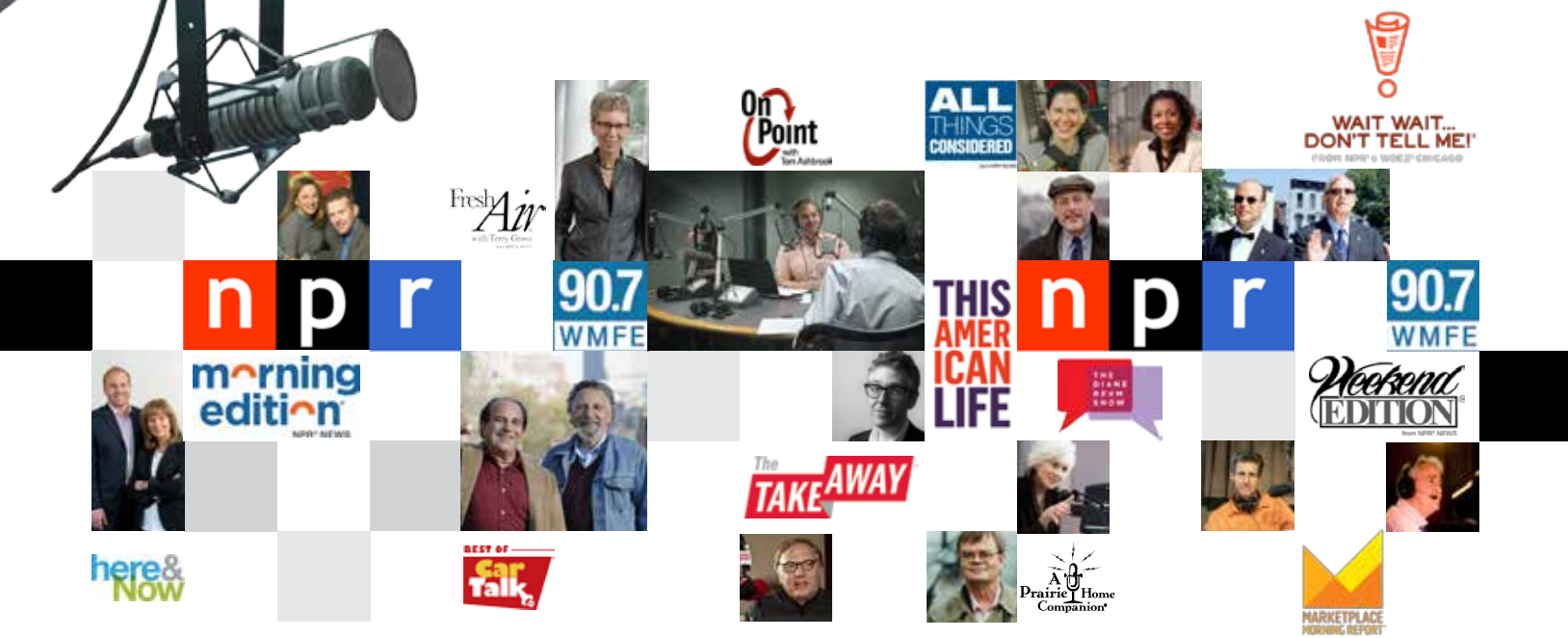


CENTRAL FLORIDA'S NPR STATION



CONNECTING WITH THE PEOPLE  
WHO SHAPE CENTRAL FLORIDA



90.7 WMFE

npr



## STATISTICS

**211,300**  
Total Audience Per Week

**8,300**  
Average Quarter Hour

**121,500**  
Total Audience Per Week  
(Metro Orlando)

**5 hours**  
Average Weekly Listening Time

Source: Nielsen Audio, Spring 2014

## GENDER

Male ..... 53%  
Female ..... 47%

## EDUCATION

Master's ..... 23%  
Bachelor's ..... 33%  
Some college ..... 13%

## AGE

25-34 ..... 16%  
35-44 ..... 18%  
45-54 ..... 23%  
55-64 ..... 22%  
65+ ..... 15%

## HOUSEHOLD INCOME (IN THOUSANDS)

\$75+ ..... 63%  
\$50-75 ..... 16%  
\$30-50 ..... 12%  
\$0-30 ..... 8%

## LISTENER COVERAGE

Serving audiences in Orlando, Lake, Seminole, Osceola, Volusia and Brevard counties

Source: GfK MRI, Doublebase 2012, NPR News audience



## AUDIENCE STATISTICS

### Influential

**Have voted in a local, state, or federal election**  
• Total US adults 44%  
• NPR News listeners 70%

**Are a Business Owner or Partner**  
• Total US adults 6%  
• NPR News listeners 11%

**View Work as a Career**  
• Total US adults 37%  
• NPR News listeners 57%

**Been an active member of any group that tries to influence public policy or government**  
• Total US adults 3%  
• NPR News listeners 11%

### Affluent

**Have any investments**  
• Total US adults 32%  
• NPR News listeners 49%

**Traveled outside the country for vacation in the last 3 years**  
• Total US adults 18%  
• NPR News listeners 30%

**Use a Financial Planner/ Certified Financial Planner (CFP)**  
• Total US adults 6%  
• NPR News listeners 12%

**Median Household Income**  
• Total US adults \$59,400  
• NPR News listeners \$92,900

### Cultural

**Attend art galleries or shows**  
• Total US adults 8%  
• NPR News listeners 20%

**Attend classical music/ opera performances**  
• Total US adults 4%  
• NPR News listeners 13%

**Go to live theater**  
• Total US adults 12%  
• NPR News listeners 25%

**Go to museums**  
• Total US adults 14%  
• NPR News listeners 32%

### Community-minded

**Contribute \$500+ to a non-profit organization**  
• Total US adults 14%  
• NPR News listeners 26%

**Serve as an officer for some club or organization**  
• Total US adults 6%  
• NPR News listeners 15%

**Participated in environmental group or cause**  
• Total US adults 3%  
• NPR News listeners 14%

**Written or called any politician at the local, state or national level**  
• Total US adults 10%  
• NPR News listeners 22%

## THE HALO EFFECT

The loyalty and goodwill that listeners feel for WMFE and NPR extend to our corporate sponsors. Listeners will go out of their way to do business with those who support public radio.

**85%**

of listeners have taken a direct action as a result of sponsorship.

**52%**

of listeners believe that companies who sponsor public radio are more credible than those who advertise on commercial radio.

**64%**

of NPR listeners prefer to buy products and services from public radio sponsors.

**75%**

of listeners hold a more positive opinion of a company when they learn it supports public radio.

Source: NPR Audience Insight & Research, 2010, conducted by Knowledge Networks



## SPONSORSHIP OPPORTUNITIES



### Radio spots

Corporate sponsorship on WMFE is a powerful way to market to Central Florida's most influential, educated and affluent individuals. We offer broadcast announcements that are 20 seconds in length and written in an objective style that listeners expect and appreciate.



### Digital/web

Incorporating digital messages is a smart addition to your marketing plan. WMFE offers digital banners on the web and our mobile app in addition to broadcast announcements played before online streaming.



### Events

WMFE events consistently provide a meaningful experience for attendees and an incredible marketing value for sponsors. Past events include Speaker Series, industry expert panels and NPR personality appearances including Robyn Young from *Here and Now* and Peter Sagal from *Wait Wait...Don't Tell Me!*

# CENTRAL FLORIDA'S NPR STATION

## SCHEDULE

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>5am</b>	BBC World Service				
<b>6am</b>	Morning Edition with Steve Inskeep, Renée Montagne and David Greene				
<b>6:50am</b>	Marketplace Morning Report				
<b>7am</b>	Morning Edition with Steve Inskeep, Renée Montagne and David Greene	Fishkind Economic Commentaries (7:45am)	Morning Edition		
<b>8:50pm</b>	Marketplace Morning Report				
<b>9am</b>	Morning Edition	Intersection (9:30am)	Morning Edition		
<b>10am</b>	The Diane Rehm Show				
<b>12noon</b>	The Takeaway				
<b>1pm</b>	Here and Now				
<b>2pm</b>	Here and Now				Science Friday
<b>3pm</b>	BBC NewsHour				
<b>4pm</b>	All Things Considered with Robert Siegel, Melissa Block and Audie Cornish				Spotlight with Mark Baratelli and Scott Joseph (5:50pm)
<b>6pm</b>	Marketplace				
<b>6:30pm</b>	All Things Considered	Friends Talking Faith	Intersection	Florida Frontiers	Capitol Report
<b>7pm</b>	Fresh Air with Terry Gross				This American Life
<b>8pm</b>	On Point				
<b>10pm</b>	BBC World Service (overnight)				



Saturday	
<b>6am</b>	BBC World Service
<b>7am</b>	Latino USA
<b>8am</b>	Weekend Edition with Scott Simon
<b>10am</b>	Car Talk
<b>11am</b>	Wait Wait...Don't Tell Me!
<b>12noon</b>	Ask Me Another
<b>1pm</b>	RadioLab
<b>2pm</b>	Marketplace Weekend
<b>3pm</b>	TED
<b>4pm</b>	This American Life
<b>5pm</b>	All Things Considered
<b>6pm</b>	A Prairie Home Companion with Garrison Keillor
<b>8pm</b>	Echoes
<b>11pm</b>	Hearts of Space
<b>12am</b>	BBC World Service (overnight)

Sunday	
<b>6am</b>	Being
<b>7am</b>	The Growing Bolder Radio Show
<b>8am</b>	Weekend Edition with Scott Simon
<b>10am</b>	A Prairie Home Companion with Garrison Keillor
<b>12noon</b>	Car Talk
<b>1pm</b>	Wait Wait...Don't Tell Me!
<b>2pm</b>	Snap Judgment
<b>3pm</b>	Travel with Rick Steves
<b>4pm</b>	Florida Frontiers
<b>4:30pm</b>	American Variety
<b>5pm</b>	All Things Considered
<b>6pm</b>	Documentaries and Specials
<b>7pm</b>	Fresh Air with Terry Gross
<b>8pm</b>	Echoes
<b>12am</b>	BBC World Service (overnight)

Photography Credits: Steve Inskeep, Steve Inskeep/Renee Montagne and Scott Simon by Stephen Voss for NPR, Melissa Block and Audie Cornish by Steve Barrett, Peter Sagal, Carl Kassell and Robert Siegel by Tony Nagelmann, Terry Gross by Dan Burke, Ray Magliozzi/Tom Magliozzi by WBUR, Diane Rehm by Glogau Photography, Ira Glass by Jason Marck, Jeremy Hobson/Robyn Young by Kalman Zabarsky, Garrison Keillor by APM, Kai Ryssdal by Christine Cotter, John Hockenberry by Marco Antonio.

KEY: LOCAL NATIONAL

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