



WYEP.ORG  /WYEP91.3FM  @WYEP

412-697-2929 | UNDERWRITING@WYEP.ORG

67 BEDFORD SQUARE | PITTSBURGH, PA 1520



WHO WE ARE

91.3 wyep — WHERE THE MUSIC MATTERS

On the air, online and in the community, WYEP champions musical discovery by supporting new and emerging artists, showcasing the region's music community and celebrating the creative process. WYEP's music mix is curated by passionate and dedicated music lovers who deliver a hand-crafted listening experience spanning a broad range of genres and styles. Weekly specialty programs offer a deep dive into Blues, Soul, R&B, Folk, Bluegrass, Electronica and more. WYEP produces free concerts with local and national artists and provides opportunities to learn about and experience music through our education programs. WYEP enriches the community through musical discovery, expression, and education.

ABOUT OUR AUDIENCE

CONNECT WITH AN AUDIENCE THAT IS...

AFFLUENT & INFLUENTIAL

- 50% of listeners have annual household incomes above \$75,000
- 79% own homes
- 55% are engaged in white-collar professions
- 28% make purchasing decisions for their companies

EDUCATED

- 42% of listeners have a college degree

ACTIVE

- 75% of WYEP listeners dine out four or more times per month
- 79% travel for business or pleasure each year
- 75% patronize performing arts and cultural institutions

COMMUNITY-MINDED

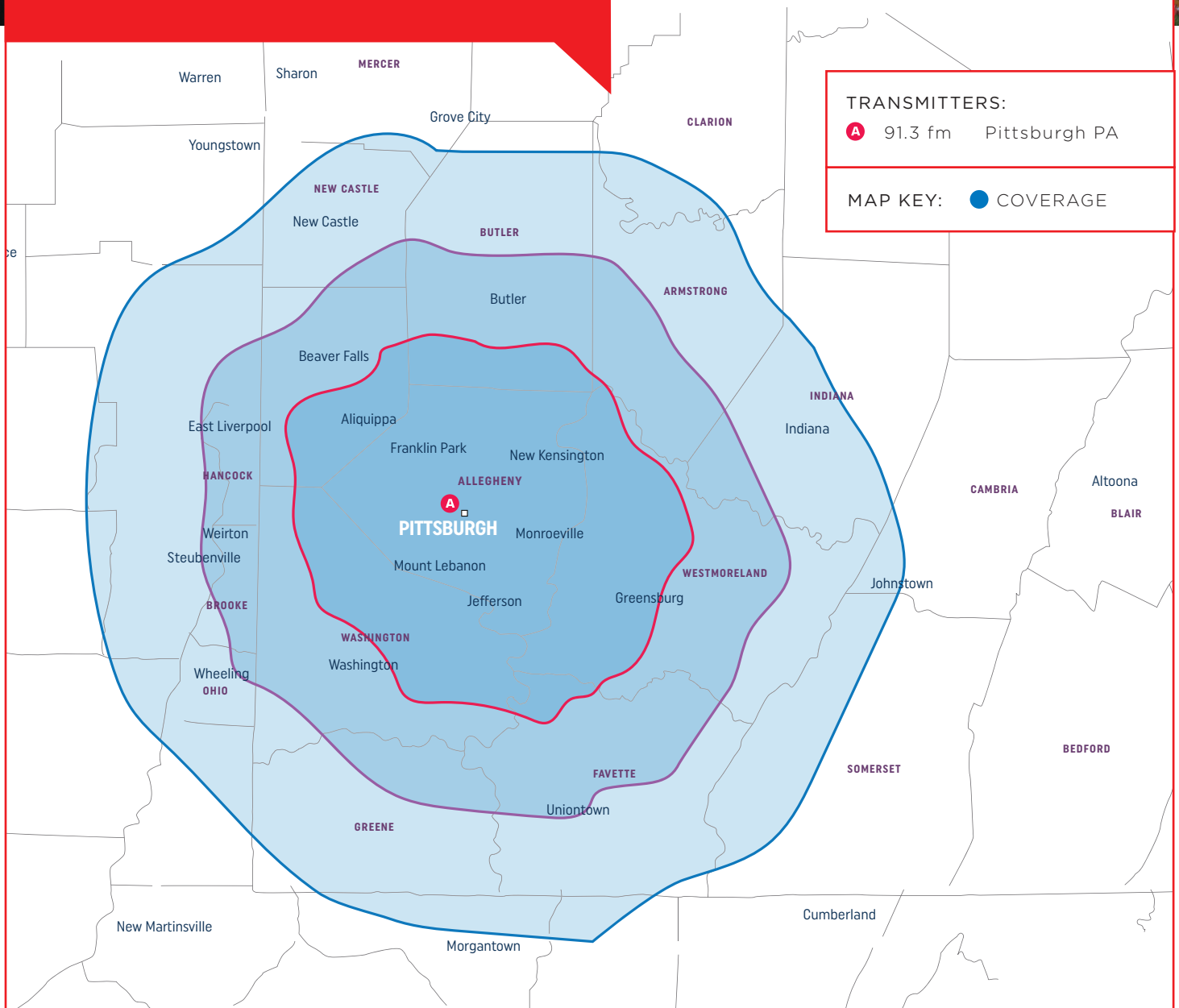
- 70% of WYEP listeners contribute to area nonprofits annually

Source: NSI Scarborough, March 2015-March 2017



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OUR COVERAGE



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



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OPPORTUNITIES

EVENT SPONSORSHIP

Connect with thousands of customers at our signature community events

WYEP SUMMER MUSIC FESTIVAL

- Free, day-long, outdoor music festival with national touring acts, local bands, WYEP Reimagination artists, craft marketplace and more

WYEP FINAL FRIDAYS

- Free, fun summer concerts every July and August featuring national touring acts with local openers

WYEP HOLIDAY HOOTENANNY

- Ticketed holiday party and live jam featuring popular local musicians

WYEP SINGER-SONGWRITER COMPETITION

- Annual competition for aspiring area musicians

ALTERNATIVE SOUPER BOWL

- Annual Super Bowl Sunday live concert/broadcast benefiting local shelter

LOCAL 913 LIVE

- Monthly local music happy hour at the Community Broadcast Center



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OPPORTUNITIES

CONTENT SPONSORSHIP

Associate your brand with popular broadcast and online features

- 913 Local
- Below the Surface
- Concert Connections
- Cool Kids
- Daily Feedback
- Documentaries
- Live & Direct
- Morning Headlines

DIGITAL OPPORTUNITIES

- Stream
- Web Ads
- Weekly e-Newsletters

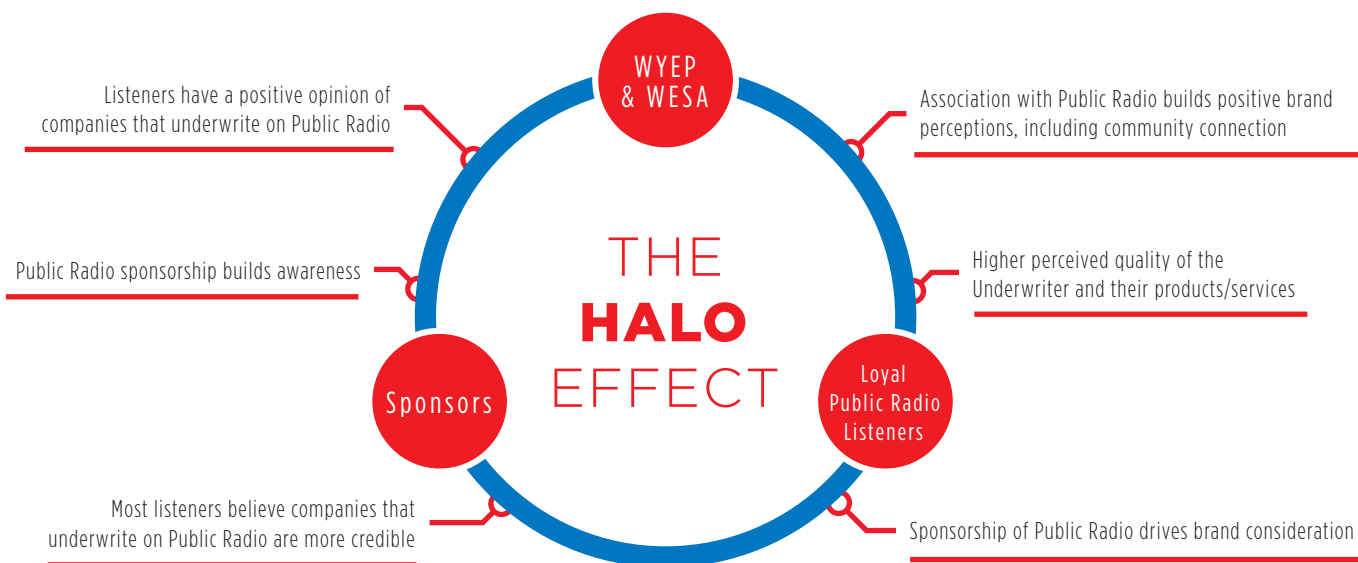
Over **20,000** unique addresses, and growing!

Open rates over **17%**

Click-through rates average **8%**

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

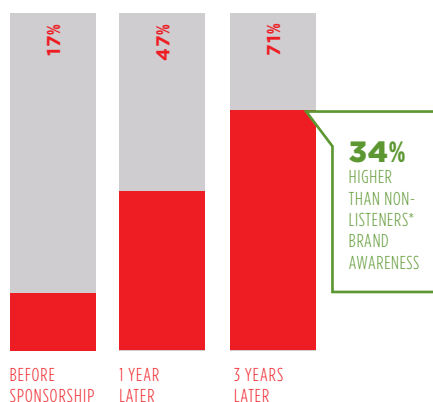
LISTENERS CONNECT WITH PUBLIC RADIO SPONSORS

- **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

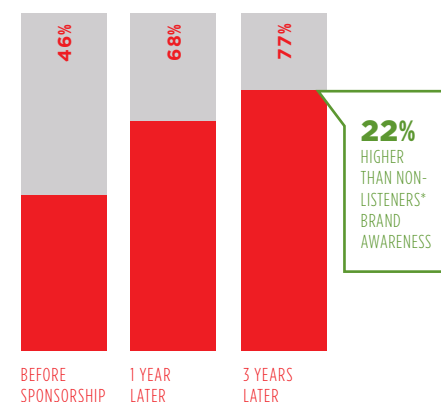
LONG TERM SPONSORS GAIN **GREATER AWARENESS**

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

% AWARE OF FINANCIAL SERVICES BRAND



% AWARE OF HOME IMPROVEMENT BRAND





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NPR DELIVERS TANGIBLE RESULTS

NPR CASE STUDY FOR LE FINANCIAL SERVICES FIR

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.

- 35% 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.

PUBLIC MEDIA WORKS!

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

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