Local Corporate Sponsorship

Make an IMPACT with a MULTIMEDIA Sponsorship
Delivering the highest concentration of educated, affluent and influential consumers, **WNED-TV, WNED thinkbright Create, WNED PBS KIDS 24/7, WBFO-FM 88.7, Classical 94.5 WNED** and our digital media offer unparalleled marketing opportunities in Western New York and Southern Ontario.

**WNED | WBFO has reach into both Western New York and Southern Ontario.** With that distinction comes a responsibility to our community, and we are proud and committed to embracing that responsibility. It is our mission to educate, inform and entertain by providing universally accessible, high-quality and unbiased public media content that inspires all people to broaden their horizons and be lifelong learners.
82% of U.S. TV househholds watch PBS
(Nielsen NP, 9/21/2015-9/18/2016)

PBS RANKED #6 among ALL broadcast and cable networks last season
(Nielsen NP, 9/21/2015-9/18/2016)

81% of listeners consider NPR “personally important to them”
(Source: NPR Impact Study November 2015)
Multimedia sponsorship for high impact.

Events

Digital

Radio

Television

For information about unique sponsorship opportunities please contact:

Gordon Bayliss
Vice President, Sales and Marketing
716-845-2201 | gbayliss@wned.org
Your company’s sponsorship messages provide you with an unrivaled reach to an influential, well-positioned and highly educated audience. Our stations attract a loyal audience from all walks of life. They are culturally passionate and concerned about the issues facing their community and the world at large.

75% of public radio listeners hold a more positive opinion of a company when they learn it supports public radio

(Source: NPR Audience Insight & Research 2010)
81% agree that PBS is selective about the companies that can sponsor PBS

64% believe that sponsorships on PBS are more trustworthy than other networks

(Source: PBS Sponsorship Study: Audience Attributes and Behaviors, City Square Associates, March 2015)
Our listeners and viewers are your clients, customers, patrons and employees. They will respond to your message and visit your establishment, do business with you, and thank you for your support of public broadcasting. It’s a testament to the incredible loyalty that public broadcasting enjoys – a loyalty that is unique in the marketing community.

Not only do our customers connect with our messaging on WBFO, but they come into our store thanking us for supporting public radio. They have a positive feeling about us and our store because of our sponsorship.

Emily Constantine Doren and Holly Constantine Ortman, Lace and Day

76% of PBS viewers agree that sponsors are committed to quality and excellence

(Source: PBS Sponsorship Study: Audience Attributes and Behaviors, City Square Associates, March 2015)

52% of audience members believe that companies that sponsor public radio are more credible than those who advertise on commercial radio

(Source: NPR Audience Insight & Research 2010)
WNED | WBFO’s Wide Range of Program Genres Reach Your Target Audience

**Children’s Programming**

PBS is the #1 educational media brand. WNED-TV and WNED PBS KIDS 24/7 are the places to signal your support for high-quality, educational children’s shows. Associate your company with programs that both kids and parents love, like *Sesame Street, Curious George,* and *Daniel Tiger’s Neighborhood.*

**You’ll Reach . . .**

- Children of all ages
- Parents who value the trusted PBS environment

**News & Public Affairs**

More choices, more voices. Current affairs fans find both on WNED-TV and WBFO, along with more of the in-depth reporting, analysis and discussion they value. From *PBS NewsHour* and *Washington Week* to *BBC World Service* and *Morning Edition,* WNED-TV and WBFO offer the best in local, national and international coverage on television and radio.

**You’ll Reach . . .**

- Affluent viewers
- Active investors
- Well-educated individuals

**Science & Nature**

WNED-TV makes science and nature exciting! *Nature* has long been the benchmark for natural history TV, while *NOVA* continues to reign as the undisputed star of science television. WNED PBS KIDS 24/7 gives children an early introduction to science and nature with inquisitive programs like *Nature Cat, Wild Kratts,* and *Odd Squad.*

**You’ll Reach . . .**

- Affluent business investors
- Business decision makers
- Tech-savvy individuals
History & Documentaries

Award-winning series like American Experience, POV and Frontline present incisive documentaries that illuminate key figures from America’s past and present while covering the scope and complexity of the human experience. Added to that are the WNED-TV productions like The War of 1812 and Underground Railroad: The William Still Story.

You’ll Reach . . .

- Well-educated individuals
- Affluent consumers
- Active community leaders

Drama & Performance

When it comes to drama and the performing arts, WNED-TV fans have the best seats in the house! With award-winning television series like Masterpiece, American Masters, and Great Performances, WNED-TV attracts a large and dedicated audience of arts and culture enthusiasts. WNED Classical 94.5 and JazzWorks meet the need for arts on radio.

You’ll Reach . . .

- Arts and culture enthusiasts
- Active community leaders
- Music lovers

Lifestyle (Home, Cooking & Travel)

From Julia Child, Martha Stewart and Rick Steves, to Ask This Old House and Garden SMART, WNED-TV’s lifestyle programming enriches the lives of our viewers. WNED-TV fans also tune in to our lifestyle channel, WNED thinkbright Create, for 24/7 do-it-yourself programming.

You’ll Reach . . .

- Food and wine aficionados
- Home improvement buffs
- Gardening enthusiasts
Our **award-winning** radio and television stations deliver news and entertainment, classical masterpieces and program specials that attract a highly desirable demographic.

- **International Cinema In Industry CINDY Competition**
  - Toronto’s First Family of Theatre (2016 Gold Award)
  - Making a Difference 2016 (2016 Silver Award)
  - Garden Wisdom for Western New York and Southern Ont. (2016 Silver Award)
  - Target Prevention (2015 Gold Award)
  - Buffalo’s First Ward (2015 Silver Award)
  - If Our Water Could Talk (2014 Gold Award)

- **Telly Awards**
  - Tragedy and Hope (2014 Bronze)

- **New York State Broadcasters Association Awards**
  - Making a Difference 2016 (Outstanding Locally Produced TV Show 2016)

- **Associated Press Awards**
  - 1st Place Honors (2015) –
    - Best Reporter or Anchor: Eileen Buckley
    - Sports Coverage: Omar Fetouh, Jay Moran and Michael Mroziak
    - Investigative Reporting: Dan Karpenchuk
    - Digital Presence: WBFO Staff
  - WBFO named Outstanding News Organization (2015)

- **Public Radio News Directors Inc. (PRNDI) Awards**
  - 1st Place for Continuing Coverage – WBFO (2014)
  - 2nd Place for Breaking News Coverage – WBFO (2014)

For more information about unique sponsorship opportunities or for other inquiries please contact:
Gordon Bayliss, Vice President, Sales and Marketing 716-845-2201 | gbayliss@wned.org
Associate your brand with America’s most trusted programming.

WNED-TV draws a binational audience of more than two million viewers. It consistently ranks among the top 10 most viewed PBS stations nationwide with PBS programs such as Antiques Roadshow, NOVA and Nature. The station has consistent and high-quality programming, no advertising clutter, extensive reach and a loyal and responsive audience.

A recent poll verified that PBS News and Public Affairs programming continues to be a trusted source for news and information that opinion leaders turn to on a regular basis.

PBS NEWSHOUR ranked #1 as the most credible television news source.

Overall, five of the top 10 most credible programs were from public television, including PBS NEWSHOUR, FRONTLINE, NIGHTLY BUSINESS REPORT, NOVA and WASHINGTON WEEK.

(2015 Erdos & Morgan Opinion Leaders Study)

“...We have found underwriting on WNED | WBFO to be an affordable, yet effective promotional tool to reach patrons for our events. The quality of the station’s programming and staff are also a good fit for the image the Center for the Arts has developed.”

Dave Wedekindt, UB Center for the Arts
WNED thinkbright Create is an around-the-clock lifestyle channel bringing all of the “how-to” and “DIY” programs back to one place where they started – on public TV.

Program topics include travel, cooking, gardening, home improvement, and arts and crafts. These programs enlighten, inspire, educate and entertain.

WNED PBS KIDS is a free 24/7 multiplatform children’s service including the TV channel, a live stream on digital platforms and an interactive gaming feature. Together, this triple-play will support our mission to reach all children with high-quality educational content.

WNED | WBFO broadcasts PBS KIDS shows 24 hours a day and offers a live stream, making it easy for children to watch their favorite series during prime time and other after-school hours when viewing among families is high.

“We always enjoy working with WNED | WBFO. They provide quality children’s programming that reaches our target audience. The station is always a pleasure to work with and our audience visitation from Buffalo has increased measurably during times that we have underwritten programming.”

Susan Trien, The Strong National Museum of Play
WBFO is Buffalo’s unsurpassed source for news and information 24 hours a day, 7 days a week, with popular programs including NPR’s *Morning Edition* and *All Things Considered* and programs from the BBC. WBFO is the NPR station in Western New York and operates the largest radio newsroom in the region. WBFO’s staff has nearly four centuries of combined experience and in recent years, **WBFO has won more Associated Press awards than any other radio station – public or commercial – in the state.** The station’s reporting on a range of issues has also won numerous national and regional awards.

**100,000+ Weekly Listeners**
(Including streamers/app listeners)

**Coveted target audience**

**Air 300+ weekly news blocks**

**Typical year:**
**Air 4,400 - 5,000 unique local stories, features, interviews**

---

**JazzWorks 88.7 HD2**
Jazz 24 hours a day

---

“For the past 10 years, I’ve relied on WBFO underwriting. It’s the most effective marketing tool in almost every way. We reach the desired demographic for our business, and the best thing we hear—frequently—at our venues is, ‘I heard about this on WBFO!’”

Dean Brownrout, Dean Brownrout Modern/Contemporary
Classical 94.5 WNED provides the best of our regional, national and international classical music scene. It is an entertaining mix of classical music, combined with informative commentary, providing daily companionship, inspiration and respite from life’s stresses. Classical 94.5 WNED is a locally programmed classical music station that has been on-air for 40 years.

The Festival Committee uses only WNED | WBFO for our radio announcements. We feel that this is the best place to reach our customers.

Judith Bunn, Western New York Fiber Festival

50,000+
Weekly Listeners
(including streamers / app listeners)
Expand your reach.

The digital reach of WNED | WBFO includes our websites wned.org and wbfo.org.

Online sponsorships can drastically build your brand and drive visitors to your website.

You can reach our audience through our station’s mobile apps. In addition to our WNED-TV, WBFO and Classical 94.5 WNED app, we offer JazzWorks, which is a 24/7 jazz station.

Our digital magazine is emailed monthly to our members and includes the program schedules of WNED-TV, WNED thinkbright Create, WNED PBS KIDS 24/7, Classical 94.5 WNED and WBFO-FM 88.7. It also includes features about our station’s events and programming.

“ I want to tell you how happy I am with the results of my underwriting with WNED | WBFO. The announcements have brought me quite a bit of new business, as well as some good will from my existing customers. Keep up the good work!”

Paul Murphy,
G&L Flooring Center

Our WBFO weekly e-newsletter reaches a highly desirable demographic of consumers and business decision makers.

Each of our digital media platforms is an ideal place for your advertising message!
Make a lasting impression on prospective clients with a WNED | WBFO event.

Whether it’s music lovers, thought leaders or families, WNED | WBFO’s special events offer unique sponsorship opportunities that put sponsors face to face with their target audience. Our audience appreciates the corporations and organizations that make the events they value possible. **WNED | WBFO events draw thousands of loyal fans, presenting wonderful marketing opportunities.**

More than just a concert, each spring and fall, **WBFO’s Buffalo Blues Bash** is an entertainment event. It’s an evening filled with great blues, dinner, drinks and room for dancing.

This is a unique occasion to provide a memorable evening for your guests, customers or employees made possible by you and your company or organization.

**WNED Kid Fest** is an annual event bringing in approximately 2,000 kids, parents and grandparents to the WNED studios. The two-day family event features a variety of educational activities, including appearances by various PBS KIDS characters. Stage show performances, crafts, and an exclusive opportunity to have breakfast with the characters are all part of the event.

WNED | WBFO offers its viewers an exciting chance to get involved in a community-oriented, local version of *Antiques Roadshow* by hosting its own **Antiques Home Show** at the WNED studios in Buffalo each spring.
On-air, online and in person, as a sponsor of public media your brand shines in its uncluttered, trusted environment. WNED | WBFO is an integral member of the community and a platform for content of consequence. The result is a sponsorship that delivers for your brand.

“I thank YOU and our friends and supporters at WBFO and WNED for helping us to get the word out about our events. We get a lot of ‘bang for the buck’ when we buy time on your public radio station and consider WNED | WBFO underwriting one of our favorite marketing opportunities.

Eva Nicklas,
Lewiston Council on the Arts

“For the last four years we have focused a fair part of our marketing dollars with Classical 94.5 WNED. The station’s audience is exactly the people who fit the profile of our festival: people who appreciate good music - classical, jazz, opera; people who like to travel to destinations like Niagara-on-the-Lake. It’s a great fit in every way – we support public radio and they support us.

Christopher Blake,
Music Niagara
I’ve been working with WNED | WBFO for a number of years now, and truly appreciate all they do for classical music lovers in Western New York. What a tremendous group of people supplying such an important service in a personal way.

Phil Rehard, University at Buffalo Slee Hall

Beechwood Continuing Care has been working with WNED | WBFO for over ten years. Our mutual commitment to serve our WNY community and make it a better place for all its residents has made for a great partnership. It is a pleasure to work with WNED | WBFO.

Cheryl Wasson, Beechwood Continuing Care

WNED | WBFO is more than a vendor to the Albright-Knox Art Gallery - it is an active, engaged partner that works with the gallery to help us achieve our objectives.

Maria Morreale, Albright-Knox Art Gallery