



WHO WE ARE

90.5 WESA — PITTSBURGH'S NPR NEWS STATION

90.5 WESA works for the people of southwestern Pennsylvania to inform, engage, and inspire the public conversation about our city and region. Available across multiple platforms, 90.5 WESA offers trusted NPR news and entertainment programs and serves the region with its own award-winning local news team—the largest full-time radio newsroom in Pittsburgh.

ABOUT OUR AUDIENCE

CONNECT WITH AN AUDIENCE THAT IS...

AFFLUENT & INFLUENTIAL

- **53%** of listeners have annual household incomes above \$75,000
- **78%** own homes
- **53%** are engaged in white-collar professions
- **30%** make purchasing decisions for their companies

EDUCATED

- **66%** of listeners have a college degree

ACTIVE

- **71%** of WESA listeners dine out four or more times per month
- **80%** travel for business or pleasure each year
- **75%** patronize performing arts and cultural institutions

COMMUNITY-MINDED

- **76%** of WESA listeners contribute to area nonprofits annually

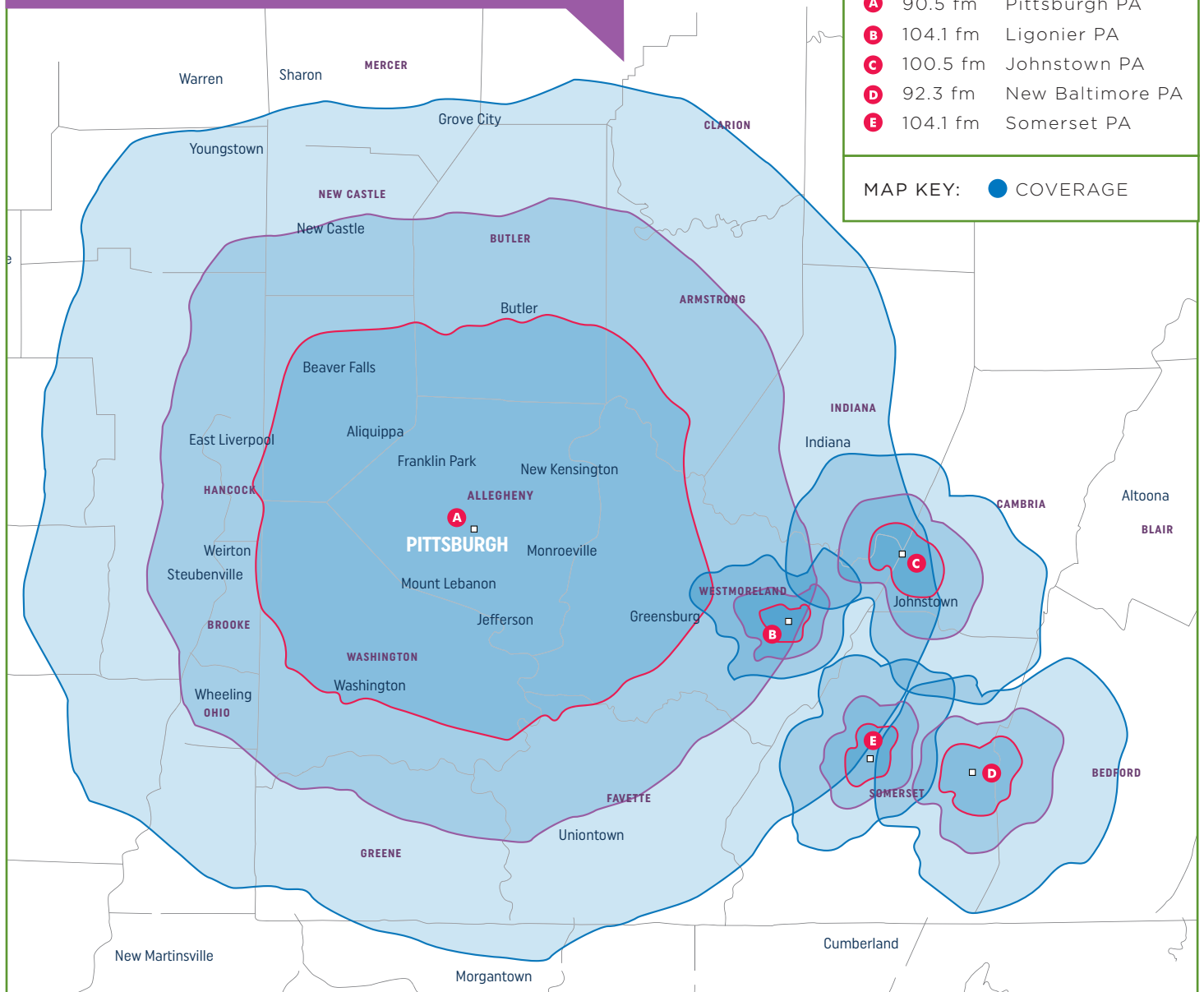
Source: NSI Scarborough, Mar. 2015-Mar. 2017



TRANSMITTERS:

- A** 90.5 fm Pittsburgh PA
- B** 104.1 fm Ligonier PA
- C** 100.5 fm Johnstown PA
- D** 92.3 fm New Baltimore PA
- E** 104.1 fm Somerset PA

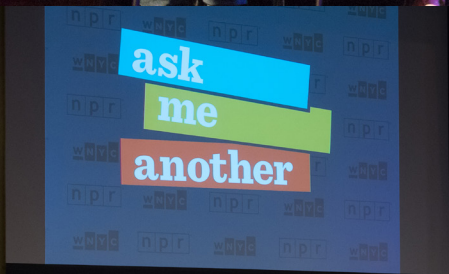
MAP KEY: ● COVERAGE



* Coverage map to be used as a visual guide. Coverage may vary.



NPR Presents Michel Martin - Going There



Ask Me Another



Wait, Wait...Don't Tell Me!

OPPORTUNITIES

EVENT SPONSORSHIP

Connect with the community at our signature events featuring NPR speakers and flagship programs

Ask about our upcoming events!



OPPORTUNITIES

CONTENT SPONSORSHIP

Associate your brand with NPR & WESA on multiple platforms - broadcast, streaming, website, and app

NPR NEWSCASTS

- Morning Edition
- All Things Considered
- Weekend Edition

90.5 WESA

- Marketplace Morning Report
- The Confluence
- Local News & Traffic
- Podcasts

DIGITAL OPPORTUNITIES

- Stream
- Web Ads
- Weekly e-Newsletters

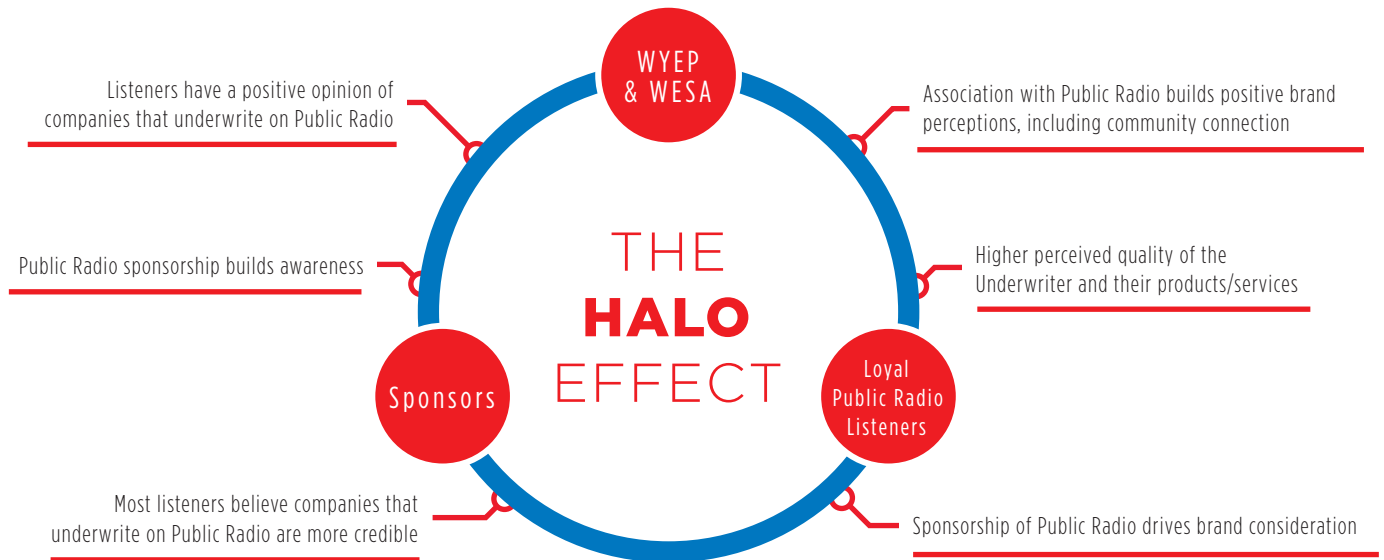
Over **15,000** unique addresses, and growing!

Open rates over **18%**

Click-through rates average **15%**

PUBLIC MEDIA'S HALO EFFECT

LOYAL LISTENERS BECOME LOYAL CUSTOMERS



LISTENERS CONNECT WITH PUBLIC RADIO

- **74%** discuss content with friends, family and colleagues
- **87%** consider public radio “personally important to them”
- **95%** take action in response to something they heard on NPR

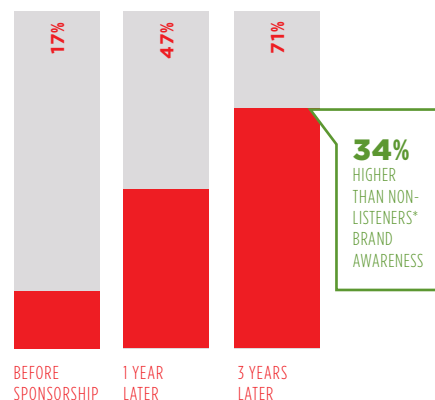
LISTENERS CONNECT WITH PUBLIC RADIO SPONSORS

- **61%** hold a more positive opinion of sponsors that support NPR
- **54%** prefer to buy products or services from NPR sponsors
- **53%** agree that NPR is selective about companies that sponsor its programming

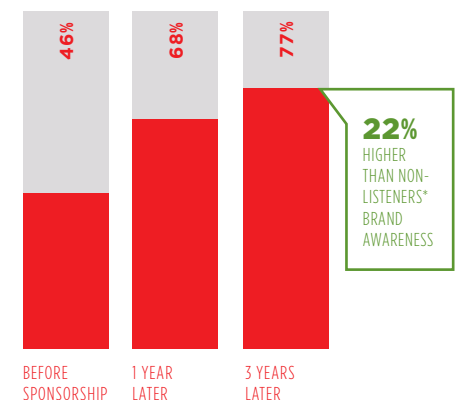
LONG TERM SPONSORS GAIN **GREATER AWARENESS**

PERCENT OF NPR AUDIENCE AWARE OF BRAND IN THIRD-PARTY STUDY

% AWARE OF FINANCIAL SERVICES BRAND



% AWARE OF HOME IMPROVEMENT BRAND



NPR DELIVERS TANGIBLE RESULTS

NPR CASE STUDY FOR LEADING
FINANCIAL SERVICES FIRM

PUBLIC MEDIA WORKS!

Source: Lightspeed Research internal client survey of
2,296 US offices

OBJECTIVE: Consolidate corporate image across all companies under corporate “umbrella,” raise broad awareness among clients, support advisor/client communications regionally and generate leads for financial advisors.

- **85% agreed with their company’s decision to sponsor NPR**, an overwhelmingly positive endorsement compared to the response following previous marketing efforts.
- **43% received unsolicited positive comments from clients regarding NPR sponsorship**, allowing financial advisors to stay in touch with clients. The “Halo effect” solidified the firm’s reputation as a safe, responsible money manager.
- **11% gained new clients as a result of the NPR sponsorship**, an excellent new business result for a mature firm, especially in a down market.

TESTIMONIALS

“WYEP and WESA occupy an important space in the collective consciousness of Southwestern Pennsylvania. The good will these stations generate and the credibility they confer on associated brands is unmatched. It’s not often enough that you get to drive tangible results for a client’s business and give back to the Pittsburgh community at the same time.”

– **PETE BAIRD**
MEDIA DIRECTOR, RED HOUSE COMMUNICATIONS

“As an owner of an advertising agency, I realize that there are several media offerings for my clients. WYEP and WESA provide research and insight that is unmatched and effective for every marketing plan that I have developed with them. Their execution, coverage and follow-up is always topnotch and provides optimal results.”

– **KIMBERLY LOSZEWSKI**
PRESIDENT, THE SAVVY GROUP

“When you think about the fabric of the Pittsburgh region, you have to think about the impact WYEP has had over the past 40 years – serving as a singularly unique voice that allows retailers and other organizations to seed a message or mission among knowledgeable and engaged consumers.”

– **BRIAN TEDESCHI** | PRINCIPAL/OWNER, THINK COMMUNICATIONS