



audience insight and research

This is NPR

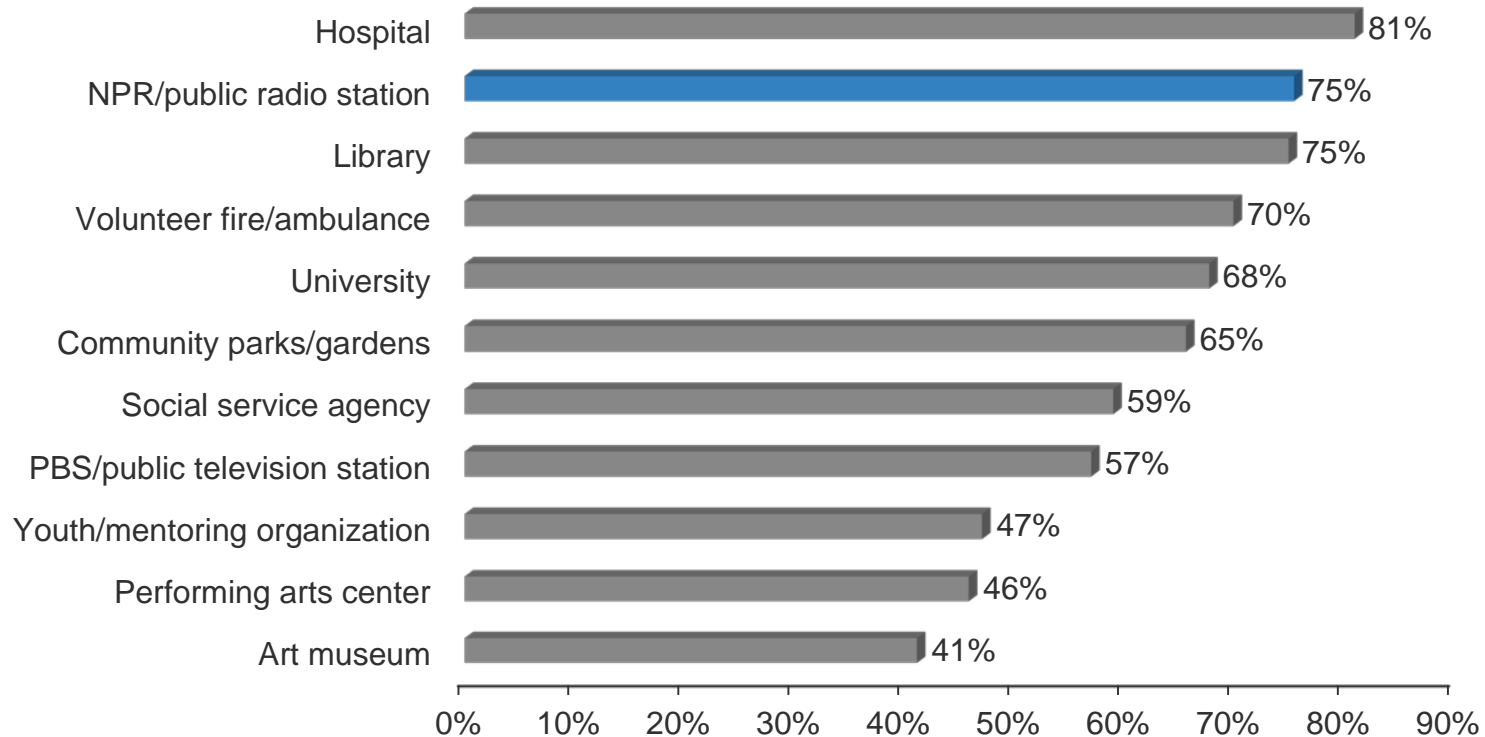
A Proven Halo Effect for Sponsors

WUTC88.1
CHATTANOOGA'S NPR STATION

A Valued Resource in Local Communities

Public Media is Seen as a Valued Local Institution

Percent ranking each entity as “very high value” (9 or 10 on a 0-10 scale)

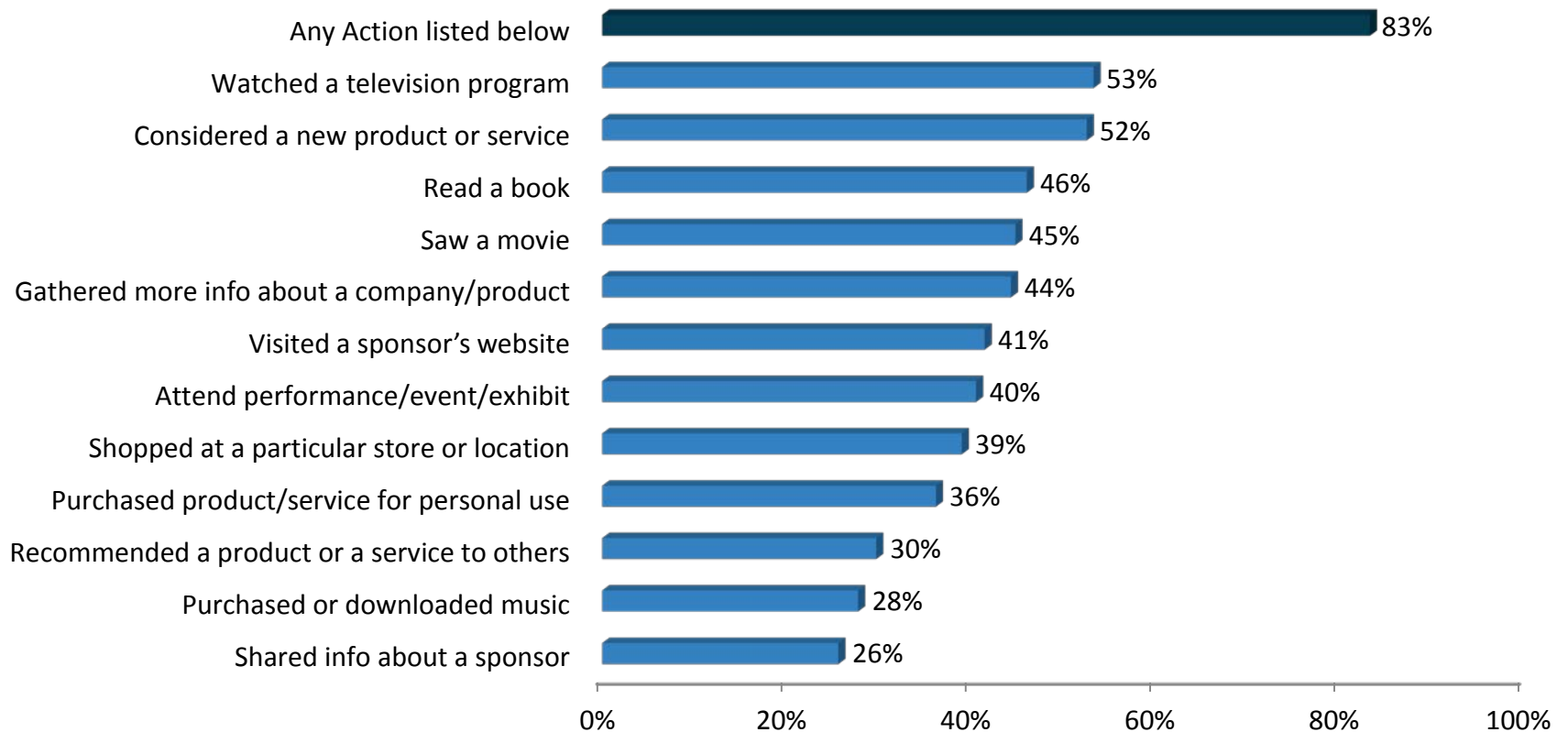


Source: NPR Listens, January 2017. Base: NPR weekly listeners, n=575

Informative and Influential

Actions Taken as a Consequence of Listening to NPR

In response to something they heard on NPR, listeners:



Source: Lightspeed Research, NPR State of Sponsorship Survey, March 2017

Valued as an Oasis from Commercialism

Public Media Compared to Commercial Media

In Their Own Words

Quotes from Public Radio Listeners on the Public Radio Experience

“On commercial radio you’re forced to listen to them pitch a product, and on NPR that’s maybe a little more subtly trying to suggest something to you.”

NPR LISTENER, LOS ANGELES, CA

“Commercial radio shouts at me. . . On public radio you get an even keel.”

NPR LISTENER, INDIANAPOLIS, IN

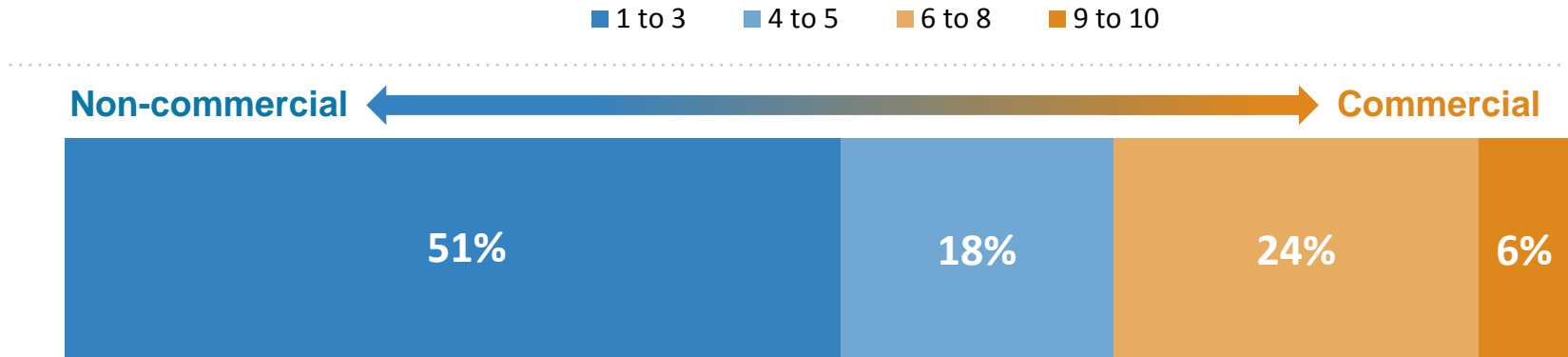
“On commercial radio, they’re more aggressive and pushy, whatever it is they’re trying to sell. . . You’re being blasted.”

NPR LISTENER, LOS ANGELES, CA

Public Radio Prized as an Oasis from Commercialism

Listeners See Public Radio as Non-Commercial and Distinct from Other Radio

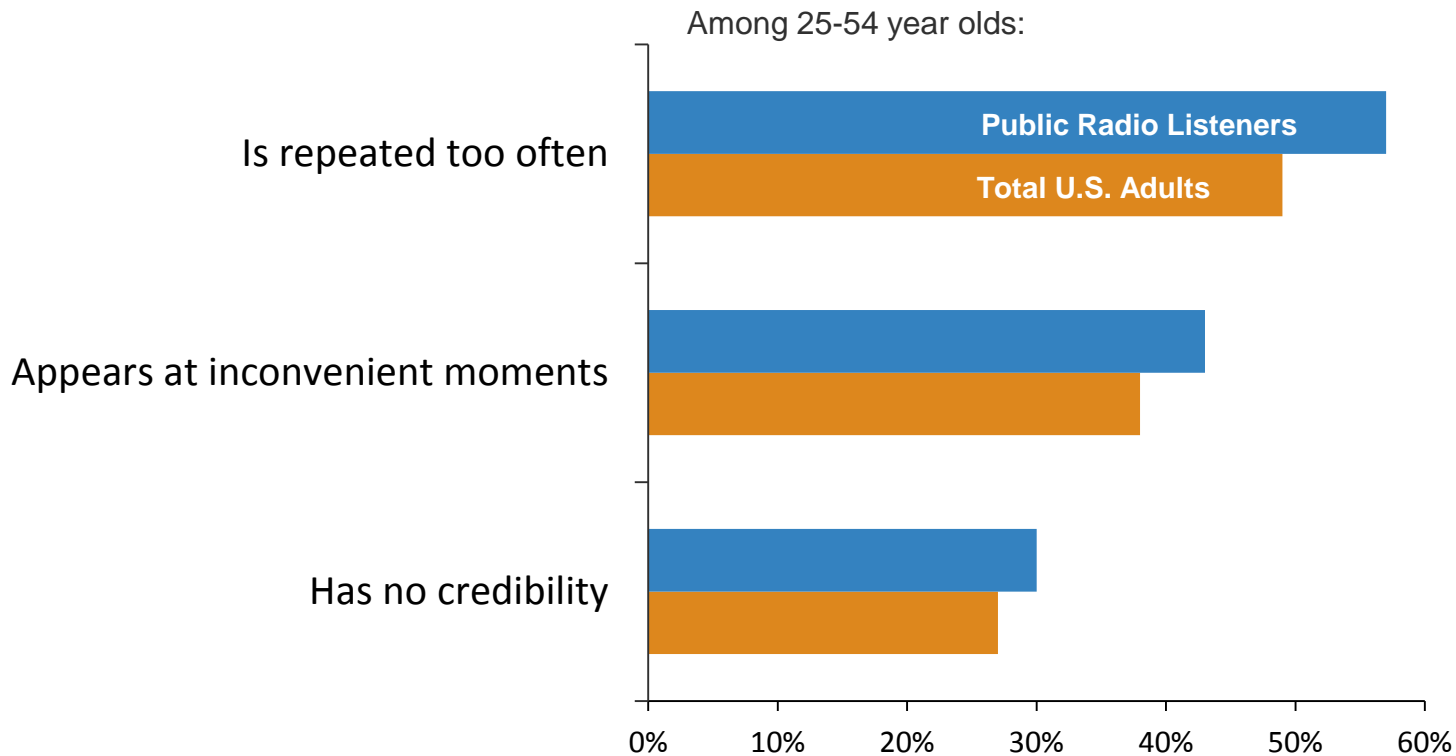
On a scale of 1-10, where 1 is “non-commercial” and 10 is “very commercial,” how would you rate your local public radio station(s) compared to commercial radio stations?



Source: Lightspeed Research, NPR State of Sponsorship Survey, March 2017
 Base: 500 Morning Edition/All Things Considered Listeners age 25-64

An Alternative to Commercial Radio

Public radio listeners agree that advertising on commercial radio:



Source: GfK MRI Doublebase 2016. Base: Age 25-54

Listeners Connect with Public Radio

87%

Discuss content
with friends, family and
colleagues



86%

Consider public radio
“personally important”
to them*



83%

Take action in
response to something
heard on NPR



Source: Lightspeed Research, State of Sponsorship Survey, March 2017 and NPR Impact Study January 2017.
Base: 500 Morning Edition/All Things Considered Listeners age 25-64

Listeners Connect with Public Radio Sponsors

The “Halo Effect” of NPR

71

PERCENT

Hold a more positive opinion of sponsors that support NPR

60

PERCENT

Agree NPR is selective about companies that sponsor its programming

70

PERCENT

Prefer to buy products or services from NPR sponsors

Source: *Lightspeed Research, State of Sponsorship Survey, March 2017*
% Agree or strongly agree among Morning Edition/All Things Considered weekly listeners, n=500




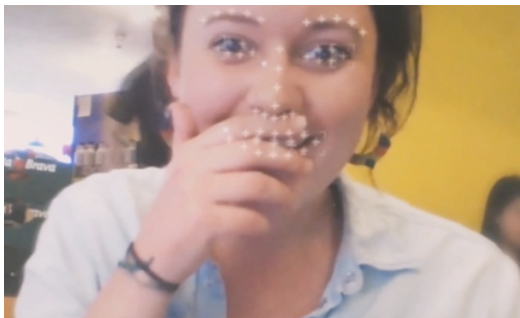
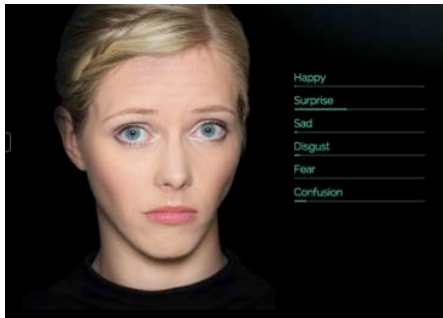
audience insight and research

NPR Sponsorship Builds Greater Emotional Engagement and Impact

Engagement & Impact Evaluated via Facial Response Encoding

To assess the unconscious response to NPR content vs. commercial news radio content, NPR conducted a research project with Research Narrative, using the tool Real Eyes.*

The study used a facial recognition technology which records and encodes audiences' facial expressions according to their emotional response as they consume content. This tool has been shown to predict a wide range of marketplace outcomes – from the virality of online videos to ad-driven purchase behaviors. Used regularly for ad testing (including but not limited to soundtrack selection), this type of methodology is now emerging as a resource for measuring content engagement in both video and audio.

		
<p>Participants listen to, and react to content as it streams on their computer or mobile device</p>	<p>Facial expressions are captured and coded as they react to the content</p>	<p>This data is tabulated and summarized across a range of globally validated emotional parameters</p>

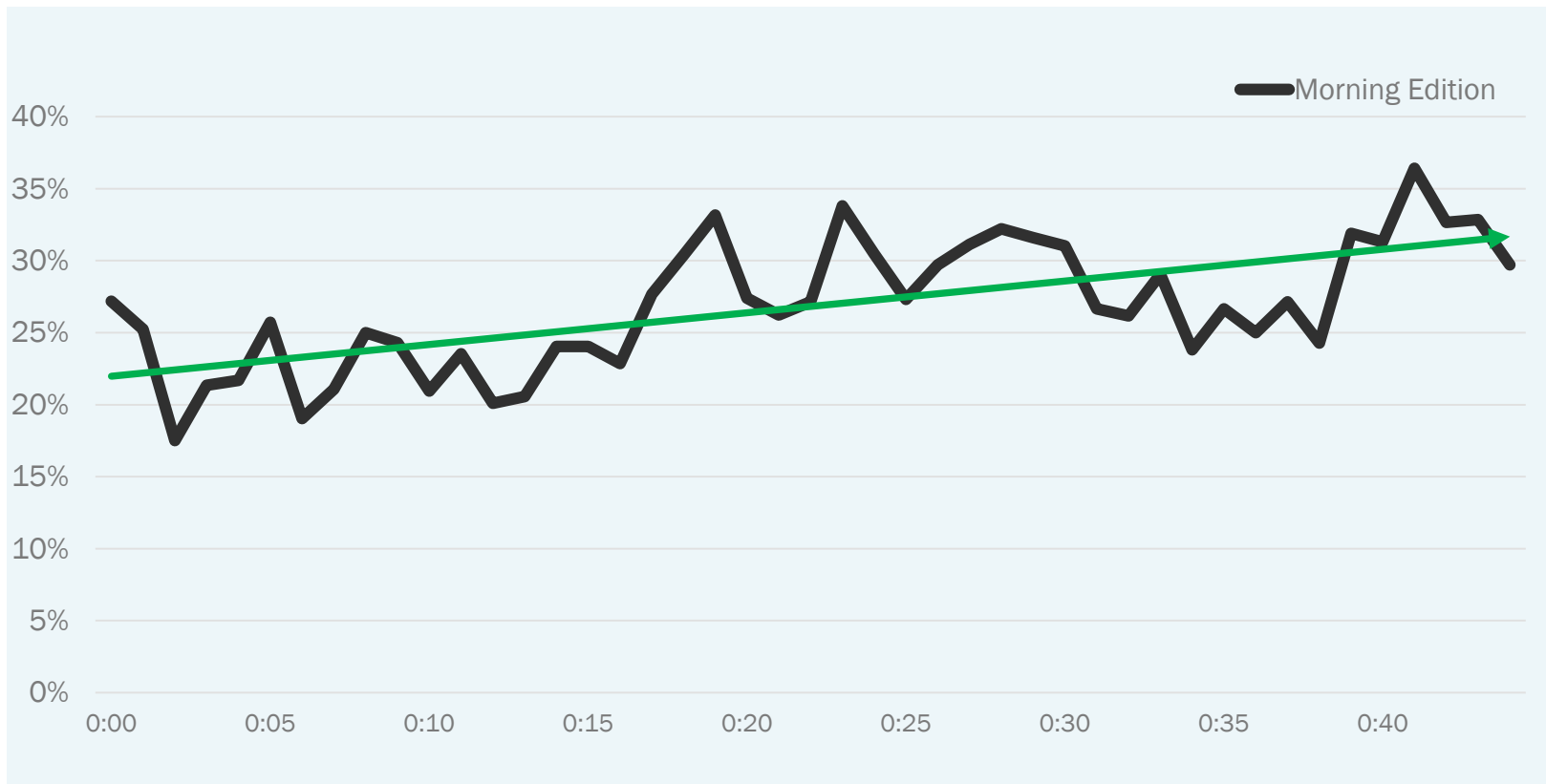
*See www.realeyesit.com for more details on the tool. Source: Research Narrative, 2016

Engagement & Impact Evaluated via Facial Response Encoding

- **Participants were recruited from the general population online research panel.**
- **All participants were at least casual radio listeners, age 25-64, 60% college grads.**
- **Participants had to opt-in to using their webcam for the facial recognition component of the survey**
- **Each research participant listened to a five minute piece that was either:**
 - Morning Edition – animal story / three sponsorship credits / Flint water crisis (n=200)
 - Commercial News Radio – animal story / three ads / Flint water crisis (n=200)
- **While listening to the audio, the respondent was directed to look at the computer screen and their computer webcam recorded their facial movement.**
- **After hearing the audio, questions were asked about ad recall, consideration, brand image**

Engagement Grows During NPR Sponsorship Break

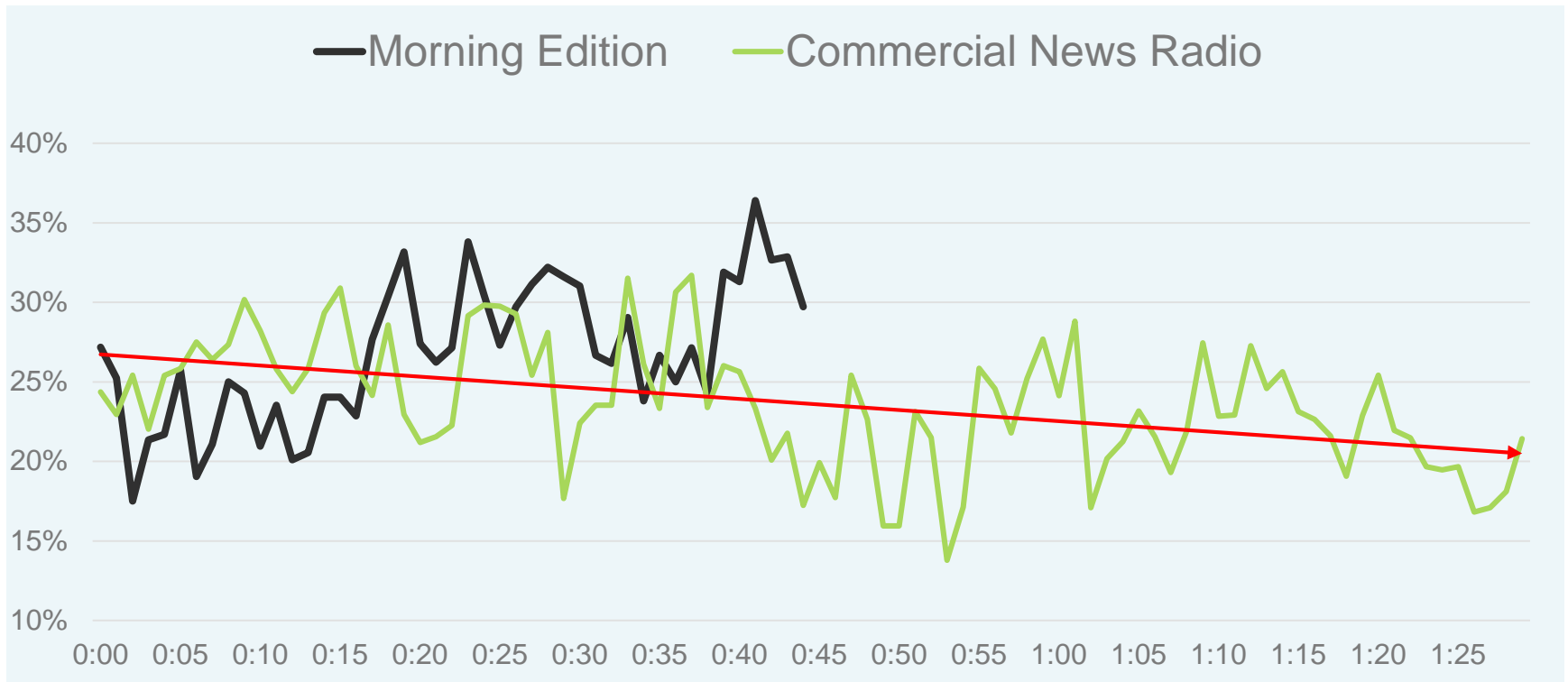
% Engaged Through Morning Edition Sponsor Messages



Data reflects average % engaged during sponsor message in each segment, using facial recognition Source: Research Narrative, Impact of Audio Study, June 2016

Morning Edition Sponsorship Engagement is Higher than in Commercial Radio

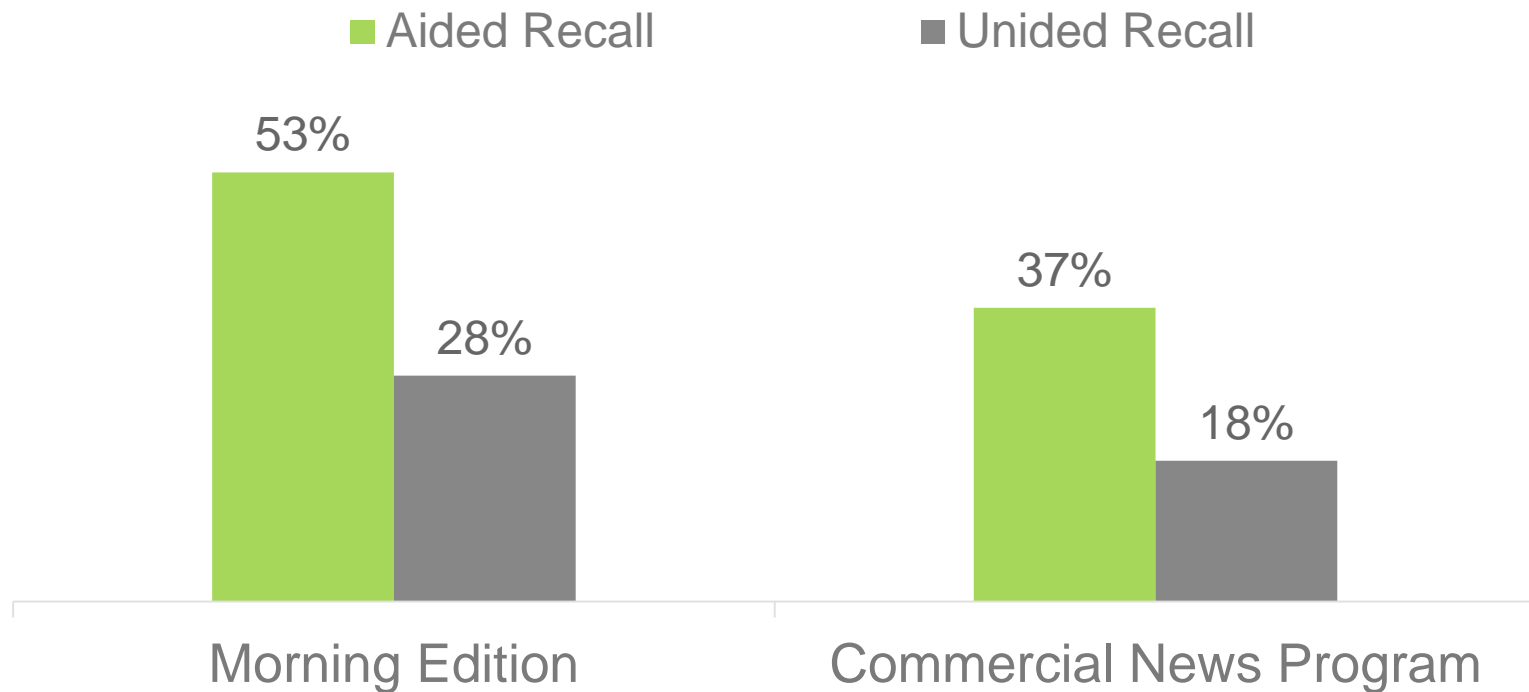
% Engaged Through Sponsorship Messages/Advertising: NPR vs. Commercial



Data reflects average % engaged during sponsor message in each segment, using facial recognition
 Source: Research Narrative, Impact of Audio Study, June 2016

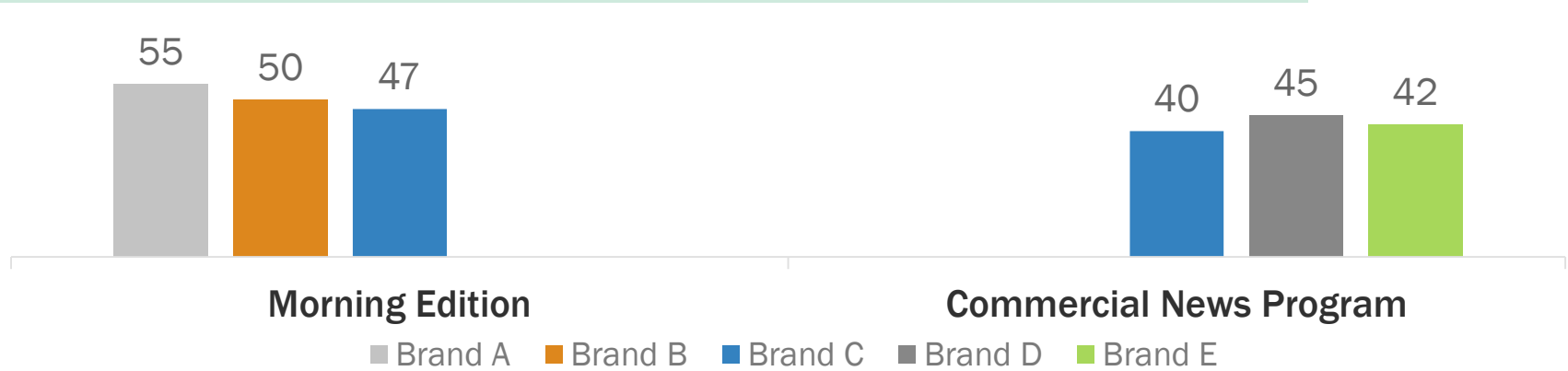
NPR Content & Ads Drive Strong Brand Recall

Aided and Unaided Recall for Tech Brand – NPR News vs. Commercial Radio News



Brands Gain Greater Consideration on NPR

LEARN MORE ABOUT SPONSOR/ ADVERTISER (TOP 2 BOX)



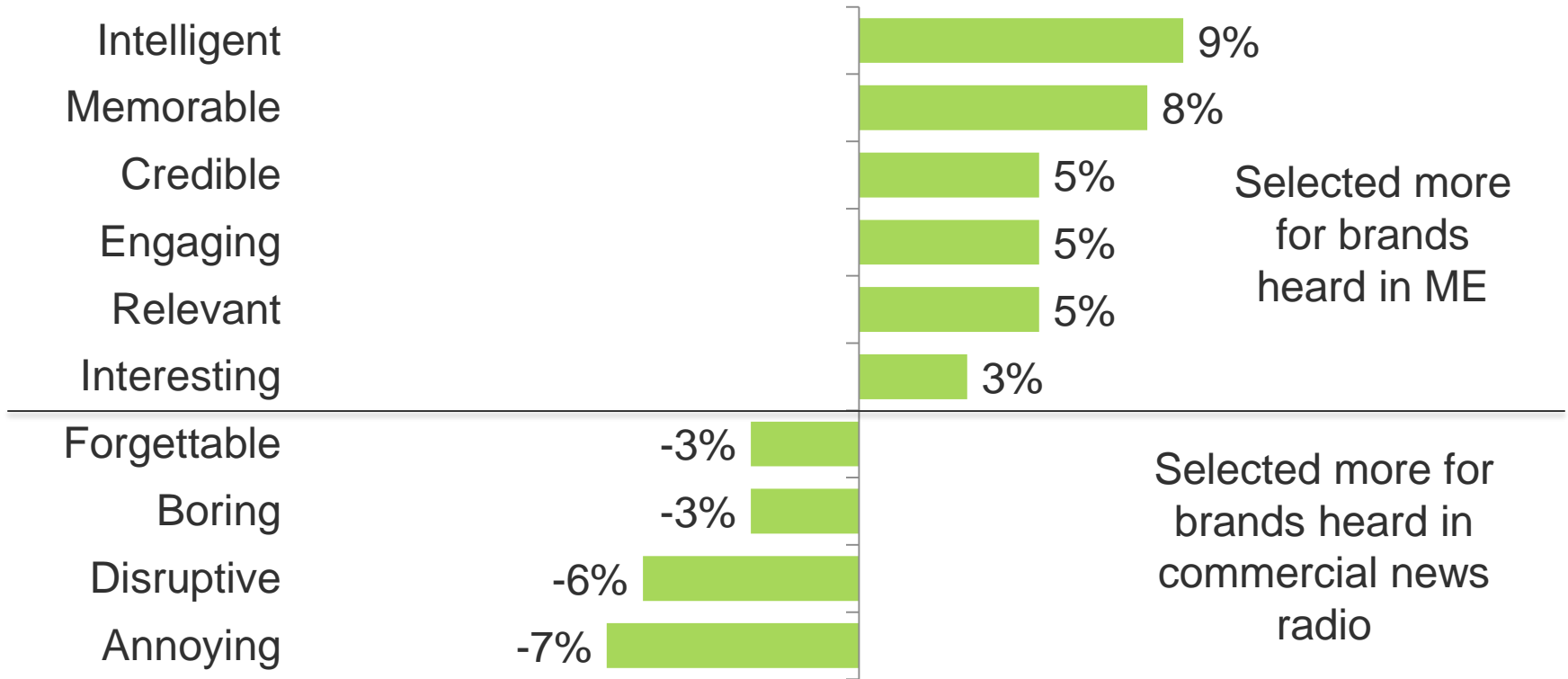
CONSIDER PURCHASING SPONSOR/ ADVERTISER (TOP 2 BOX)



NPR Sponsors Gain More Positive Brand Perceptions

Word Describes Sponsor/ Advertiser Perfectly Well

Difference in Average % for Brands in Morning Edition vs. Commercial News Radio





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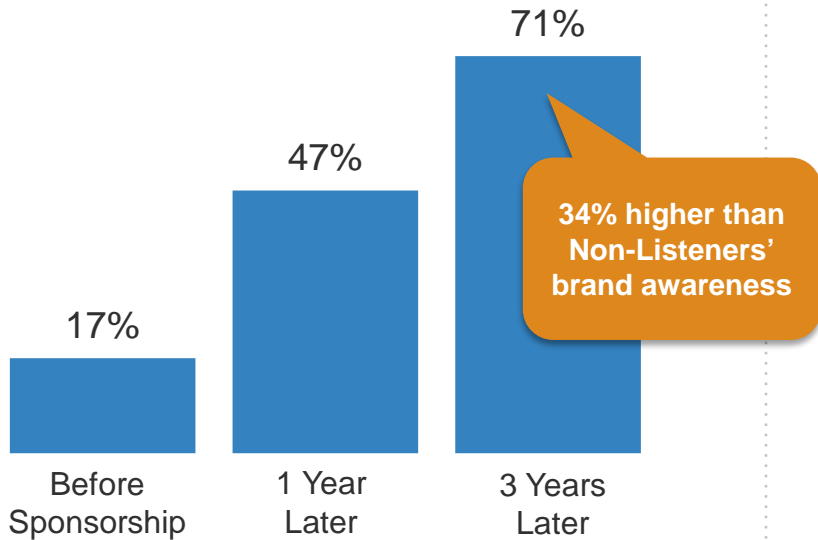
Proven Results for NPR Sponsors

Benefits of Long-Term Sponsorship

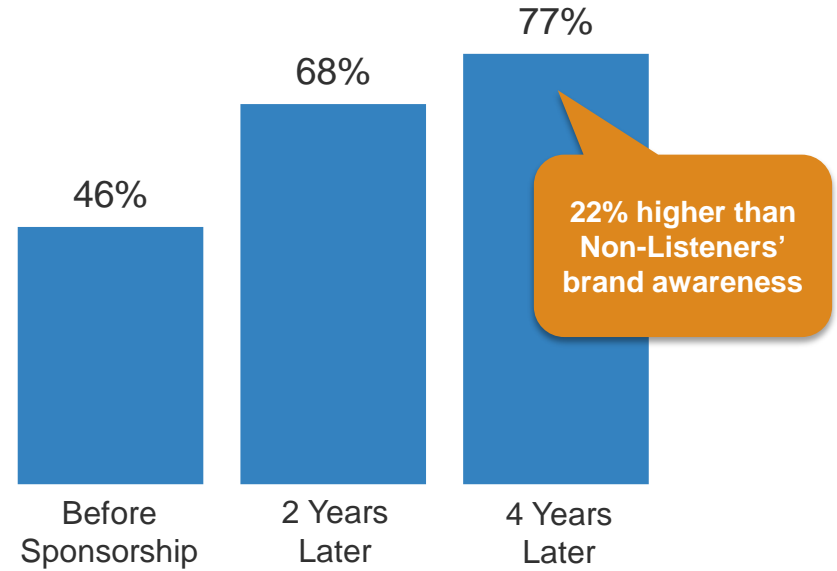
Long Term Sponsors Gain Greater Awareness

Percent of NPR audience aware of brand in third-party study

% Aware of Financial Services Brand



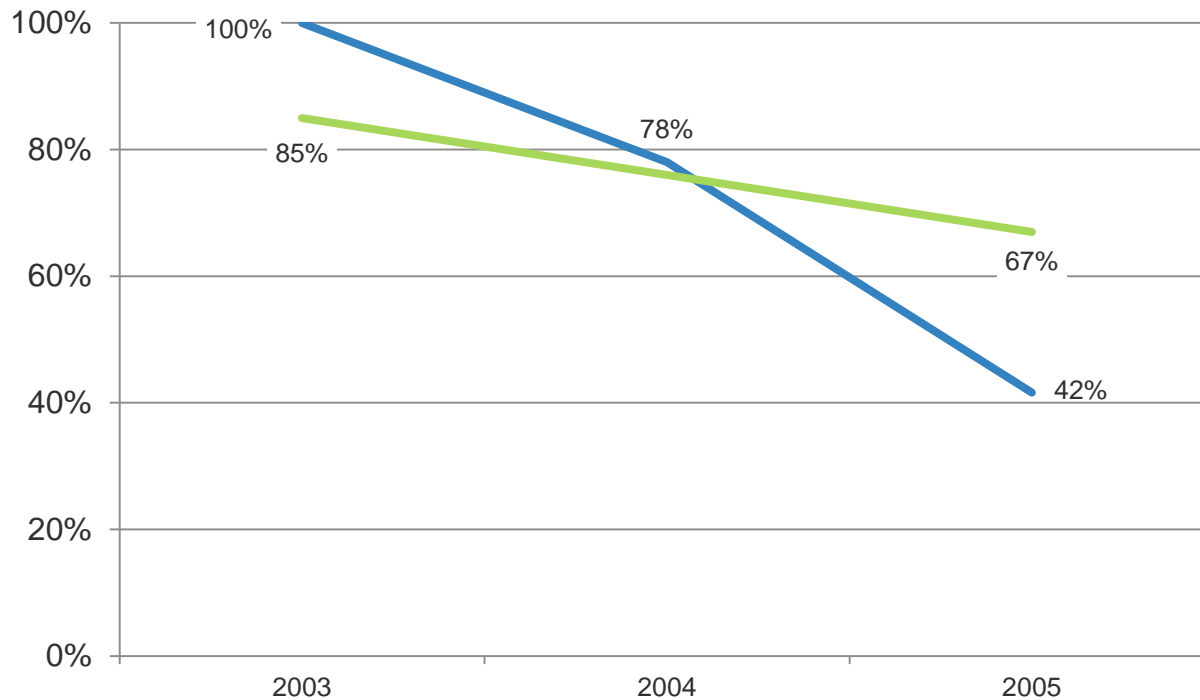
% Aware of Home Improvement Brand



Source: NPR Listener Surveys, Lightspeed Research, 2007-2011

Declining Investment Yields Declining Returns

Over a two-year period, a substantial decline in sponsorship investment led to a 21% drop of brand awareness among NPR listeners.



Note: Level of "Investment" (x-axis) based on specific sponsor case study, with 100% representing peak annual investment.

— Investment
— Awareness

Source: NPR and Weidner, Burroughs & Associates, 2003-2005

NPR Delivers Tangible Results

NPR case study for leading financial services firm

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.

From a survey of the company’s 2,286 U.S. offices:

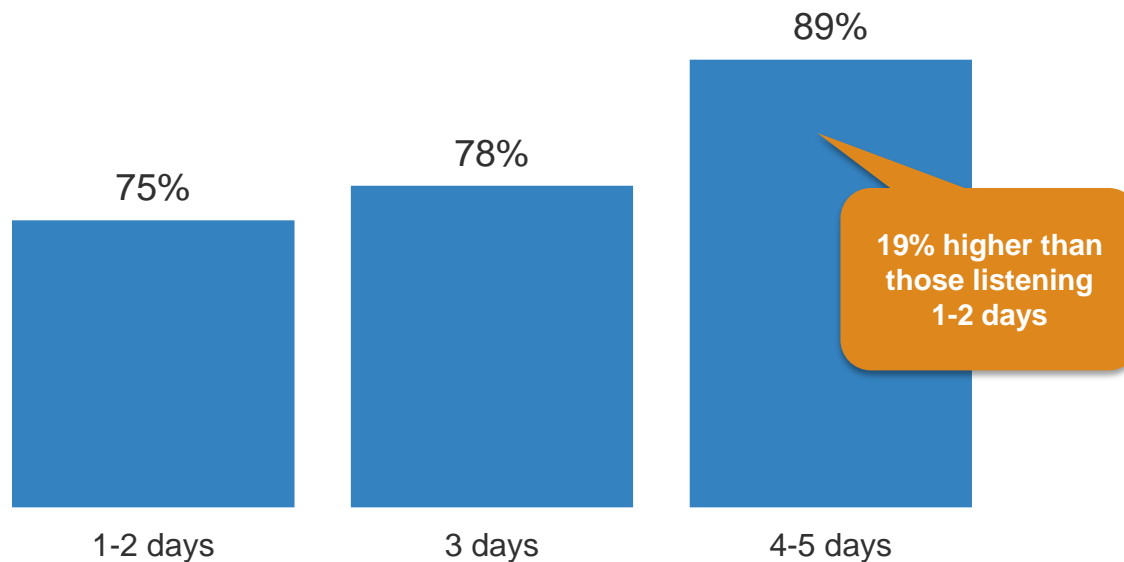
- **85% agreed with their company’s decision to sponsor NPR**, an overwhelmingly positive endorsement compared to the response following previous marketing efforts.
- **43% received unsolicited positive comments from clients regarding NPR sponsorship**, allowing financial advisors to stay in touch with 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.

Stronger Frequency, Stronger Awareness

NPR case study for new movie release shows more frequent exposure leads to significantly greater awareness during the crowded holiday season.

Awareness of Movie Title

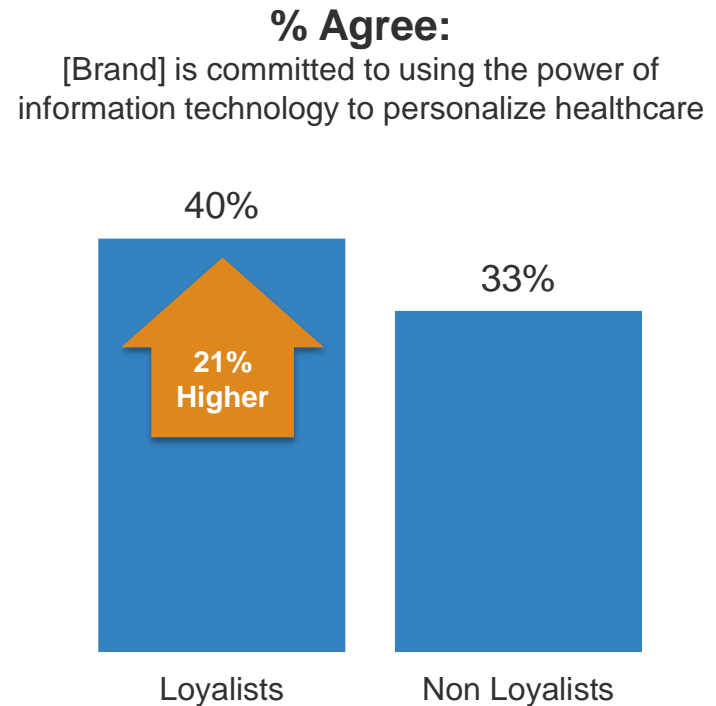
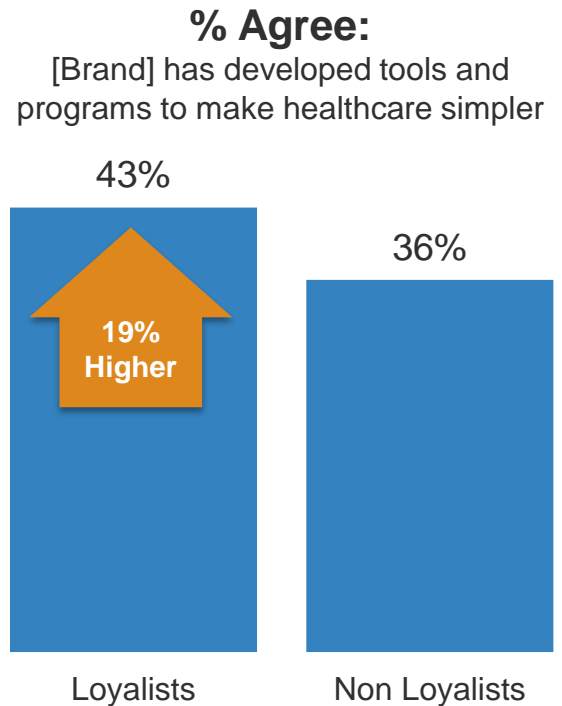
By # of Times Listened to Sponsored Programs in Past Week



Source: NPR Listens Internal Advisory Panel, Dec. 2010

Stronger Frequency, Stronger Awareness

NPR case study for health insurance brand shows more frequent exposure leads to more positive brand perceptions.



Source: NPR Listens Internal Advisory Panel, Dec. 2010

Loyalists = listen to an NPR station most often and listen at least 3 days/week for at least 1 hour/day (one-third of NPR's audience)

WUTC Delivers Results for Sponsors

Case study for Farmers Markets/Events

Objective: Drive Traffic to the Brainerd Farmers Market for the 2018 season.

Campaign Overview: Keep it simple. On-air sponsorship campaign with substantial schedule of spots leading up to the opening weekend.

Sponsorship Results:

- **Increased traffic at season opening.**
- **Satisfied sponsor.** “I wanted to let you know we at the Brainerd Farmers' Market had an incredible season opening thanks to the work you did to get the word out. People came to the information desk and told us they heard about us on WUTC/NPR. Best opening ever! We would like to continue to support WUTC/NPR and programs like *Morning Edition and Round & About Chattanooga* each week”. Catherine



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For More Information

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