

## Make a powerful connection to medical consumers and referral sources!

Louisville Public Media reaches more than 300,000 of our most influential citizens every week.

Sponsorship on Louisville Public Media creates a powerful halo of credibility, affinity and community involvement with listeners who are well educated, well insured, and have financial resources for elective healthcare.

The Public Radio audience is also rich with fellow practitioners, opinion leaders and influencers – driving professional referrals and trusted social recommendations.

## 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: Jacobs Media

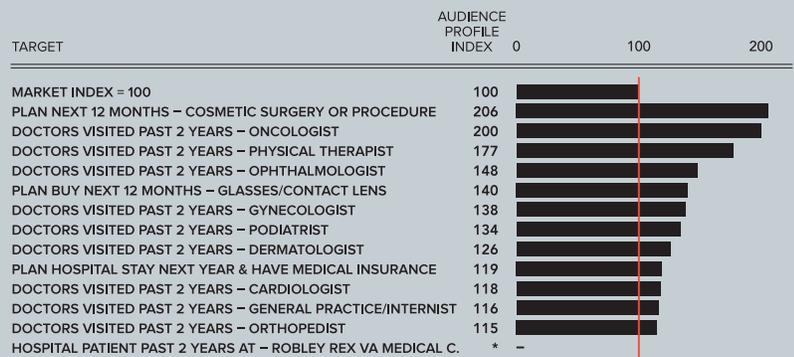


**LOUISVILLE  
PUBLIC MEDIA**

89.3 WFPL | 90.5 WUOL | 91.9 WFPK | KyCIR



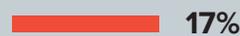
### MORE LIKELY THAN THE AVERAGE LOUISVILLIAN



### 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

“We are getting so much positive feedback about our Louisville Public Media campaign! Wow! I wish we had started these years ago! Our sponsorship resonates with our patients. Almost daily, they thank our doctors for supporting Louisville Public Media. This shows our message is being heard, and understood by your listeners, who are also our patients. These are articulate, educated, informed people who appreciate the medical care we offer and essentially “follow doctors’ orders.” Our presence with Louisville Public Media is good for an informed society, an independent press, our community as a whole, and a great way to further strengthen our bonds with our patients.”

— 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



“Public Radio allows us to put our message of style and exceptional customer service in front of an upscale audience that appreciates fashion – and a good value in their eye wear, as provided at both Korrekt Optical and OPTIK by Korrekt.”

— Steve Baker, Owner, Korrekt Optical



“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

