

MEDIA KIT

# Build Your Business with a Powerful WGBH Sponsorship

TELEVISION • RADIO • DIGITAL • ADDITIONAL PLATFORMS





# Local Corporate Sponsorship



## Build a Powerful Multimedia Sponsorship with WGBH

WGBH offers companies the opportunity to align their brand with the nation's flagship public media organization. WGBH offers sponsorship on all these platforms to extend your reach, and sponsor messages stand out in our uncluttered environment.

“ As we thought about where do people who think like us look for fundamental, reliable, up-to-date information, that immediately pointed us to WGBH. ”

SENIOR LIVING RESIDENCES  
Peter Mullin  
Managing Partner



# Television

## Associate Your Brand with the Best Television on Television



History, drama, news, public affairs, science, nature, lifestyle and children's programming— **WGBH television** offers an unparalleled array of award-winning programming and sponsorship opportunities.

### Customized sponsorships meet your marketing goals

**Program sponsorships:** From NOVA and *PBS NewsHour* to *Simply Ming* and *Sesame Street*, align your brand with an iconic program and engage its loyal audience.

**Genre sponsorships:** Sponsor a program genre to target audiences that have a passion for arts, news, cooking, or children's programming.

**Run-of-schedule sponsorships:** Broaden your reach to the valuable public TV audience with a run-of-schedule sponsorship across a wide range of quality programs.



PBS



### Quality

PBS viewers are more than **2X** as likely to believe that **PBS sets the standard** for television versus the cable networks.

### Impact

PBS viewers are **2X** more likely to **buy a product or service from a PBS sponsor** than from an advertiser on a broadcast network

Source: SGPTV Harris Poll, Feb 2015, Nielsen Consumer Insights. N=5,052

### Reach the valuable WGBH audience

WGBH viewers are more likely to have:

	MARKET AVERAGE	
Investments in money market funds		147
Own a home valued at \$1MM+		146
Contributed to an arts/cultural organization in the past 12 months		144
Attended a symphony concert, opera etc. in the past 12 months		144
A post-graduate degree		143

**How to read:** Compared to the average Boston Adult 18+, PBS viewers are **47% more likely to have investments in money market funds**

Source: Scarborough – Boston 9/15–8/17 WGBH M–Su 5am–2am



# Reach the Engaged News & Information Audience on 89.7



Award-winning news with local depth and perspective and exclusive content form the core of the programming lineup on **89.7 WGBH, Boston's Local NPR.**

With a sponsorship message on 89.7, you'll reach a valuable public radio listener who is loyal to 89.7's vibrant blend of exclusive content: popular national programs from NPR like *Morning Edition* and *All Things Considered*, the full array of *Marketplace* programs, plus explorations of local issues that are important to your customers.



One of New England's largest newsrooms

## Align with a trusted brand

- In 2017, NPR was recognized as the News Service Brand of the Year in the Harris Poll EquiTrend study, earning the distinctions of **"Most Loved"** and **"Most Trusted"** in the category.
- Fast Company* ranked **NPR #10** in the "25 Brands That Matter Now" in September 2017.



## 89.7 WGBH BEATS & BUREAUS



### Science and the Environment

Arun Rath, Correspondent and Host for NPR and WGBH News and Heather Goldstone, WCAL's Science Editor



### Government and Its Impact

Mike Deehan, State House Reporter



### Justice, Security and Investigations

Phillip Martin, Senior Investigative Reporter



### Higher Ed and K-12

Kirk Carapezza, Higher Education Managing Editor



### The Curiosity Desk

Edgar B. Herwick III, Reporter

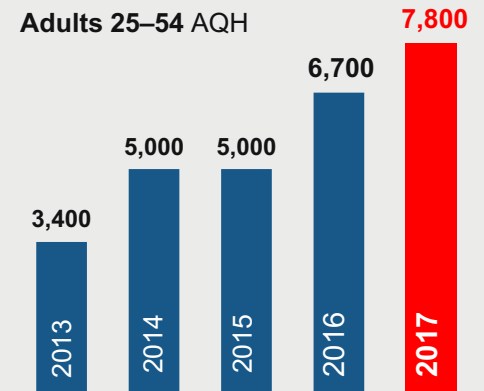
## WGBH BUREAUS

- State House Bureau
- Dorchester Bureau, Fields Corner
- Boston Public Library Satellite Studio



The Boston Public Library Satellite Studio

## 89.7 audience momentum continues



Source: TAPSCAN, Boston Metro M-F, 6a-7p, 1/17-12/17 2017



# Reach a Loyal and Enthusiastic Audience of Classical Music Lovers



**99.5 WCRB, Classical Radio Boston** connects with listeners in Boston and the surrounding area by playing music to accompany a busy, rich lifestyle. The region's only 24/7 classical music station, WCRB attracts a valuable and hard-to-reach audience of classical music fans. These well-educated, affluent consumers are listeners your company wants to reach!

Each day features great classical selections chosen to fit the daily rhythms and lifestyles of our listeners. High energy classical pieces start off the day, longer selections resonate throughout midday, and works with just the right tone and tempo sublimely move listeners throughout the evening.

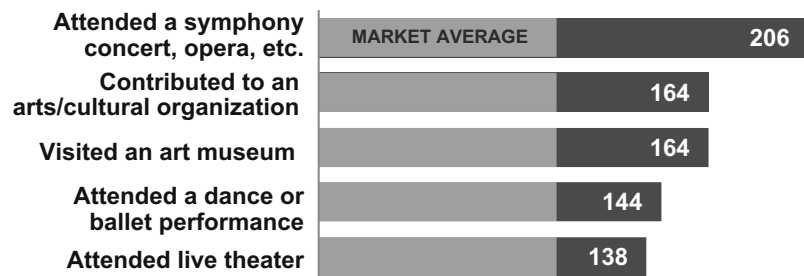
Unique to 'CRB in the public radio space, sponsors have the ability to air either 15- or 30-second messages with live host reads in 99.5's uncluttered all-classical environment.



Featuring broadcasts from Symphony Hall and WGBH's Fraser Performance Studio



## Listeners of 99.5 WCRB are more likely in the past 12 months to have...

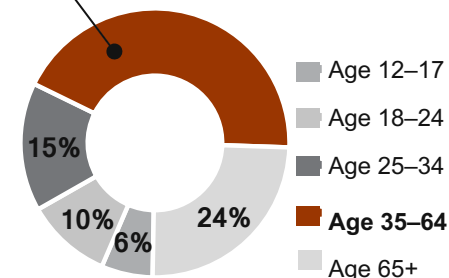


**How to read:** Compared to the average adult 18+ in the Boston DMA, listeners of 99.5 are **106% more likely to have attended a symphony concert, opera, etc. in the past 12 months**

Source: Scarborough – Boston 9/15–8/17, 99.5 M–Fri 6a–7p

## Audience Composition

**42%** of WCRB's audience is A35-64



Source: Nielsen Audio/TAPSCAN, Jan-Dec 2017 Weekly Cume

## Impact

Among public radio listeners:

**83%** of listeners **take action** in response to something heard on NPR

**71%** hold a **more positive opinion** of companies that support NPR

Source: Lightspeed Research, NPR Impact Study, Nov 2015; \*State of Sponsorship, March 2017

# Digital wgbh.org Expand Your Reach

**WGBH.org** is a destination for ‘GBH fans who want to engage with our in depth content, stream classical and news programs, and opt in for eNewsletters to stay informed about all of the terrific programming and events available at WGBH. WGBH.org has over 449,000 monthly visits.\*\*

## Display advertising

Expand your reach of the WGBH audience with display ads positioned throughout the site. Your 300x250, 728x90, 970x90 or 320x50 display ad offers flexibility in messaging to complement broadcast sponsorship.\*

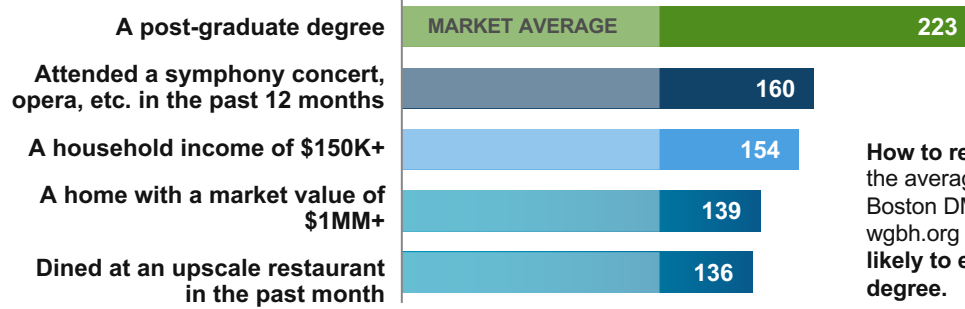
## WGBH.org delivers

- A great demographic
- Affiliation with a trusted brand
- Multiplatform sponsorship opportunity to complement your television and/or radio sponsorship
- Engaging ad sizes
- Google analytics
- Value for your sponsorship dollar
- Benefit from the WGBH “halo effect”

The ad creative must be in keeping with the non-commercial nature of public media. | \*\*Source: Google Analytics Oct 2016 – Sept 17

## Reach a valuable audience on wgbh.org

Visitors to wgbh.org are more likely to have:



Source: Scarborough – Boston 9/15–8/17; visitors to wgbh.org in past 30 days

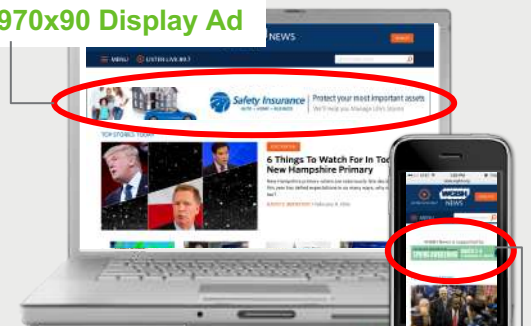
**How to read:** Compared to the average A18+ in the Boston DMA, visitors of wgbh.org are **123% more likely to e a post-graduate degree.**

728x90 Display Ad



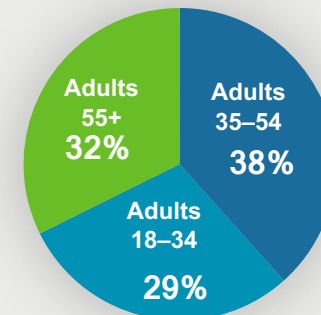
300x250 Display Ad

970x90 Display Ad



320x50 Display Ad

## Digital Demographics



Source: Scarborough Boston 9/15–8/17; visitors to wgbh.org in past 30 days

# Print

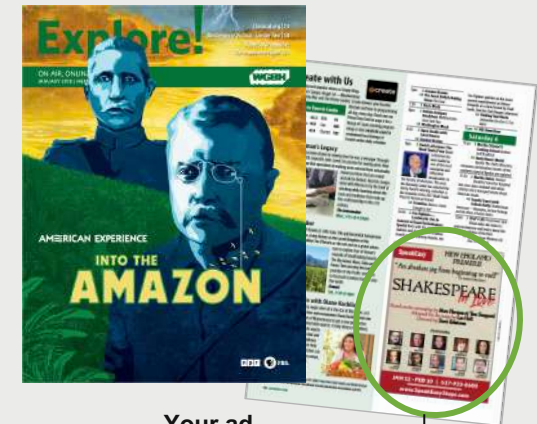
## Explore! Offers a Variety of Formats to Reach WGBH Members

One of the most popular member benefits, **Explore!** is sent to over 155,000 WGBH members each month.\* Members turn to *Explore!* to find program listings, highlights for radio and television, updates on WGBH special events and special member discounts. And 75% of subscribers are more likely to patronize a business if they knew it supported WGBH.\*\*

### Advertise in *Explore!* for impact and flexibility

- Home-delivered to WGBH members, also available online at wgbh.org
- Choose from a variety of ad units: five different ad sizes, three premium positions
- Ads can include a call to action (but not pricing)
- The ad creative must be in keeping with the non-commercial nature of public media.
- Frequency discounts available

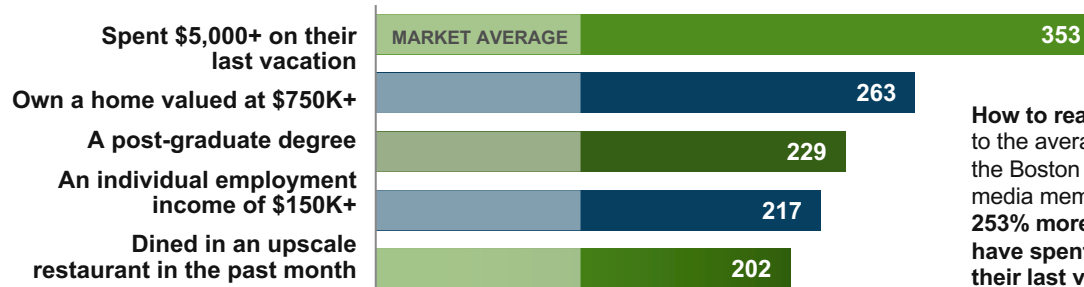
\*Source: *Explore!* Circulation December 2017 – February 2018 | \*\* May 2015 Member Survey



Your ad here

### Reach affluent and educated WGBH members

Public media members are more likely to have:



**How to read:** Compared to the average A18+ in the Boston DMA, public media members are **253% more likely to have spent \$5000 on their last vacation**

Source: Scarborough – Boston 9/15–8/17, A18+ who contributed \$35 or more to public television or radio in the past 12 months

### Arts Patrons

WGBH members are **219%** more likely to have **visited an art museum, attended a symphony, opera, concert, etc.** in the last 12 months.



Source: Scarborough – Boston 9/15–8/17, A18+ who contributed \$35 or more to public television or radio in the past 12 months



# Events

# Make a Lasting Impression on Prospective Clients with a WGBH Event

WGBH's rich roster of events offer unique sponsorship opportunities that put sponsors face to face with their target audience, whether it's music lovers, thought leaders, foodies, or families. Our audience appreciates the corporations that make the events they value possible.



## THOUGHT LEADERS

### The Boston Speaker Series Select Wednesdays in 2018



Seven evenings of diverse opinions, profound insights and Fascinating discussions on a broad scope of issues.

### Boston Talks: Happy Hour

Guests will satisfy their Each event combines short speaking programs, drinks,, and a chance for guests to join the conversation. Think happy hour, but smarter.



## WINE & FOOD

### Taste of WGBH Fall 2018 (TBD)

Wines from around the world and local artisan fare are the focus of this three-day festival of food and wine.



### Valentine's Day Event Thursday, February 14, 2019

Guests will satisfy their palates with the perfect pairings wines, craft beers and desserts. They also hear straight from the brewers, bakers and wine makers themselves.



## FAMILIES

### Classical Cartoon Festival Saturday, March 24, 2018 10am – 4pm

Kids are introduced to the timeless beauty of classical music at Symphony Hall with an instrument petting zoo and more.



### WGBH FunFest Saturday, July 2018 (TBD) 10am – 4pm

The popular event returns to WGBH's studios with family entertainment and treats.



## MUSIC

### Landmarks Festival Summer 2018 (TBD)

One of the hallmarks of summer, the Festival is a free classical concert series at the Hatch Shell.



### Live Performances in Fraser Quarterly

WCRB partners with New England's leading opera presenters including the Boston Lyric Opera and the Boston Early Music Festival to present live performances in the Fraser Performance Studio.





# Pledge

## Savor the Spotlight as a WGBH Pledge Drive Sponsor

### A WGBH corporate pledge drive sponsorship brings visibility and prestige

Reach thousands of viewers across New England as the sponsor of a **WGBH pledge** drive. Your employees will appear on air as your corporate challenge grant inspires viewers to join you in supporting WGBH's award-winning programming.

- **Gain valuable TV exposure**

Your company and employees will appear on air across the New England region, reaching thousands of potential customers and clients.

- **Enhance your corporate image**

Reinforce your association with the respected PBS brand—one of the most trusted public organizations in America.

- **Demonstrate your corporate philanthropy**

Your company's support for high-quality, educational programming will be front and center throughout the pledge drive.

- **Leverage additional support**

As a corporate sponsor, your contribution serves as a springboard for other pledges, challenging viewers to match your gift. Here's a sample announcement:

*"We have a challenge from [company name] of [location], [description of business]. They will match all gifts of [\$XX]. If you act now, you can double your gift to WGBH, thanks to [company name]"*

- **Enhance employee relations**

Boost employee morale and camaraderie while offering your employees a fun and meaningful way to give back to the community.



“WGBH's programming informs, educates and elevates the entire community, young and old. Walmart is proud to partner with WGBH because your mission enhances the quality of life in Greater Boston.”

– Chris Buchanan, Director,  
Public Affairs and Government Relations,  
Walmart





# PROGRAMMING



CHILDRENS



LIFESTYLE



NEWS & INFORMATION



SPECIALS



PRIMETIME

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6am	WILD KRATTS					DANIEL TIGER'S NEIGHBORHOOD	SID THE SCIENCE KID
6:30am	WILD KRATTS					PEG + CAT	SPLASH & BUBBLES
7am	READY JET GO!					PBS KIDS SPECIALS	PEG + CAT
7:30am	CAT IN THE HAT KNOWS A LOT ABOUT THAT						CURIOUS GEORGE
8am	NATURE CAT					SPLASH & BUBBLES	CURIOUS GEROGE
8:30am	CURIOUS GEORGE					PEG + CAT	NATURE CAT
9am	CURIOUS GEORGE					NATURE CAT	SCIGIRLS
9:30am	DANIEL TIGER'S NEIGHBORHOOD					READY JET GO!	CYBERCHASE
10am	DANIEL TIGER'S NEIGHBORHOOD					WILD KRATTS	WORD GIRL
10:30am	SPLASH & BUBBLES					SARA'S WEEKNIGHT MEALS	ODD SQUAD
11am	SESAME STREET					MARTHA STEWART'S COOKING SCHOOL	OPEN STUDIO
11:30am	SUPER WHY!					MARTHA BAKES	RICK STEVES' EUROPE
12pm	DINOSAUR TRAIN					CHEF'S LIFE	SAMANTHA BROWN'S PLACES TO LOVE
12:30pm	PEG + CAT					PATI'S MEXICAN TABLE	START UP
1pm	SESAME STREET					MOVEABLE FEAST	SPECIALS
1:30pm	SPLASH AND BUBBLES					LIDIA'S KITCHEN	
2pm	CURIOUS GEORGE					SIMPLY MING	
2:30	NATURE CAT					MY GREEK TABLE	



# PROGRAMMING



CHILDRENS



LIFESTYLE



NEWS & INFORMATION



SPECIALS



PRIMETIME

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
3pm	NATURE CAT					AMERICA'S TEST KITCHEN	SPECIALS
3:30pm	WILD KRATTS					COOK'S COUNTRY	
4pm	WILD KRATTS					CHRIS KIMBALL'S MILK STREET	
4:30	CURIOUS GEORGE					ROUGH CUT WOODWORKING	
5pm	ASK THIS OLD HOUSE					THIS OLD HOUSE HOUR	
5:30	BBC WORLD NEWS AMERICA						
6pm	PBS NEWSHOUR					FINDING YOUR ROOTS	WINDOWS TO THE WILD
6:30pm							RICK STEVES'
7pm	GREATER BOSTON					MASTERPIECE	BRITISH ANTIQUES ROADSHOW
7:30pm	RICK STEVES' EUROPE				BASIC BLACK		STORIES FROM THE STAGE
8pm	ANTIQUES ROADSHOW	FINDING YOUR ROOTS	NATURE	THIS OLD HOUSE HOUR	BRITISH ANTIQUES ROADSHOW	MASTERPIECE	MASTERPIECE
8:30pm					OPEN STUDIO		
9pm	ANTIQUES ROADSHOW	AMERICAN EXPERIENCE	NOVA	SPECIALS	PBS ARTS SPECIALS	MASTERPIECE	MASTERPIECE
9:30pm							
10pm	INDEPENDENT LENS / POV	FRONTLINE	SCIENCE SPECIALS			ANTIQUES ROADSHOW	MASTERPIECE
10:30pm							
11pm	AMANPOUR on PBS					BASIC BLACK	FINDING YOUR ROOTS
11:30pm	TBD NEWS PROGRAMMING						
12am	GREATER BOSTON					SPECIALS	SPECIALS
12:30am	SPECIALS						



# PROGRAMMING

CHILDRENS

LIFESTYLE

NEWS & INFORMATION

SPECIALS

PRIMETIME

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
6am	AMANPOUR on PBS					SID THE SCIENCE KID	SECOND OPINION	
6:30am	TBD NEWS PROGRAMMING					SESAME STREET	TO THE CONTRARY with Bonnie Erbe	
7am	RICK STEVES' EUROPE					SPLASH & BUBBLES	CONSUELO MACK WEALTH TRACK	
7:30am	TRAVELSCOPE					CURIOUS GEORGE	SPECIALS	
8am	STEVEN RAICHLEN'S PROJECT SMOKE					NATURE CAT	GREATER BOSTON	
8:30am	JACQUES PEPIN: HEART & SOUL					DINOSAUR TRAIN	BASIC BLACK	
9AM	GREAT BRITISH BAKING SHOW					PEG + CAT	WASHINGTON WEEK	
9:30am						WILD KRATTS	AMANPOUR on PBS	
10am	PATI'S MEXICAN TABLE					ARTHUR	DAVID RUBENSTEIN SHOW	
10:30am	SARA'S WEEKNIGHT MEALS					ODD SQUAD	MOTORWEEK	
11am	FRENCH CHEF					RUDY MAXA'S WORLD	THEATER TALK	
11:30am	AMERICA'S TEST KITCHEN FROM COOK'S ILLUSTRATED			COOK'S COUNTRY	CHRIS KIMBALL'S MILK STREET	FAMILY TRAVEL	OPEN STUDIO	
12pm	SPECIALS	ANTIQUES ROADSHOW	SPECIALS	NATURE	THIS OLD HOUSE HOUR	SPECIALS	GREAT BRITISH BAKING SHOW	
12:30pm		ANTIQUES ROADSHOW		NOVA	SPECIALS		SPECIALS	LIDIA'S KITCHEN
1pm								SPECIALS
1:30pm		CHRIS KIMBALL'S MILK STREET						
2pm	ARTHUR						WEEKENDS WITH YANKEE	
2:30pm	SPLASH & BUBBLES							



# PROGRAMMING

CHILDRENS
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SPECIALS
PRIMETIME

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
3pm	CURIOUS GEORGE					SPECIALS	DREAM OF ITALY
3:30pm	CURIOUS GEORGE						ROADTRIP NATION
4pm	NATURE CAT						STORIES FROM THE STAGE
4:30	ODD SQUAD						ARTICULATE WITH JIM COTTER
5pm	WILD KRATTS						PBS NEWSHOUR WEEKEND
5:30	WILD KRATTS					GREATER BOSTON	OPEN STUDIO
6pm	CURIOUS GEORGE					GLOBE TREKKER	SPECIALS
6:30pm	CURIOUS GEORGE						
7pm	GREAT BRITISH BAKING SHOW					FINDING YOUR ROOTS	
7:30pm							
8pm	MIDSOMERS MURDERS	MASTERPIECE	GRANTCHESTER ON MASTERPIECE	FATHER BROWN	WASHINGTON WEEK	NOVA	
8:30pm					GREATER BOSTON		
9pm	LUTHER	MASTERPIECE	DEATH IN PARADISE	AGATHA RAISIN	FRONTLINE	SPECIALS	SPECIALS
9:30pm							
10pm	SHETLAND	MASTERPIECE	SPECIALS	CAMBRIDGE SPIES	FINDING YOUR ROOTS		
10:30pm							
11pm	PBS NEWSHOUR						
11:30pm						MUSIC VOYAGER	
12am	SPECIALS					AUSTIN CITY LIMITS	MASTERPIECE
12:30am	RICK STEVES' EUROPE						

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
4:50am	WGBH's EARLY EDITION (4:50 – 5am) w/Joe Mathieu					<b>LATINO USA</b> with Maria Hinojosa	<b>JAZZ</b> Delves into the world of mainstream jazz
5am	WGBH's MORNING EDITION(5-10am) w/Joe Mathieu, Steve Inskeep, Rachel Martin, David Greene & Noel King  MARKETPLACE MORNING REPORT (Monday - Friday 5:51am ) with David Brancaccio						
6am	MARKETPLACE MORNING REPORT (Monday – Friday 6:51am) with David Brancaccio					<b>ON THE MEDIA</b> With Brooke Gladstone and Bob Garfield	<b>ON BEING</b> with Krista Tippet
7am	MARKETPLACE MORNING REPORT (Monday - Friday 7:51am) with David Brancaccio					<b>WAIT WAIT...DON'T TELL ME!</b> with Peter Sagal	<b>THE NEW YORKER RADIO HOUR</b> with David Remnick
8am	MARKETPLACE TECH REPORT (Monday – Friday 8:45am) with Molly Wood					<b>WEEKEND EDITION</b> with Scott Simon  <b>BOSTON PUBLIC RADIO NEWS QUIZ (9:40am)</b>	<b>WEEKEND EDITION</b> with Lulu Garcia-Navarro
9am	MARKETPLACE MORNING REPORT (Monday – Friday 9:51am) Stock Market Open Report						
10am	THE TAKEAWAY with Todd Zwilich					<b>THE NEW YORKER RADIO HOUR</b> with David Remnick	<b>STUDIO 360</b> with Kurt Andersen
11am						<b>WAIT WAIT...DON'T TELL ME!</b> with Peter Sagal	
12pm	BOSTON PUBLIC RADIO with Jim Braude and Margery Eagan					<b>INNOVATION HUB</b> with Kara Miller	<b>LIVING LAB</b> with Heather Goldstone
1pm						<b>THIS AMERICAN LIFE</b> with Ira Glass	<b>REVEAL</b> with Al Letson

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
2pm	THE TAKEAWAY with Todd Zwillich					SNAP JUDGMENT with Glynn Washington	THE MOTH
3pm	THE WORLD with Marco Werman					A CELTIC SOJOURN with Brian O'Donovan	MILK STREET RADIO with Christopher Kimball
4pm	WGBH's ALL THINGS CONSIDERED with Barbara Howard, Audie Cornish, Ari Shapiro, Mary Louise Kelly, and Ailsa Chang						TRAVEL WITH RICK STEVES
5pm							WGBH's ALL THINGS CONSIDERED with Barbara Howard, Audie Cornish, Ari Shapiro, Mary Louise Kelly, and Ailsa Chang
6pm	MARKETPLACE with Kai Ryssdal					LIVE FROM HERE with Chris Thile	UNDER THE RADAR with Callie Crossley
7pm	PBS NEWSHOUR with Judy Woodruff						SELECTED SHORTS
8pm	THE WORLD with Marco Werman					SAYS YOU! with Barry Nolan	ARTS AND IDEAS
9pm	BOSTON PUBLIC RADIO with Jim Braude and Margery Eagan			INNOVATION HUB with Kara Miller	ERIC IN THE EVENING with Eric Jackson		
10pm				RADIOLAB with Jad Abumrad and Robert Krulwich			
11pm	SOUND OPINIONS with Jim DeRogatis and Greg Kot	FREAKONOMICS with Stephen Dubner	BULLSEYE with Jim Bowen and Dave Spikey	TED RADIO HOUR with Guy Raz			
12am-3am	PRX REMIX				JAZZ with Tessil Collins	PRX REMIX with Roman Mars	
3am-4:50am	BBC World Service					BBC World Service	

# 99.5 WCRB PROGRAMMING

• A program interlude

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY										
5am	CLASSICAL MUSIC with Laura Carlo (5am – 9am)					LATE NIGHTS (5-6am)	PIPEDREAMS (5am)										
6am						CLASSICAL MUSIC with Cathy Fuller (9am – 2pm)					CLASSICAL MUSIC with Tyler Alderson (6 – 11am)	THE BACH HOUR with Brian McCreath (6am)					
7am												CLASSICAL MUSIC with Chris Voss (2pm – 7pm)					CLASSICAL MUSIC with Larry King (11am – 4pm)
8am											..... Trivia (Monday – Friday, 5:30pm) .....						
9am	CLASSICAL MUSIC with Alan McLellan (7pm – midnight)																CLASSICAL MUSIC with Alan McLellan (7 – 8pm)
10am						..... The Symphony at 8 (8 pm) .....											
11am																..... Midnight Masterpiece (12am) .....	
12am											LATE NIGHTS ON WCRB (12am – 5am)						
1am	LATE NIGHTS ON WCRB (12am – 5am)																