



Event Sponsorship Lecture and Reception Featuring: **NPR Correspondent Kelly McEvers**

Event Description

Held on August 25, 2014 in the auditorium of the Manchester University College of Pharmacy in Fort Wayne, this WBOI event will offer Northeast Indiana's public radio audience a unique opportunity to interact with award-winning NPR Correspondent Kelly McEvers and hear about her experiences covering events that have shaped our nation and the world.

A 5:30PM reception with cocktails and hors d'oeuvres will be followed at 6:30PM by McEvers' lecture and audience Q&A. McEvers will be available after her lecture for one-on-one interaction with audience members.

About Kelly McEvers

After many years in the Middle East covering Saudi Arabia, the Iraq War, and the Arab Spring, Kelly McEvers is back home and working as a national correspondent based at NPR West. She previously ran NPR's Beirut bureau, where she earned a George Foster Peabody award, an Alfred I. DuPont-Columbia award, a Gracie award, and an Overseas Press Club mention for her 2012 coverage of the Syrian conflict. She recently made a radio documentary about being a war correspondent with renowned radio producer Jay Allison of Transom.org.



Photo Credit: Glen Carey

Contributing Sponsorship

- Named as Contributing Sponsor in one quarter of broadcast and all print promotions (event promoted approximately 10 times per day, 7 days per week, for 4 weeks prior to the event)
 - These messages, concentrated on the peak listening times in WBOI's broadcast schedule, will reach an audience of **37,000+ listeners** across Northeast Indiana
- 300x250 web ad on WBOI.org starting 4 weeks prior to event
 - Home page and news stories on WBOI.org receive more than **10,700 pageviews** per month
- Introduced with contributing sponsors at event
 - Auditorium will seat up to **150 people**
- Recognized as contributing sponsor in lecture program

Contributing Sponsorship for NPR Speaker Reception and Lecture

Total Investment: \$500

260.918.1094

Peggy Gaylord
Director of Underwriting

pgaylord@npr.fm