WXXI PUBLIC MEDIA’S
GOOD GUIDE
Do well by doing good.

DISCOVER THE BENEFITS OF WXXI
CORPORATE SPONSORSHIP
Only a virtuous people are capable of freedom. Do well by doing good.

*Benjamin Franklin*
DIFFERENT
WXXI sponsor messages are distinctly different from the congested world of commercial advertising. And research shows sponsorship on our platforms works because of those distinctions, not in spite of them.

INFLUENTIAL
Our audiences are influential. They demonstrate uncommon engagement with their community, and drive social trends, influence mass opinion, and create word of mouth for ideas and products.

HALO EFFECT
Your brand will benefit from public media’s “halo effect” – the positive association and shared values that our audiences attribute to the companies that sponsor us. The unique corporate philanthropy/PR hybrid we offer translates into greater brand awareness, positive brand perceptions and increased brand consideration among listeners, viewers and media users.

UNCLUTTERED
With fewer non-programming minutes per hour than commercial networks, WXXI delivers your message in the program-rich, clutter-free environment that our audiences have come to expect and appreciate.

CATEGORY EXCLUSIVITY
Strategic sponsorship placement allows your message to stand out to our audiences.
There is something of yourself that you leave at every meeting with another person.

Fred Rogers
## STATIONS & SERVICES

We’ve got the goods.

<table>
<thead>
<tr>
<th>Station</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WXXI-TV</strong></td>
<td>PBS station and producer of local and national programs</td>
</tr>
<tr>
<td><strong>WXXI-CREATE</strong></td>
<td>Lifestyle programming (travel, cooking, how-to)</td>
</tr>
<tr>
<td><strong>WXXI-WORLD</strong></td>
<td>Current affairs and documentary programming from PBS</td>
</tr>
<tr>
<td><strong>WXXI-KIDS 24/7</strong></td>
<td>PBS KIDS programs 24-hours-a-day</td>
</tr>
<tr>
<td><strong>WXXI-AM 1370</strong></td>
<td>NPR station specializing in news and public affairs (HD 91.5-2)</td>
</tr>
<tr>
<td><strong>WXXI-FM 91.5</strong></td>
<td>Rochester’s premier classical radio station (HD 91.5-1)</td>
</tr>
<tr>
<td><strong>REACHOUT RADIO</strong></td>
<td>Radio-reading service for thousands with visual impairment</td>
</tr>
<tr>
<td><strong>WRUR-FM 88.5</strong></td>
<td>UofR partnership has NPR News and Adult Album Alternative music</td>
</tr>
<tr>
<td><strong>WXXY-FM 90.3</strong></td>
<td>News and classical radio station for Houghton</td>
</tr>
<tr>
<td><strong>WITH-FM 90.1</strong></td>
<td>Provides AAA music and news to the Ithaca region</td>
</tr>
<tr>
<td><strong>WEOS-FM 89.5</strong></td>
<td>Provides NPR music and news as well as AAA music to the Geneva area</td>
</tr>
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### Radio Services

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<tr>
<td><strong>WEOS 89.5</strong></td>
<td>Classical 91.5 Radio Services</td>
</tr>
<tr>
<td><strong>WITH 90.1</strong></td>
<td>Classical 91.5 Radio Services</td>
</tr>
<tr>
<td><strong>WXXY 90.3</strong></td>
<td>Classical 91.5 Radio Services</td>
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<tr>
<td><strong>AM 1370</strong></td>
<td>Classical 91.5 Radio Services</td>
</tr>
<tr>
<td><strong>WRUR 88.5</strong></td>
<td>A mixed service providing largely classical music and NPR news and information.</td>
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### Website

- **WXXI.org**
- **WXXI App**
- **E-Newsletters**
- **Live Streams**
- **Podcasts**

- **Site including live streaming, podcasts, and on-demand programs**
- **Smartphone app with news, program highlights, and audio streams**
- **Targeted digital communications including news, music, and education**
- **Access WXXI content on the web and mobile devices**
- **Audio downloads of WXXI productions like Connections and Exit**

### Little Theatre

Rochester’s historic theatre has independent film, music, café, and gallery.

### Program Guide

Monthly printed magazine with articles, news, and program listings.

### Station Coverage Map

- **Television Coverage**: WXXI-TV, WXXI-CREATE, WXXI-WORLD, WXXI-KIDS
- **Radio Coverage**
  - AM 1370
  - WXXY 90.3
  - WITH 90.1
  - FM 91.5
  - WRUR 88.5
  - WEOS 89.5

Note: This map is only representational of WXXI’s signals. Due to analysis of WXXI’s signal pattern coverage, please visit WXXI.org or call our Engineering Department at: (585) 258-0281.
Whether your business wants to target key demographics or build regional awareness of its brand, sponsorship of WXXI Public Media and The Little Theatre can help you do it.

**AS GOOD AS IT GETS**

- **619,500** monthly viewers
- **213,900** weekly listeners
- **128,000** theatre visitors including 36,000 café patrons in 2018
- **WXXI + TheLittle** 3,960,488 web visits, 71,763 Facebook & 115,850 Twitter followers

SOURCE: Scarborough Research TSA Cume Persons 18+ M-Su 4a-12mid Jan 2018-Mar 2019
Join a thriving community where innovative, successful organizations merge with engaged, authentic audiences – who are all committed to the greater good.

**EDUCATED**
- NPR News listeners are 240% more likely to have a post-graduate degree than are all American adults
- Five out of the top 10 most “credible” TV sources that reach most opinion leaders were PBS programs

**INFLUENTIAL**
- Nearly 32% of the WXXI audience can be defined as opinion leaders, and PBS was #2 among the top 10 TV networks watched by them
- NPR listeners are 235% more likely to have been a member of a group that tries to influence public policy

**AFFLUENT**
- 131% more likely to have an individual income of $75,000 or more
- 161% more likely to have a HHI of $250,000 or more
- PBS Affulents rank #1 in home and garden, and use of financial services over the past 12 months

**CULTURAL**
- The WXXI audience is 66% more likely to contribute to arts/cultural organizations
- WXXI Classical listeners are 159% more likely to visit a museum
- WXXI-TV viewers were nearly twice as likely to travel outside the U.S. in the past twelve months

**COMMUNITY-MINDED**
- WXXI Classical listeners are 164% more likely to regularly buy products that are good for the environment
- NPR listeners are 120% more likely to have served on a committee for some local organization
- PBS NewsHour viewers are twice (2x) as likely to be involved with civic engagement

**OUR AUDIENCES ARE**

We can’t expect the world to get better by itself. We have to create something we can leave the next generation.

Gwen Ifill
WHETHER IT’S AN NPR DRIVEWAY MOMENT OR A MUSICAL DISCOVERY, IT’S GOOD TO HEAR THE DIVERSITY OF VOICES & FORMATS ACROSS WXXI’S RADIO SERVICES

NPR NEWS & TALK

**WXXI NEWS**

AM1370, WXXINEWS.ORG

At a time when news services are more fragmented than ever, WXXI News presents trusted and balanced local reporting plus NPR coverage on national and global issues. WXXI’s award-winning news team provides all sides of the story, not just one you agree with.

DIFFERENT RADIO

**WRUR88.5**

WRUR-FM, WRUR.ORG

WRUR brings an eclectic mix of adult alternative music ranging from singer-songwriters to folk, to blues. “Different Radio” also includes live in-studio performances, and select NPR simulcasts like Morning Edition, All Things Considered, and Connections with Evan Dawson.

CLASSICAL MUSIC

**Classical 91.5**

WXXI-FM, CLASSICAL915.ORG

The most listened-to classical music station in Rochester is also one of the most listened-to public classical stations in the country. Classical 91.5’s local productions include Backstage Pass and With Heart and Voice.

FINGER LAKES FAVORITES

**WEOS-FM 89.5 (GENEVA) & WITH-FM 90.1 (ITHACA)**

In a partnership with Hobart and William Smith Colleges, WXXI brings news and music to the Finger Lakes region. WEOS 89.5 from Geneva provides the best in NPR programming as well as local news reporting and Connections with Evan Dawson while WITH 90.1 in Ithaca plays a “Different Radio” music mix.

TALK THE TALK

One of the most popular radio talk shows in the region, Connections can be heard on AM1370, WRUR, and WITH – plus podcasts of each episode.
The average WXXI News listener spends 7 hours with WXXI each week.

- 86% of listeners consider public radio “personally important” to them.
- 83% of listeners take action in response to an NPR sponsorship message.
- 87% of listeners discuss content with friends, family and colleagues.

58% of listeners spend more time with WXXI News than any other radio station.
The average **WRUR** listener spends **4 hours and 45 minutes** with WRUR each week

**30%** of listeners spend more time with WRUR than any other radio station

The average **WXXI Classical** listener spends **5 hours and 15 minutes** with WXXI each week

**46%** of listeners spend more time with Classical 91.5 than any other radio station

- **70%** of listeners prefer to purchase products and services from public radio supporters
- **71%** of listeners hold a more positive opinion of a company that supports NPR
- **56%** of listeners find NPR sponsors to be more credible companies

**MAKES A GOOD FIT**

If we marry educational technology with quality, enriching content, that’s a circle of win.

LeVar Burton
A vast majority of consumers are likely to switch from one brand to another, given about the same price/quality, if the other brand is associated with a good cause.

Source: Cone Communications Social Impact Study

PBS is #1 in public trust among national institutions

82% of all households watch PBS

70% of viewers say PBS sponsors are high quality brands

PBS sponsors benefit from being on our air

71% say companies who sponsor PBS provide a valuable public service

68% agree that sponsors are committed to quality & excellence

68% say PBS sponsors are committed to education

64% agree that PBS sponsor messages are seen as different & better

55% say that companies that sponsor PBS are industry leaders

UNDUPLICATED AUDIENCE

PBS viewers are selective and loyal – most count on PBS to be their source for news, education, and entertainment.

Of viewers who tune-in to PBS:

- 82% do not watch A&E
- 84% do not watch CNN
- 89% do not watch MSNBC
- 92% do not watch BBC America
- 79% do not watch Discovery
- 73% do not watch History
- 79% do not watch AMC

Source: Nielsen NPower, May 2014, 6 minute qualifier

Find something you’re passionate about and keep tremendously interested in it.

Julia Child
**EDUCATIONAL RESOURCES | TELEVISION**

**Kids 67%**

More than TWO-THIRDS of all kids ages 2-8 watch PBS

*Nielsen Npower, 9/21/15-9/18/16*

**AUDIENCE**
Parents watch PBS KIDS with their kids
- Adults make up 40% of the PBS KIDS viewing audience
- The majority of those adults watching PBS KIDS are women, aged 18-49
- PBS stations reach more children ages 2-8 than any other children's TV network

**IMAGE**
Parents trust, value & are loyal to PBS KIDS
- Two-thirds of parents say they pay attention to the sponsor messages on PBS KIDS
- Parents hold companies that sponsor PBS KIDS in high regard: Parents respect PBS KIDS sponsors and believe they are exceptional and trustworthy
- Parents appreciate companies that sponsor PBS KIDS because they value PBS KIDS

**PARENTS RATE PBS KIDS**
Most educational media brand*

**PBS KIDS 66%**

*Which network do you believe is the most educational for children?*

- Disney Channel 8%
- Universal Kids 7%
- Disney Junior 6%
- Nickelodeon 6%
- Nick Jr. 5%
- Cartoon Network 2%

**PREPARES KIDS FOR SCHOOL SUCCESS***

*Which network best prepares children for success in school?*

<table>
<thead>
<tr>
<th>Network</th>
<th>%</th>
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<tbody>
<tr>
<td>Nickelodeon</td>
<td>48%</td>
</tr>
<tr>
<td>Disney Channel</td>
<td>57%</td>
</tr>
<tr>
<td>Universal Kids</td>
<td>59%</td>
</tr>
<tr>
<td>Nick Jr.</td>
<td>60%</td>
</tr>
<tr>
<td>Disney Junior</td>
<td>65%</td>
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</table>

PBS KIDS 83%

* Marketing & Research Resources, Inc. (M&RR) fielded 14 questions via an online survey during the window of January 3-8, 2019. The survey was conducted among a sample of 1,012 adults ages 18+, 490 men and 525 women. The results are weighted to be nationally representative of the US adult population. Results presented throughout are for all respondents, unless otherwise noted.*
The best nourishment for any soul is to create your own risks.

Jim Lehrer
Have it on good authority.

FROM THE STORIES YOU SEE TO THE PEOPLE YOU HEAR, WXXI PROGRAMMING IS AS GOOD AS IT GETS.

GO PUBLIC WITH WXXI TV AND DISCOVER THE SHOWS YOUR CUSTOMERS LOVE!

TELEVISION PROGRAMMING from PBS and WXXI provide an engaging window to the world.

Masterpiece and more timeless dramas to relish

NOVA and more earth science to uncover

Nature and more of the living planet to explore

Daniel Tiger and more safe, trusted kids learning

PBS NewsHour and more in-depth public affairs insight

Arts InFocus and more inspiration for creativity

Finding Your Roots and more self discovery and growth

Second Opinion and more ways to a healthier lifestyle
"A hidden gem in plain sight."

For 90 years, the Little Theatre has been an East End icon and the home to independent and foreign films.
It’s rare to meet a 90-year-old innovator, but The Little is changing how we experience movies. With post-screening Q&As, director/producer Skypes, and local community panels, filmgoing has never been more interactive and interesting. Plus with five theatres and 35mm capability, our offerings have a broad reach. Aside from the best independent movies available, The Little creates specialty film series, screens live theatre productions, world-class opera performances, and exclusive music concerts streamed to screen.

Local beer, wine, and a varied menu makes the Little Café the place to meet for a drink and a bite before and after a film.

With nightly music ranging from jazz to folk to blues, the Café is the favorite East End spot for both patrons and performers.

The Little experience includes an art gallery with month-long showcases of creativity by accomplished local artists.

In addition to nightly music in the Café, the historic Little Theatre 1 is host to international performers as well as legendary local bands. Kaki King, Alejandro Escovedo, Joe Louis Walker, Shemekia Copeland, Danielle Ponder, and countless others have graced the stage as part of The Little Concert Series. The Little Theatre is also an official venue for the Rochester International Jazz Festival.

Evolving from the monthly One Take series, The Little’s One Take Film Festival has become one of the nation’s leading-edge documentary film festivals. The four-day celebration brings together filmmakers and filmgoers from around the globe and includes events such as film/food pairings, live music-to-screen scores, specialty seminars, director Q&As, virtual reality, and hip after-parties. Needless to say, sponsor visibility and perks abound!

The Little is also the preferred host for many diverse regional film festivals. Image Out, High Falls Film Festival, Rochester Film Festival, and Polish Film Festival among others call The Little their home.
You’ll hit gold more often if you simply try out a lot of things.

Ira Glass
Create a customized sponsorship campaign across multiple platforms

We’ll work with you to identify strategies that will support your business goals and connect you with your target audiences.

**ASK US ABOUT OUR WIDE RANGE OF GOODS**

**BROADCAST**
15-second messages written and designed in an objective and direct style and voiced by station talent. Our public announcements of your financial support will resonate with our audiences.

**IN A GOOD PLACE**

**DIGITAL & PRINT**
Our sponsors have a unique opportunity to interact directly with our loyal media users across our digital and print platforms, including websites, streaming services, e-newsletters, apps, Program Guide and event guides.

**EVENTS**
Build brand reputation and increase visibility of your work and commitment to Greater Rochester through event sponsorship, including WXXI’s Open House, pledge events, film festivals, VIP screenings, and much more.

**LITTLE THEATRE**
From screen advertisements to sponsorship of film festivals and staples like the Little Concert Series, we offer a spectrum of experiential marketing opportunities that put your brand in front of our captive and devoted audiences.
Just keep doing your best and never let a bad day make you feel bad about yourself.

*Big Bird*
Mission: WXXI is the essential, life-long educational public media resource that engages, inspires and strengthens our community.

WXXI CORPORATE SPONSORSHIP
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