

WXXI



THE LITTLE

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



”

WHY



WXXI

What makes us so **good** for you?
It's a little bit of everything.

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.



TELEVISION

The same smart, safe, trusted PBS that you grew up with.



RADIO

From news to music to stories you can't turn off, this is NPR.



DIGITAL

With so many places to visit & share, trust WXXI to lead the way.



FILM

We bring to the big screen what we bring to the small screen.



“

There is something of
yourself that you leave
at every meeting with
another person.

Fred Rogers



”

STATIONS & SERVICES TO SPONSOR

We've got the **goods**.



WXXI-TV
WXXI-CREATE
WXXI-WORLD
WXXI-KIDS 24/7

PBS station and producer of local and national programs
Lifestyle programming (travel, cooking, how-to)
Current affairs and documentary programming from PBS
PBS KIDS programs 24-hours-a-day



WXXI-AM 1370
WXXI-FM 91.5
REACHOUT RADIO
WRUR-FM 88.5
WXXY-FM 90.3
WITH-FM 90.1
WEOS-FM 89.5

NPR station specializing in news and public affairs (HD 91.5-2)
Rochester's premier classical radio station (HD 91.5-1)
Radio-reading service for thousands with visual impairment
UofR partnership has NPR News and Adult Album Alternative music
News and classical radio station for Houghton
Provides AAA music and news to the Ithaca region
Provides NPR and local news as well as AAA music to the Geneva area



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 *Exited*

PROGRAM GUIDE

Monthly printed magazine with articles, news, and program listings

LITTLE THEATRE

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

TELEVISION COVERAGE



WXXI-TV, WXXI-CREATE, WXXI-WORLD, WXXI-KIDS

RADIO COVERAGE



AM 1370

FM 91.5

WXXY 90.3

WRUR 88.5

WITH 90.1

WEOS 89.5



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.



**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**

**AS GOOD
AS IT GETS**



Join a thriving community where innovative, successful organizations merge with engaged, authentic audiences – who are all committed to the greater **good.**

OUR AUDIENCES ARE

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 Affluents 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

SOURCES: GfK MRI Doublebase 2016, Base: Total U.S. Adults | Nielsen NPOWER, NTI 13-14 season | 2015 Erdos & Morgan Opinion Leaders Study | The Media Audit for Rochester, NY - Winter 2016 Release | Knowledge Networks, Public Radio Underwriting Survey, Feb. 2011. Among 45-64 year olds who listen to public radio (n=326). | Erdos & Morgan Opinion Leaders 2017 / A National Study of Contemporary Issue Involvement & Media Influence syndicated survey | 2017 Ipsos Affluent Survey, USA. Adults 18+ with \$125k+ HHI, N=22,449



“

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

n p r

Go Public.

WXXI RADIO FOR ALL

160,000 PEOPLE IN OUR
REGION LISTEN TO ONE
OF OUR RADIO SERVICES



Radio Six-Pack! Based on average daily listenership in the Rochester DMA in Spring 2019 (Source: Nielsen Scarborough Research)

NPR NEWS & TALK

WXXI NEWS

AM 1370, WXXI NEWS.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

WRUR 88.5

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.

MEANINGFUL ENGAGEMENT RADIO

The average
WXXI News
listener spends
7 hours with
WXXI each week

58% of listeners spend more time with
WXXI News than any other radio station

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

**FOR GOOD
MEASURE**

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**

SOURCES: GfK MRI Doublebase 2016, Base: Total U.S. Adults | Nielsen NPOWER, NTI 13-14 season | 2015 Erdos & Morgan Opinion Leaders Study | The Media Audit for Rochester, NY - Winter 2016 Release | Knowledge Networks, Public Radio Underwriting Survey, Feb. 2011. Among 45-64 year olds who listen to public radio (n=326). Lightspeed Research, State of Sponsorship Survey, March 2017; *NPR Impact Study, NPR Listens, January 2017 | Nielsen, Spring and Fall 2017 Books, Time Spent Listening



“

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

LeVar Burton



”

TRUSTED PARTNERS TELEVISION

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

#1

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 service¹



68%

agree that sponsors are committed to quality & excellence¹



68%

say PBS sponsors are committed to education¹



64%

agree that PBS sponsor messages are seen as different & better¹



55%

say that companies that sponsor PBS are industry leaders¹

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

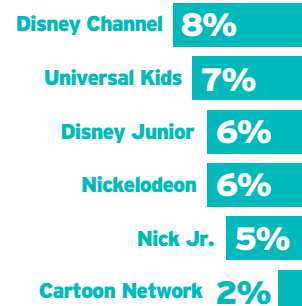
- Two-thirds of parents say they pay attention to the sponsor messages on PBS KIDS
- Parents hold companies that sponsor PBS KIDS in high regard: Parents respect PBS KIDS sponsors and believe they are exceptional and trustworthy
- Parents appreciate companies that sponsor PBS KIDS because they value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

PARENTS RATE PBS KIDS MOST EDUCATIONAL MEDIA BRAND*

PBS KIDS 66%



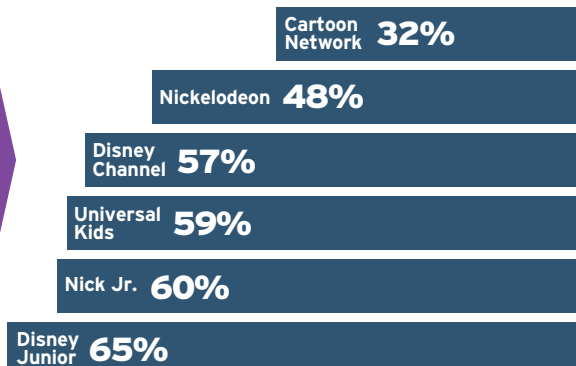
Which network do you believe is the most educational for children?



PREPARES KIDS FOR SCHOOL SUCCESS*

Which network best prepares children for success in school?

Graph indicates "strongly agree" and "agree"



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 1,015 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!



Masterpiece
and *more*
timeless dramas
to relish



NOVA
and *more* earth
science to
uncover



Nature
and *more* of the
living planet
to explore



Arts InFocus
and *more*
inspiration for
creativity



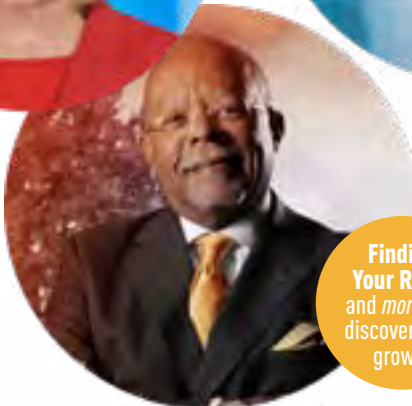
Daniel Tiger
and *more* safe,
trusted kids
learning



PBS NewsHour
and *more* in-depth
public affairs
insight



Second Opinion
and *more* ways
to a healthier
lifestyle



**Finding
Your Roots**
and *more* self
discovery and
growth

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



PBS



WORLD

WXXI Kids 24/7



”

IT'S A LOCAL TREASURE.

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.

REINVENTING FILMGOING

THE LITTLE EXPERIENCE



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.

LITTLE CAFÉ

If an active and ardent movie audience isn't enough, The Little Café brings diverse groups together with fantastic food, marvelous music, and amazing art.



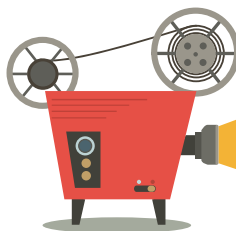
Local beer, wine, and a varied menu makes the Little Café the place to meet for a drink and a bite before and after a film.



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.



Annual
128K Theatre
Visitors

LIVE MUSIC

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.



FIRST IN FILM FESTS



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



”



ASK US
ABOUT
OUR WIDE
RANGE OF
GOODS

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.

• IN A **GOOD** PLACE

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.

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



”

DO WELL BY DOING GOOD.



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

WXXI

WXXI-TV

WXXI-CREATE

WXXI-WORLD

WXXI-KIDS 24/7

WXXI-AM 1370

CLASSICAL 91.5

WRUR-88.5

WITH-90.1 (ITHACA)

WEOS-89.5 (GENEVA)

WXXY-90.3 (HOUGHTON)

REACHOUT RADIO

THE LITTLE THEATRE

**Go
Public**

WXXI CORPORATE SPONSORSHIP

WXXI Public Media

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Rochester, NY 14614

(585) 258-0282 | sponsorship@wxxi.org



wxxi.org