

Why Become a Sponsor?

- ▶ WUWF delivers the highest listening audience concentration of **highly educated and influential citizens** within the WUWF coverage area.*
- ▶ Your company **gains credibility** by associating with intelligent, in-depth journalism from WUWF news team, NPR, BBC, Public Radio International, and American Public Media.*
- ▶ Your message is heard in a **clutter-free environment**.*
- ▶ When price and quality are equal, **85%** of public radio listeners **prefer to buy products from companies that support public radio**.*
- ▶ **72%** of public radio listeners **have a more positive opinion** of a company when they find out it supports public radio.*
- ▶ **Nearly 3 out of 4 listeners agree** that public radio sponsors are more credible than commercial advertisers.*
- ▶ **85%** of listeners have taken direct action based on past sponsorship credits.*
- ▶ When price and quality are about the same, **94%** of consumers are likely to switch brands to one associated with a good cause.**
- ▶ **83%** of Americans wish more of the products, services and retailers they use would support causes.**
- ▶ **75%** of Americans (84% of Millennials, 88% of Moms) think cause branding is important when they decide what to buy or where to shop.**

* Source: The State of the Halo Effect Study, NPR 2010

** Source: 2010 Cone Cause Evolution Study