

Connecting with the People Who Shape Central Florida



WMFE 90.7 News delivers a high concentration of educated, affluent, influential listeners throughout Central Florida. Our award-winning programs provide the perfect marketing opportunities to reach this desirable demographic.

90.7 news
FRESH PERSPECTIVES **wmfe-fm**

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Central Florida's NPR® Station– 90.7 News

Put the Power and Quality of Public Radio to Work for Your Company

Corporate underwriting on 90.7FM has impact. It's an effective way to build business; brand your company; announce events; recruit staff; promote a chosen philanthropy, and much more — all while helping to support a non-profit media institution. Your brand message will be heard by an audience that is comprised of highly educated, affluent individuals who are business decision-makers. In addition, your business or organization will be generating community goodwill by associating with one of the nation's strongest brands: NPR.

During the weekday commute, a full range of trusted news, commentary and cultural features are broadcasted by NPR's **Morning Edition** and **All Things Considered**, while local and regional coverage is also presented with the same thoughtful perspective. Weekends deliver can't-miss entertainment from programs that include **Wait Wait...Don't Tell Me**, **This American Life**, **Car Talk** and **A Prairie Home Companion**.



Each week, 90.7 News reaches a total audience of 248,000 listeners and more than 148,000 listeners in Metro Orlando.

Broadcast coverage includes Orange, Lake, Seminole, Osceola, Volusia and Brevard counties.

Source: Arbitron Inc., January 2013, 6+

Metro Average
Qtr Hr Persons
4,700

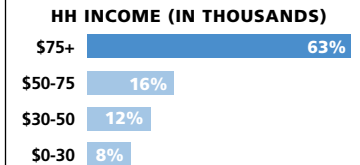
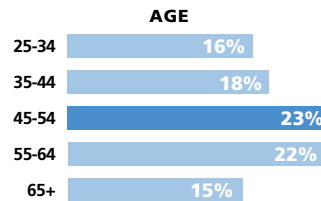
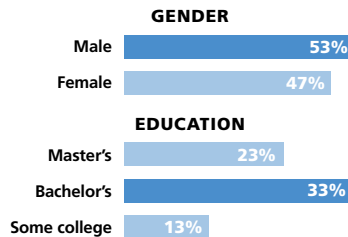
Weekly Cumulative
Audience
148,000

Source: Arbitron Inc., January 2013, 6+



A Dynamic Audience

90.7 News attracts loyal listeners who are employed in professional occupations: CEOs, CFOs, government officials, doctors, lawyers, accountants, teachers, and independent business owners are tuned in.



NPR AUDIENCE COMPARED TO THE AVERAGE U.S. ADULT



Strategic Marketing Partnership Focused on Your Goals

Sponsorship of public radio delivers dual marketing benefits to your organization:

- Your message reaches an exceptionally devoted audience that is hard to capture through traditional media.
- Your support of a respected, nonprofit public service generates goodwill.

Your 90.7 News representative will work with you to customize an effective campaign that may include:

- **Broadcast announcements, 20 seconds in length and are written in an objective style that listeners expect and appreciate**
- **Online marketing on wmfe.org enables your marketing dollars to go further**
- **Special Event Sponsorships help your company connect with the WMFE listening audience**



Underwriting Generates Marketing Results

Delivers Return on Your Investment

85% of public radio listeners have taken a direct action as a result of sponsorship, acting on their preference to do business with partners of their station.

Builds Brand Loyalty and Trust

52% of listeners surveyed believe companies that sponsor programs on public radio are more credible than those that advertise on commercial radio.

Cultivates Clients and Consumers

64% of NPR listeners prefer to buy products and services from companies that support public radio, when price and quality are equal.

Shows Your Good Corporate Citizenship

75% of public radio listeners hold a more positive opinion of a company when they learn it supports public radio.

Source: NPR Audience Insight & Research, 2010; conducted by Knowledge Networks

Why include 90.7 News in your marketing campaign?

Beneficial Relationship

Just by virtue of supporting 90.7 News, the relationship you build with listeners predisposes their desire to do business with you.

Quality Audience

The 90.7 News audience is highly educated, affluent and influential. They have significant discretionary income and are culturally engaged in their community.

Programming Environment

The environment on public radio is free of clutter. With no more than six 20 second local messages per hour, there is virtually no tune out. **Your message will be heard.**



Our Mission

WMFE enlightens, educates, inspires, entertains and reflects the community by presenting high quality content that earns the interest, involvement and support of the people we serve.

90.7 News

Corporate Support
11510 East Colonial Drive
Orlando, FL 32817
407.273.2300
wmfe.org/sponsorship

Photography Credits

Golf Course by Rebecca Thompson. UCF Knight, Rocket and Whale by Chris Barch. Amway Center by Fernando Medina, Orlando Magic. Suntrust Building by Ahmad Hashim.

