

WXXI

Public Media



THE **LITTLE** | *City*



TELEVISION



RADIO



DIGITAL



PRINT



CINEMA



EVENTS

**Discover the benefits
of WXXI Corporate
Sponsorship**

WHY WXXI



Customized sponsorships that support your goals

- **Program sponsorships:**
Align your brand with specific programs and engage local audiences.
- **Genre sponsorships:**
Focus on audiences with a passion for the arts, cooking, news, drama, or kids' programming.
- **Run-of-schedule sponsorships:**
Broaden your reach with a sponsorship that spans interest areas.

What makes us your **best** choice?
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.

OUR PLATFORMS

Across platforms, our corporate sponsors support our ability to bring high-quality information and artistic expression to communities and citizens across the region.



WXXI is a PBS member station, serving the region with quality, trusted programming and services — using media to educate, inspire, entertain and express a diversity of perspectives.



WXXI News (Rochester) and WEOS Finger Lakes Public Radio (Geneva) are the region's premier public radio stations, sharing NPR News programming and flagship original programs like *Connections with Evan Dawson*.



One of the nation's most listened-to classical music stations, WXXI Classical provides a selection of curated music from local hosts, along with broadcasts of national and regional performances.



In partnership with the University of Rochester (WRUR) and Hobart & William Smith Colleges (WITH), The Route offers a wide-ranging variety of music that reflects the communities we serve.



With five theatres screening the best independent films, plus community talk-backs and live, local music, the Little Theatre is the premier cultural center for the Greater Rochester Area.



CITY highlights the very best of art, music, and culture in its monthly magazine, at its events, inside in-boxes, and every day online.

COMMON THREADS

Our audiences are curious, intelligent and invested in quality content and programming. They value what we offer and prefer to do business with our sponsors.



EDUCATED

Over seven in ten **NPR News** listeners have at least a bachelor's degree, compared to only 35% of the U.S. population.



AFFLUENT

WXXI primetime television viewers are more than twice as likely to have household incomes exceeding \$250K.



INFLUENTIAL

NPR reaches one of the highest concentrations of key community leaders in all of media.



CULTURED

WXXI Classical listeners are 67% more likely to have attended an art museum in the past 12 months.



ENGAGED

WXXI News listeners are 40% more likely to have served as an officer or committee member for a club or local organization in the past 12 months.



CONSCIENTIOUS

Listeners of **The Route** are seven times more likely to donate money or time to environmental causes than the average Rochester adult.



ADVENTUROUS

Adult viewers of **WXXI Kids** are nearly twice as likely to be planning an adventure-oriented vacation for the coming year.

SOURCES

MRI-Simmons Doublebase Fall 2023, among custom NPR News audience Base: Total U.S. Adults;
Nielsen Scarborough, Rochester, NY 2024 – Jan-Dec 2023 Base: Total Rochester Adults.

OUR PEOPLE

Your Future Customers

Reach thousands of influential people throughout the day with a custom multiplatform sponsorship package.



185,000

weekly television viewers

115,000

weekly radio listeners

103,000

unique magazine readers (print version)

150,000

annual theatre visitors

Our members.

Member support helps to keep rigorous journalism, inspiring storytelling, and extraordinary music free and accessible to all in our region.

We can introduce you to these incredible people.

WXXI: 24,000+

The Little: 3,300+

SOURCES

Television: Nielsen Scarborough PRIMELingo Rochester, NY 2024 Release 1 (Jan-Jul 2023/Jul-Dec 2023); Radio: Nielsen Data Spring 2024, Rochester, NY; Cinema: Theatre box office estimates July 2023-June 2024; Print: 2.2 readers-per-copy estimate, Oct. 2024; Digital: Google Analytics.

Media builds brand awareness. Public media builds brand loyalty.

That's because public media programming is personally important to our audiences. They're more likely to consider our sponsors when making purchasing decisions because they trust and value what we do. Sponsorship reinforces your brand's integrity while supporting a local nonprofit which empowers communities through transformative media.



84%
of NPR listeners
take action
in response
to something
heard on NPR

72%
of NPR listeners
hold a more
positive opinion
of companies
that support NPR

78%
of NPR listeners
consider NPR
“personally
important” to
them

MEDIA BUILDS BRAND AWARENESS

Let's Make a Difference, **Together.**



**morning
edition**

**FRESH
AIR**

**ALL
THINGS
CONSIDERED**

1A

STEVE INSKEEP, MORNING EDITION



JUANA SUMMERS, ALL THINGS CONSIDERED



TERRY GROSS, FRESH AIR

3 out of 4
listeners
say that

TRUST

is the main
reason they
listen to
public radio



Public Media builds brand **loyalty**.

finding your roots
with HENRY LOUIS GATES, JR.

PBS NEWS HOUR

THE KEN BURNS COLLECTION

HENRY LOUIS GATES JR., FINDING YOUR ROOTS

AMNA NAWAZ, PBS NEWS HOUR

KEN BURNS, FILMMAKER

CARL, CARL THE COLLECTOR

Viewers name PBS **MOST TRUSTED** institution 21 years running

For 21 consecutive years, a national study has rated PBS as the most-trusted institution in America. When asked which networks they trust most when it comes to news and public affairs programming, respondents ranked PBS #1, ahead of major broadcast and cable news networks. PBS is considered a non-partisan source of news and information while PBS KIDS is a trusted learning environment that helps prepare children for success in school.



58%
of PBS viewers agree that sponsors are committed to quality & excellence

70%
of viewers say that PBS sponsors are high quality brands

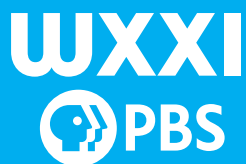
61%
of PBS viewers agree that PBS sponsor messages are seen as different & better

SOURCES

Kantar, NPR State of Sponsorship Survey, June 2023; Commercialism Research, City Square Associates, 2016 & 2019; PBS Sponsorship Study: Audience Attitudes & Behaviors, City Square Associates, March 2015; Public Radio - Jacobs Media, Public Radio Tech Survey 2021; PBS - Marketing & Research Resources, Inc. (Proof Insights), January 2024.

With four unique channels available via broadcast & live stream, plus on-demand viewing, we can connect your brand with consumers who are hard to reach elsewhere.

Our Television



In partnership with PBS, **WXXI-TV** serves audiences of all backgrounds, ages, and abilities with high-caliber programming. We draw viewers in with compelling content built to spark curiosity and deepen understanding of our world.

TV 21.1 / Spectrum Cable 11 & 1221 / Stream: WXXI.org & WXXI App



Devoted to telling stories that humanize complex issues, **WORLD** shares the best of public media in news, documentaries, and informational programming that helps us understand conflicts, movements and cultures.

TV 21.2 / Spectrum Cable 1275 / Stream: WXXI.org & WXXI App



Often called “do-it-yourself” or DIY, the program genres seen on **Create** includes viewers’ favorite public television series and specials on food, travel, home & garden, arts & crafts, fitness and other lifestyle interests.

TV 21.3 / Spectrum Cable 1276 / Stream: WXXI.org & WXXI App



As the number one educational media brand for kids, PBS KIDS helps children ages 2 to 8 learn lessons that last a lifetime.



PBS KIDS, the number one educational media brand for kids, offers children ages 2-8 the opportunity to explore new ideas and new worlds through television, digital media and community-based programs.

PBS KIDS & WXXI Education support the ecosystem in which our children learn, including their teachers, parents and community.

TV 21.4 / Spectrum Cable 1277 / Stream: WXXI.org & WXXI App

WXXI Education

WXXI Education is focused on creating and sharing anytime, anywhere learning resources to support educators and families.



Whether listening live or streaming, WXXI provides four unique services that serve Rochester and the Finger Lakes region, whether you're a news junkie, music lover, or a bit of both!

Our Radio



Locally made.
Regionally relevant.

WXXI NEWS 1030

WXXI News presents a trusted source of local reporting, plus NPR and BBC with coverage of national and global issues.

FINGER LAKES PUBLIC RADIO | WEOS 89.5 FM | NPR GENEVA

WEOS is an NPR news, information, and music station. Located in Geneva, WEOS serves the Finger Lakes region of upstate New York.

WXXI Classical

WXXI Classical is the region's only classical music station, offering engaging local hosts, arts features, and concerts from around the world.



The Route is your guide for discovering new artists in rock, blues, roots, and folk music from Rochester to the Finger Lakes.

OUR LISTENERS WILL ALSO ENGAGE WITH YOUR BRAND MESSAGE VIA OUR LIVE STREAMS!



A live interview and call-in program, ***Connections with Evan Dawson*** focuses on news, arts, and trends that directly connect with and shape the lives of listeners in the Rochester and Finger Lakes regions. *Connections with Evan Dawson* now also streams live weekdays on WXXI's YouTube channel and each episode is available as a Podcast. *Connections* continues to span a wide range of issues. It is essentially a local town square.



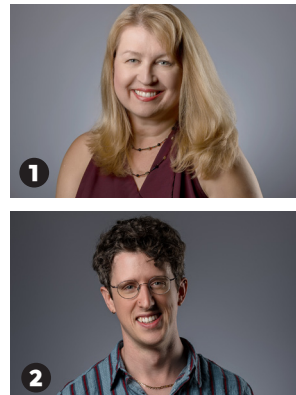
Hosted by WXXI Classical's Mona Seghatoleslami, ***Live from Hochstein*** presents performances by the finest artists of the Rochester region, in live broadcast series.



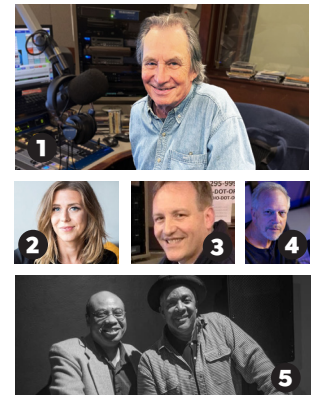
On ***Afternoons with Hannah***, host Hannah Maier introduces listeners to a mix of rock, folk, and acoustic music, often with in-studio guest performances.



1. WXXI Education Reporter, Racquel Stephen; 2. WXXI Morning Edition Host, Beth Adams; 3. WXXI All Things Considered Host, Alex Crichton; 4. WXXI Weekend Edition Host, Jasmin Singer; 5. WXXI News Reporter, Gino Fanelli



1. WXXI Classical Morning Host, Brenda Tremblay; 2. WXXI Classical Afternoon Host, Steve Johnson



1. Scott Regan, *Open Tunings*; 2. Raina Douris, *World Cafe*; 3. Mike Murray, *The Route*; 4. Nick Spitzer, *American Routes*; 5. Scott Wallace & Doug Curry, *The Route*

RadioBroadcast Reach



Note: This map is representational of WXXI's radio signals. Patterns may vary due to night pattern and strength, as well as terrain variances.

Radio Services

-  WXXI News 105.9 FM (Local News, NPR, and talk)
-  WXXI News AM1370 (Local News, NPR, and talk)
-  WXXI Classical 91.5 FM (Classical music)
-  The Route | WRUR 88.5 FM (Rochester / Adult Alternative music)
-  The Route | WITH 90.1 FM (Ithaca / Adult Alternative music)
-  WEOS 89.5 FM (Geneva / NPR News and talk)
-  WXXY 90.3 FM (Houghton / NPR News and Classical music)

WXXI News, WXXI Classical,
The Route and WEOS are
available on the WXXI App.

Television Broadcast Reach



Note: This map is representational of WXXI's television signals. Patterns may vary due to antenna strength, terrain variances, and cable penetration.

Television Services

WXXI-TV Cable 11 & 1221 | DT 21.1 (PBS shows for kids & adults plus WXXI local content)

WXXI World Cable 1275 | DT 21.2 (Current affairs & documentary programs from PBS)

WXXI Create Cable 1276 | DT 21.3 (Lifestyle, cooking, and how-to programs from PBS)

WXXI Kids 24/7 Cable 1277 | DT 21.4 (Providing PBS Kids programming 24 hours a day)

All of WXXI's TV channels
also stream live at WXXI.org
and on the free WXXI App.



A PREMIER CULTURAL CENTER

For 95 years, the Little Theatre has been a Rochester icon and the home of independent and foreign films.

Big Opportunities at The Little

The Little Theatre has changed how audiences experience movies. With post-screening Q&As, director/producer conversations, and local community panels, filmgoing has never been more interactive and interesting – for movie-lovers and sponsors alike!

Aside from the best independent movies available, The Little hosts nightly live music in The Little Café, presents local art exhibitions, and a host of regional film festivals – drawing thousands of tastemakers to the space each week. Through artistic and educational events, The Little provides local filmmakers and artists a place to share their works with curious audiences.

We offer brands opportunities to reach affluent, educated, and influential adults within this elevated cinema environment. From videos and digital slides during the pre-show experience, to immersive off-screen lobby experiences, our range of marketing elements helps organizations of all types get noticed.

In the past year, The Little:

- Screened 262 unique films
- Held 2,447 screenings
- Offered 296 nights of live music
- Welcomed 50,000 unique visitors to the theatre

Marketing options include:

- Screen advertising (video & slides)
- Film series & festival sponsorships
- Event sponsorships
- In-lobby experiences
- Branded concessions
- Private events



BLACK
CINEMA
SERIES



WXXI
Classical
presents



The Little
Concert
Series



Big Opportunities Everywhere

Your one-stop shop for multimedia marketing

Drive demand for your products and services through a partnership with a family of trusted brands. We offer an uncluttered media environment with category exclusivity to help you stand out.

Audio

Connect with listeners as they tune in to WXXI throughout the day.

WXXI News NPR: WXXI FM 105.9 | AM 1370
WXXI Classical: WXXO FM 91.5 | WXXY FM 90.3
The Route: WRUR FM 88.5 (Rochester) WITH FM 90.1 (Ithaca)
Finger Lakes Public Radio: WEOS FM 89.5 (Geneva)
+ live streams & on-demand content

Video

Align with public media stories worth watching on TV and online.

WXXI PBS: WXXI Cable 1221 / DT21.1 | SD Ch. 11
WXXI PBS Kids 24/7: Cable 1277 / DT21.4
WXXI Create: Cable 1276 / DT21.3
WXXI World: Cable 1275 / DT21.2
+ live streams & on-demand content

Display

Be seen in a brand-safe, uncluttered environment across our websites and other digital products.

WXXI.org WITHRadio.org WRUR.org
WXXINews.org WEOS.org WXXIClassical.org
TheLittle.org + e-Newsletters

Cinema

Reach theatre-goers during our pre-movie experience.

The Little Theatre
+ video/screen advertising, series sponsorships, and more

Events & Experiential

Connect with audiences in-person or virtually.

WXXI / The Little Theatre

CITY Magazine

Connect your brand with the arts, life, and culture that makes our city so vibrant.

CITY Magazine / CITY Events
RocCITYMag.com / CITY Social

MORE INFO: roccitymag.com/ads



MISSION

WXXI is the essential public media resource that informs, educates, engages, inspires, and strengthens our community.

*Let's
Connect!*

WXXI

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