

# How Your Business Benefits

Public radio's value is distinct from commercial radio in a number of significant ways. While commercial radio may have 15-20 minutes of commercials per hour, WUWF has less than four minutes of messages per hour. This is what we mean when we say WUWF has less clutter! Our listeners are not overwhelmed with sponsor messages. As a matter of fact, they listen to hear about those businesses that underwrite the station they too support.

## 1. Listener passion so strong, it translates into financial support.

Listeners love WUWF's programming—and they validate this passion with their checkbooks each year. Annually, listeners contribute more than half a million dollars to support the station.

## 2. Favorable association for sponsors.

Corporate sponsors benefit from their connection to public radio. Nearly three out of four listeners agree that public radio sponsors are more credible than commercial advertisers.

*My opinion of a business is more positive when I find out it supports public radio.*



## 3. Favorability and purchase preference among listeners.

Public radio listeners take direct action as a result of sponsorship, acting on their preference to do business with business partners of their station.

*When price and quality are equal, I prefer to buy products from companies that support public radio.*



## 4. Enhance your company's image.

Listeners will automatically associate your company with quality programming. Media agencies and public relations firms understand the importance of context in which a client's message is heard—quality by association.

Sources: NPR & Knowledge Networks Halo Effect Study, Fall 2012  
Dial testing conducted by FR Associates, Inc.