

Louisville Public Media is Louisville B2B's Most Powerful Voice

Sponsorship on Louisville Public Media creates a powerful connection to listeners who are well educated, affluent and community-minded. Legal, wealth management, accounting, insurance and other professional practices **benefit from greater credibility, brand awareness, loyalty and community standing** by including public media sponsorship in their marketing plans.

Louisville Public Media Generates Marketing Results!

78% have taken action as a result of hearing sponsorship messages on public radio

88% have a more positive opinion of public radio sponsors

80% prefer to buy products or services from public radio sponsors

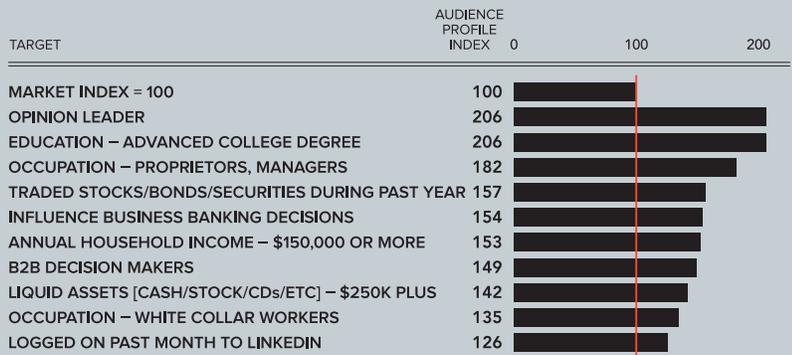
Source: Jacob's Media



89.3 WFPL | 90.5 WUOL | 91.9 WFPK | KyCIR



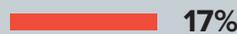
MORE LIKELY THAN THE AVERAGE LOUISVILLIAN



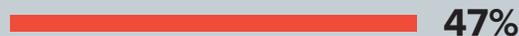
LONG TERM SPONSORS GAIN GREATER AWARENESS

Percent of NPR “audience aware of sponsor” grows over the years

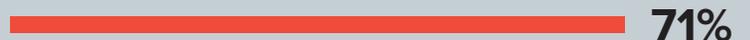
Before Sponsorship



1 Year Later



3 Years Later



Awareness among NPR listeners after the 3-year campaign was 34% higher than non-listeners’ brand awareness.

Source: NPR Listener Surveys, 2007-2011; conducted by Lightspeed Research

“I would love to share our successes with Louisville Public Radio! Eclipse has been so pleased with the response we have received from our existing and new customers pertaining to our advertisement with Louisville Public Radio. We have definitely experienced our largest marketing response from our public radio sponsorship, and are thrilled with the association.”

— Kathy Reed, Assistant Vice President Retail Banking, Eclipse Bank



“We have been using Louisville Public Media for a number of years to reach affluent business professionals in the community. The staff offers the highest degree of professionalism with excellent customer service. Using this venue has truly been a win-win by generating new business opportunities for the Greater Louisville Medical Society and supporting an essential non-profit company at the same time. I recommend this marketing opportunity to other businesses whole-heartedly without reservation.”

— Cheri K McGuire, Director of Marketing, Greater Louisville Medical Society



“Louisville Public Media has been an integral part of Habitat ReStore’s marketing efforts since our inception in 2005. Their loyal listeners trust the message they hear on our public radio stations, and we benefit from that credibility. The ability to successfully reach our primary target audience on a trusted medium has been instrumental as we continue to increase our outreach efforts in the community.”

— Dale Douthat, Director, Habitat ReStore



“Kiel Thomson Company is a proud supporter of public radio. It’s important to us that we and our community have access to this wonderful service provided by Louisville Public Media. We also enjoy the benefits that underwriting for public radio has to offer: many of our new clients have contacted us because we support LPM - and many of our past and on-going clients have mentioned to us that they appreciate that we help keep this much-needed service going strong.”

— Dawn Marshall, Vice President, Kiel Thomson



“Public Radio has been very valuable to us in building brand awareness for Passport Health. As a non-profit, community based health plan, we are pleased to support our public radio and look forward to continuing this mutually beneficial relationship.”

— Jill Joseph Bell, Chief Communications Officer, Passport Health Plan

