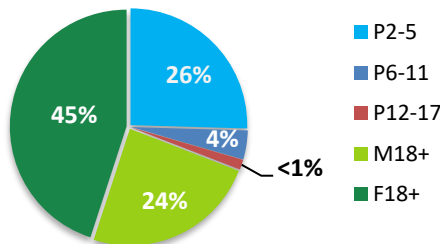


Graph indicates "most educational" and "second most educational."

Source: From January 5-16, 2023. Marketing & Research Resources conducted an online survey of 1,022 adults ages 18+. The sample was weighted to be nationally representative of the U.S. population.

Parents and caretakers watch PBS KIDS:

• **69%** of PBS KIDS viewers are adults**



PBS stations reach more Hispanic, Asian American, and American Indian children ages 2-8 than any of the children's TV networks in one year.

(Source: Nielsen NPOWER, 9/20/21 - 9/18/22, L+7 M-Su 6A-6A TP reach, K2-8, 50% unification, 1+ min., K2-8 Hispanic, Asian/Pacific Islander, American Indian/Alaska Native, All PBS Stations, children's cable TV networks.)



Sources: | **Nielsen NSI Live+7, WGBH M-F 6a-5p, Jan-Oct 2025 |

NEPM Digital

Engage Audiences With Strategic, Multi-Platform Placements

Complement your radio and television sponsorship packages to reach even more audiences online, at home and on the go, by including NEPM Digital ads in your marketing mix.

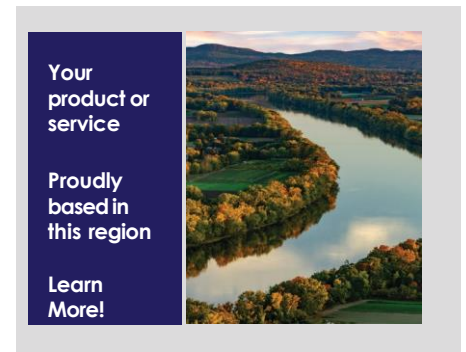


Radio streaming pre-roll messaging

Over 235,000 unique streaming sessions of NEPM content from smart speakers, and digital devices every month, providing another opportunity to reach an audience of tech savvy media consumers. Your pre-roll message plays each time a listener activates a streaming session on NEPM.

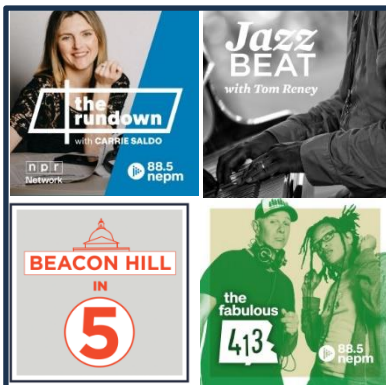
Digital ads

NEPM.org is a destination for local news and music, streaming our radio and TV platforms, virtual events and unique digital content. With over 40,000 loyal and engaged users each month, your digital messaging will stand out in a premium clutter-free news and streaming environment.



NEPM e-newsletters

Reach NEPM's most dedicated supporters in their inboxes with digital campaigns in one of three weekly emails reaching over 110,000 opt-in subscribers across western New England.



NEPM Podcasts

With over 40K streams monthly, NEPM Podcasts are a great way to reach an engaged audience of local listeners. NEPM produced podcasts include The Fabulous 413, The Rundown, Valley Voices, Beacon Hill in 5 and Jazz Beat.

Corporate Sponsorship

New England Public Media
44 Hampden Street
Springfield, MA 01103
Phone: 413-781-2801
Email: sponsorship@nepm.org