



Make an
IMPACT
with a
Public
MULTIMEDIA
Sponsorship



Buffalo • Toronto
Public Media





IMPACT: MULTIMEDIA Sponsorship

Delivering affluent, well-educated, influential consumers. WNED PBS, WNED Create, WNED PBS KIDS, WBFO, your NPR station, WNED Classical and our digital media offer exclusive marketing opportunities in Western New York and Southern Ontario.

We are proud and committed to our communities. Our mission is to educate, inform, and entertain our audiences by providing high-quality and unbiased public media content encouraging all people to be life-long learners.

Increase Your Visibility with a Large Audience



Buffalo Toronto Public Media Reaches:

Weekly Television Impressions **2,800,000**

WNED PBS, WNED Create, WNED PBS Kids,
WNED PBS Passport

Weekly Radio Impressions **135,000**

WBFO, your NPR station, WNED Classical,
WBFO Brief Podcast, WBFO JazzWorks plus streaming

Monthly Digital Impressions **200,000**

WNED.org, WBFO.org, WNED PBS, WBFO,
WNED Classical, WBFO JazzWorks Mobile apps,
Buffalo Toronto Public Media Member Magazine,
WBFO E-Newsletter

**Buffalo•Toronto
Public Media**



Source: Television Nielsen Station Index 2020, Radio Nielsen Audio Spring 2020, Monthly Print Reach Constant Contact, Digital Impressions Google Analytics, Streaming Triton Digital.



PBS RANKED #7
among ALL broadcast
and cable networks
last season

(Nielsen NPower Oct. 2018-Sept. 2019)

82% of U.S.
TV households
watch PBS

(Nielsen NPower
Oct. 2018-Sept. 2019)

Buffalo•Toronto
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86% of listeners consider
NPR “personally important
to them”

(Source: NPR Impact Study
December 2018)



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

Ralph (Silver Award 2018)

Canadian Rockies by Rail (Silver Award 2018)

Understanding the Opioid Epidemic (Gold Award 2018)

Toronto's First Family of Theatre (Gold Award 2016)

Making a Difference 2016 (Silver Award 2016)

Telly Awards

Reimagining a Buffalo Landmark (Silver 2020)

Reach Out: Recognize Relationship Abuse (Bronze 2019)

New York State Broadcaster Association Awards

Our Vietnam Voices (Outstanding Use of Digital Platforms 2017)

Making a Difference (Outstanding Produced TV Show 2016)

Public Radio News Directors Inc. (PRNDI) Awards

Best Use of Sound, first place for "BPO Cellist Reflects on His Family's History While Playing at Auschwitz" (Nick Lipka, 2019)

Spot News, second place for "Vending Machine Provides Books for Students" (Eileen Buckley, 2019)

Continuing Coverage, first place (2019)

New York State Associated Press Broadcasters Association Awards

Four First Place Awards, Five Second Place Awards and winner of Outstanding News Operation for seventh year in a row (2020)

Eight First Place Awards, Nine Second Place Awards and winner of Outstanding News Operation for sixth year in a row (2019)

Nine First Place Awards including Art Athens General Excellence of Individual Reporting for Eileen Buckley, Two Second Place (2018)

New York State Broadcasters Association Awards for Excellence

Three First-Place Awards for Sports, Use of Audio, and Election Coverage (2020)

Six Outstanding Awards for reports ranging from breaking news to stories of human interest, more than any other radio station in NYS (2019)



Multimedia sponsorship for high impact.

Events

Digital

Radio

Television



For information about unique sponsorship opportunities please contact:

Sylvia Bennett

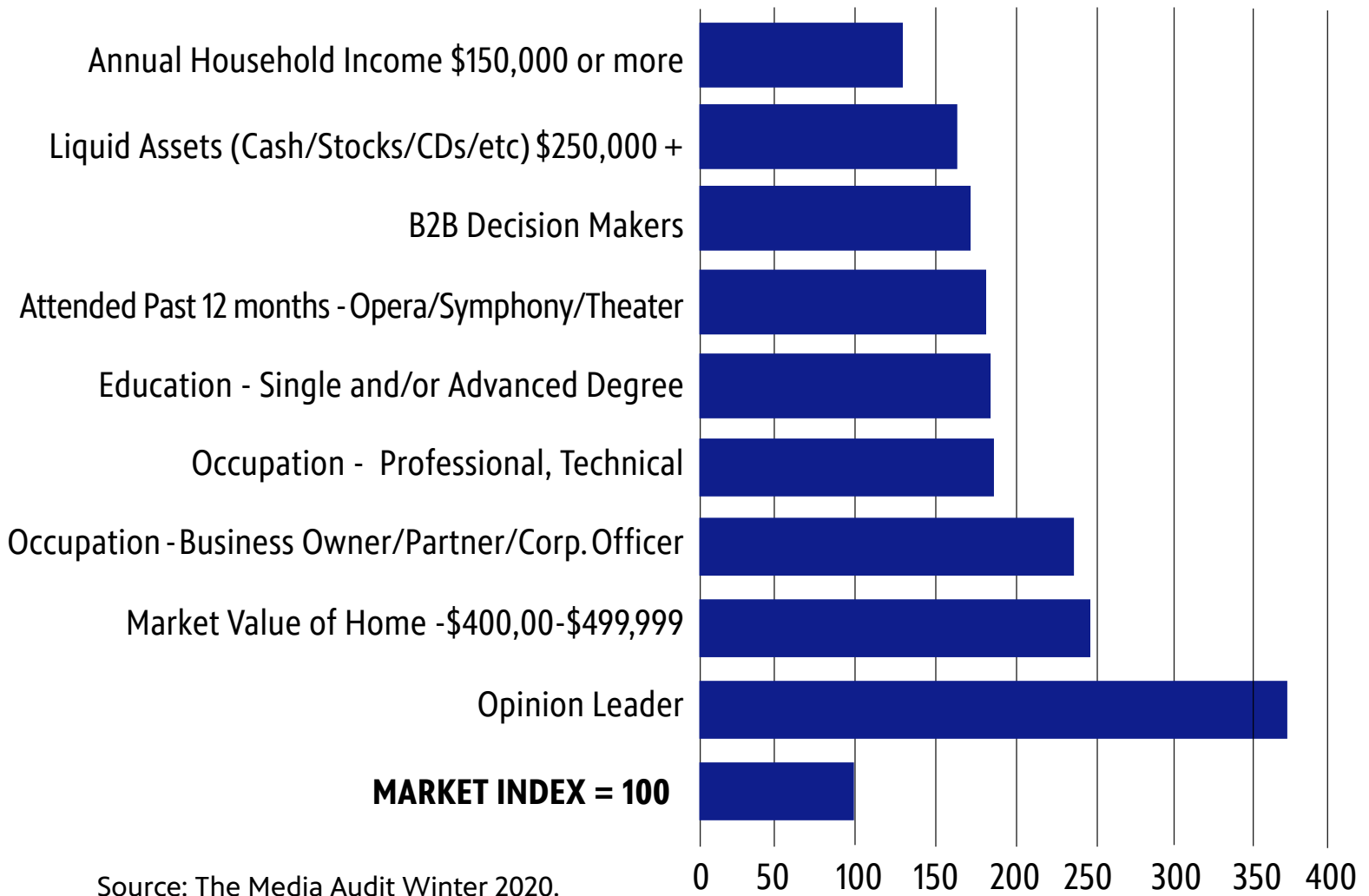
Senior VP and Chief Development Officer

716-845-7005 | sbennett@wned.org

Radio Audience Profile

WBFO n p r

WNED CLASSICAL



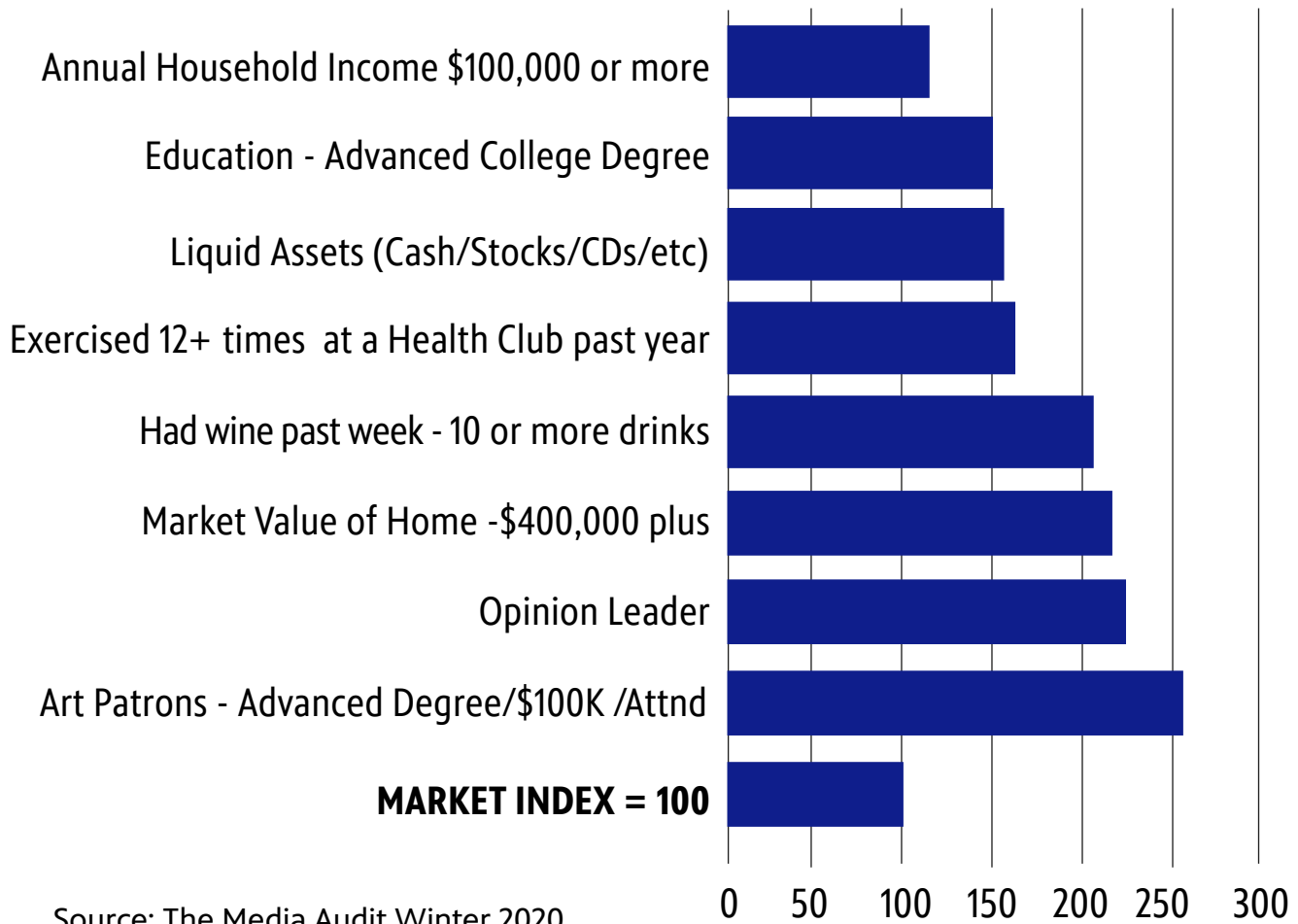
Source: The Media Audit Winter 2020.

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: Lightspeed Research, State of Sponsorship Survey, March 2019.

Television Audience Profile **WNED**



Your message will reach into the homes, automobiles and offices of consumers and business decision makers that regard your message as a statement of character from a company that supports public broadcasting just like they do.

The PBS Sponsorship Study shows **61%** of viewers say that PBS sponsors are different and better than other networks and half say that PBS sponsors are high-quality brands.

Source: City Squares Commercialism Research 2019.

57% of viewers have a more favorable view of a brand for sponsoring PBS.

Source: City Squares Commercialism Research 2019.



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

58% of PBS viewers agree that PBS sponsors have a commitment to quality & excellence.

(Source: City Square Assocs. Jan 2020).

I've been working with Buffalo Toronto Public Media 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

66% of NPR listeners prefer to do business with companies that support NPR.

(Source: City Square Assocs. Jan 2020).

Beechwood Continuing Care has been working with Buffalo Toronto Public Media 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 this organization.

- Cheryl Wasson, Beechwood Continuing Care

Buffalo Toronto Public Media's wide range of program genres reach your target audience



TELEVISION



Associate your brand with America's most trusted programming.



WNET PBS 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 ranks #1 as the most-trusted television news source. - MR&R, Inc. Jan 2020.



WNET PBS KIDS is a free 24/7 multi-platform 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.



WNET 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.

RADIO



People are listening to our award-winning news.



WBFO
JAZZWORKS

Jazz 24 hours a day

WBFO, Buffalo's NPR station, is an 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. As the NPR station in Western New York, it 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.

WBFO Weekly
Listeners total
150,000+
including streamers /app
listeners. Coveted
target audience, Air 300+
weekly news blocks.
Typical year:
Air 4,400 - 5,000
unique local stories,
features, interviews.

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

WNED CLASSICAL

WNED Classical 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.

WNED Classical is a locally programmed classical music station that has been on-air for 40 years.

Special locally produced programming includes, The Big One at One, Oasis of Sanity at 5:00pm and Tuesday Nights at 7:00pm with The Buffalo Philharmonic Orchestra Concerts.

**WNED Classical Weekly Listeners
total
66,000+
including streamers/app
listeners.**

DIGITAL



Expand your reach.

The digital reach of Buffalo Toronto Public Media includes our websites wned.org and wbfo.org, as well as our mobile apps, our digital Member Magazine, WBFO weekly e-newsletter, WNED PBS Weekly Passport email and WBFO Brief Podcast. Each of our digital media platforms is an ideal place for your advertising message!

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 WNED PBS, WBFO and WNED Classical apps, 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 PBS, WNED Create, WNED PBS KIDS 24/7, WNED Classical and WBFO. Our websites also include features about our station's events and programming.

I want to tell you how happy I am with the results of my underwriting with WBFO and WNED Classical. 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.

EVENTS



Make a lasting impression on prospective clients with a Buffalo Toronto Public Media event.

Whether its music lovers, thought leaders or families, Buffalo Toronto Public Media 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. Buffalo Toronto Public Media 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 Buffalo Toronto Public Media 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.



Buffalo Toronto Public Media 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 Buffalo Toronto Public Media studios in Buffalo each spring.