



NEWS

MUSIC AND ARTS LIFE

# NPR & STORYCORPS

Cross-Platform Sponsorship



# STORYCORPS

- *StoryCorps* is the largest oral history project in American history. This revolutionary national nonprofit organization allows people of all backgrounds and beliefs to record, share, and preserve one another's stories in sound.
- As the largest single collection of human voices ever gathered, *StoryCorps* interviews are digitally captured and archived in the Library of Congress

## StoryCorps Sponsorship Overview

- **On Air:** :15 sponsor credits adjacent to *StoryCorps* weekly segments on *Morning Edition*
- **Podcast:** :30 post-roll credit in weekly *StoryCorps* podcast episodes, with sponsor recognition at the start of each episode read by *StoryCorps* founder Dave Isay
- **Digital:** Recognition across *StoryCorps* presence on NPR.org. Additional, scalable sponsorship plan available to extend your message to the NPR.org audience



[LEARN MORE](#)



# STORYCORPS MOBILE BOOTHS

## About the MobileBooth Program

- The MobileBooth, an Airstream trailer outfitted with a recording studio, travels year-round, making month-long stops in cities nationwide
- StoryCorps partners with public radio stations and cultural institutions at each stop, offering high-value connections for sponsors
- The MobileBooth generates significant coverage in each market through targeted media outreach and community events

## Sponsorship opportunities include:

- Sponsor logo recognition on the MobileBooth trailer
- Up to five (5) VIP interview slots for sponsors in key markets
- MobileBooth stops in 2017 include:

Fort Myers, FL (Jan 5 – Feb 3)

Mobile, AL (Feb 9 – Mar 10)

Lexington, KY (Mar 16 – April 14)

Cincinnati, OH (April 20 – May 19)

Bloomington, IN (May 25 – June 23)

Detroit, MI (June 29 – July 28)

Des Moines, IA (Aug 3 – Sept 1)

Minneapolis, MN (Sept 7 – Oct 6)

Shreveport, LA (Oct 12 – Nov 10)

Corpus Christi, TX (Nov 16 – Dec 20)





# NPR CROSS-PLATFORM SCALE AND HALO EFFECT

## NPR ON AIR

**30M**

Weekly broadcast listeners

**65%**

NPR broadcast listeners prefer to buy products or services from NPR sponsors

## NPR PODCASTS

**11.3M**

Unique monthly podcast users

**76%**

NPR podcast listeners hold a more positive opinion of a company when they find out it supports NPR

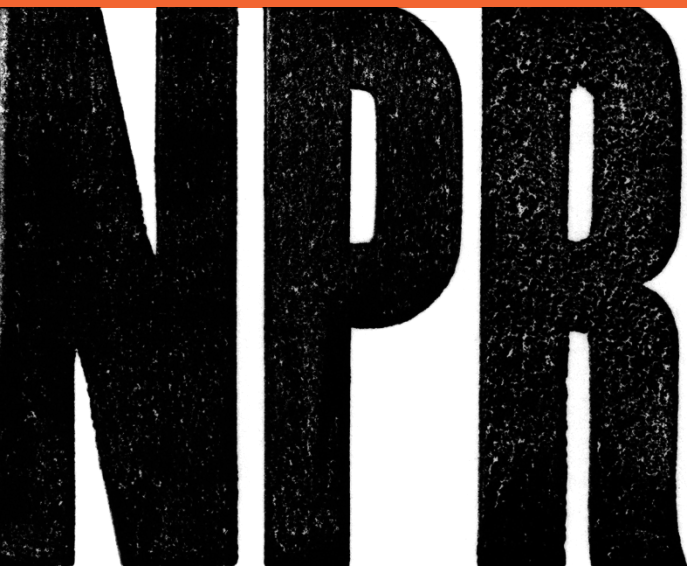
## NPR.ORG

**43M**

Unique monthly visitors at NPR.org

**73%**

NPR.org users have taken action in response to a sponsorship message on NPR.org



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## **CONTACT**

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