



n p r



NEWS



MUSIC AND ARTS LIFE



NPR ON AIR

A Tradition of Excellence

NPR ON AIR

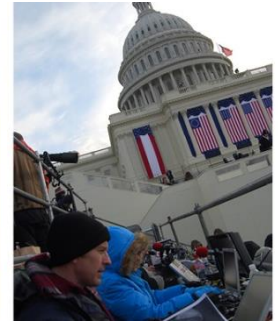
A Tradition of Excellence



A TRADITION OF EXCELLENCE

NPR remains:

- A **standard-setting producer and distributor** of award-winning news, information and music programming for more than 40 years
- NPR has the **two most listened-to drive-time radio shows** in America: *Morning Edition* and *All Things Considered*
- NPR Programming and Newscasts reach a larger audience than the combined circulation of the top 53 national newspapers with **30 million weekly radio listeners**
- Honored with the **broadcast industry's most prestigious awards**



Sources: 1. ACT 1 based on Nielsen Audio Nationwide, Fall 2016, Persons 12+, NPR Programming + Newscasts; Audit Bureau of Circulations, and Alliance for Audited Media, October 2014.

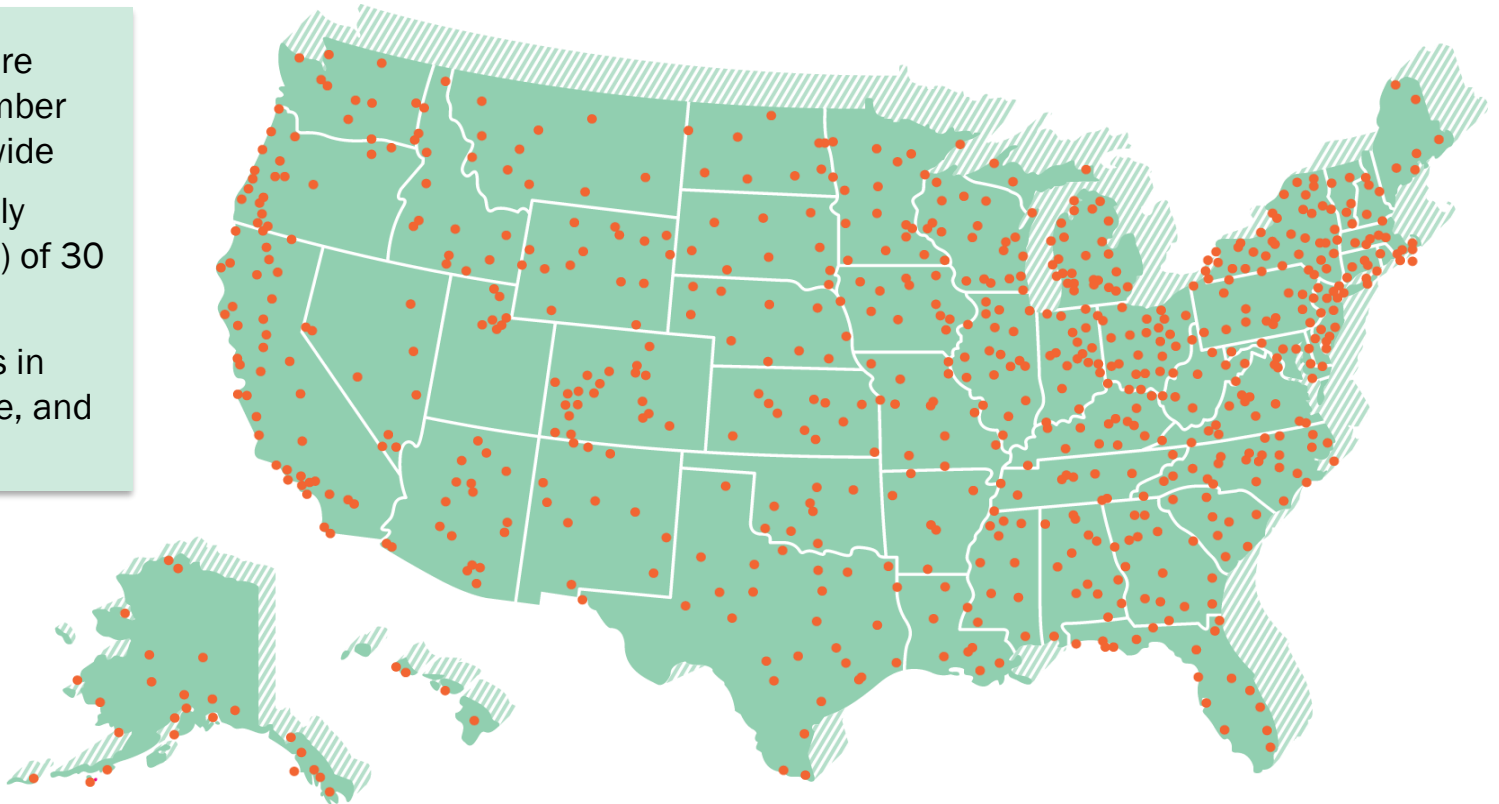
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HEARD IN COMMUNITIES ACROSS THE COUNTRY

National reach, local importance

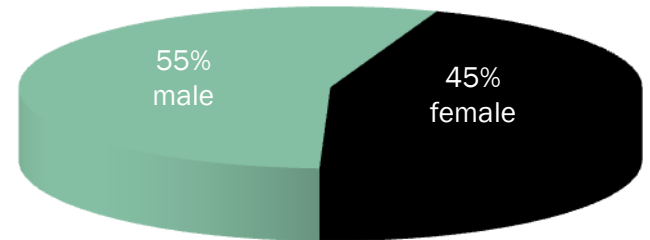
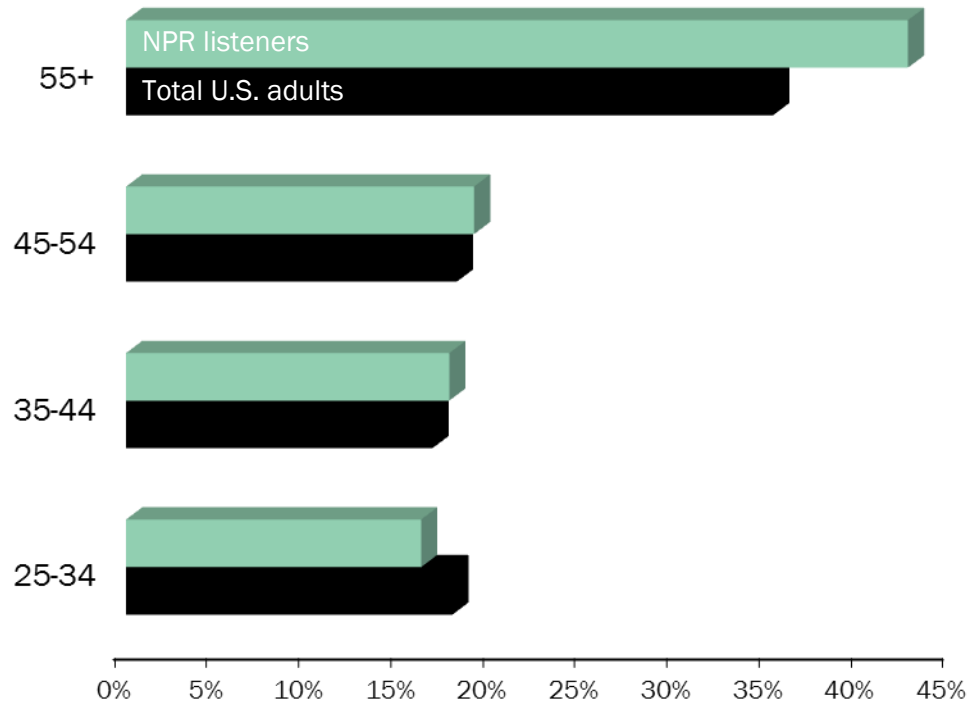
- A network of more than 1,000 member stations nationwide
- Home to a weekly audience (cume) of 30 million listeners
- Leading stations in News, Arts & Life, and Music





A BALANCED AUDIENCE

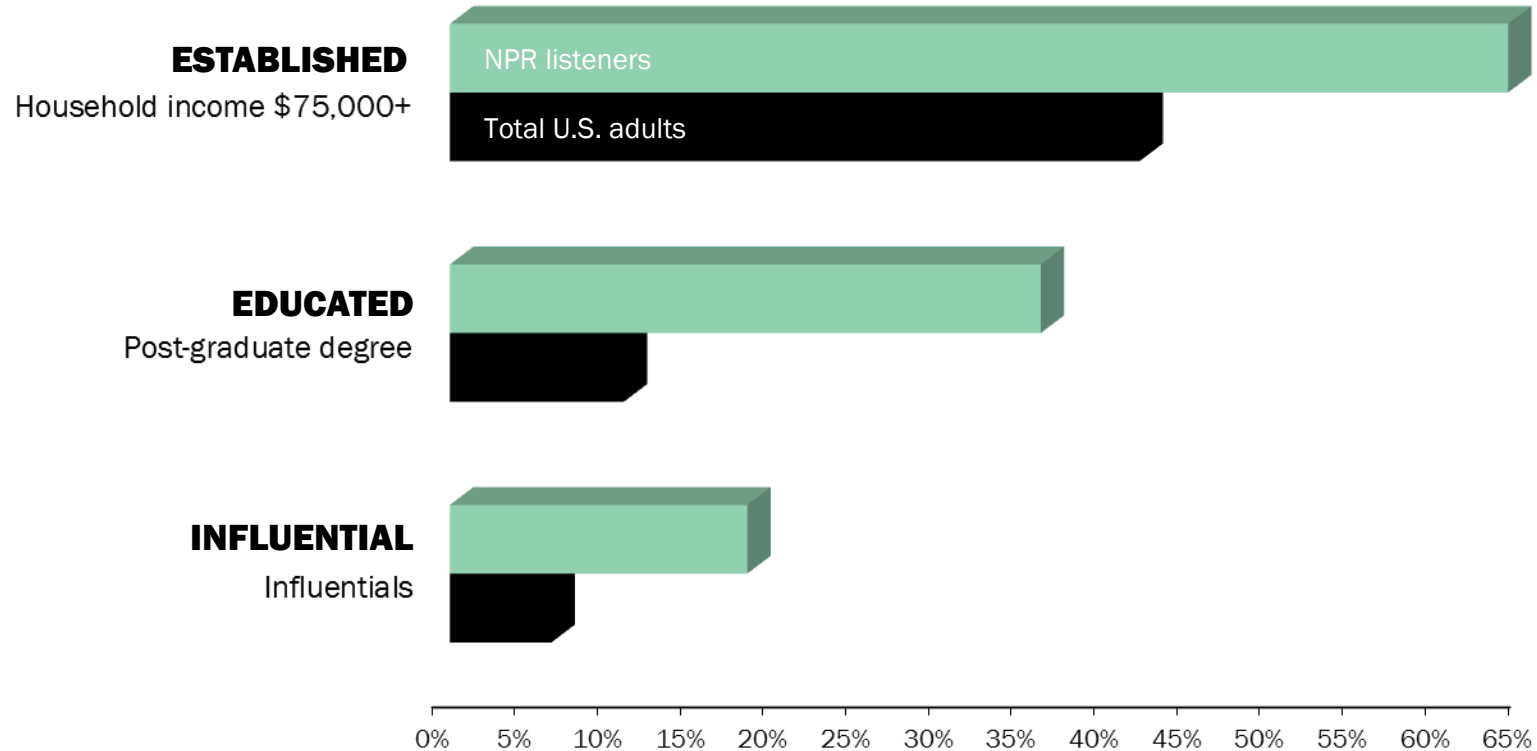
52% of NPR listeners are adult, 25-54





A DESIRABLE AUDIENCE

NPR listeners are:





LISTENERS CONNECT WITH NPR

Engaged & Active

87%

DISCUSS CONTENT
WITH FRIENDS, FAMILY
AND COLLEAGUES*



86%

CONSIDER NPR
“PERSONALLY IMPORTANT”
TO THEM



83%

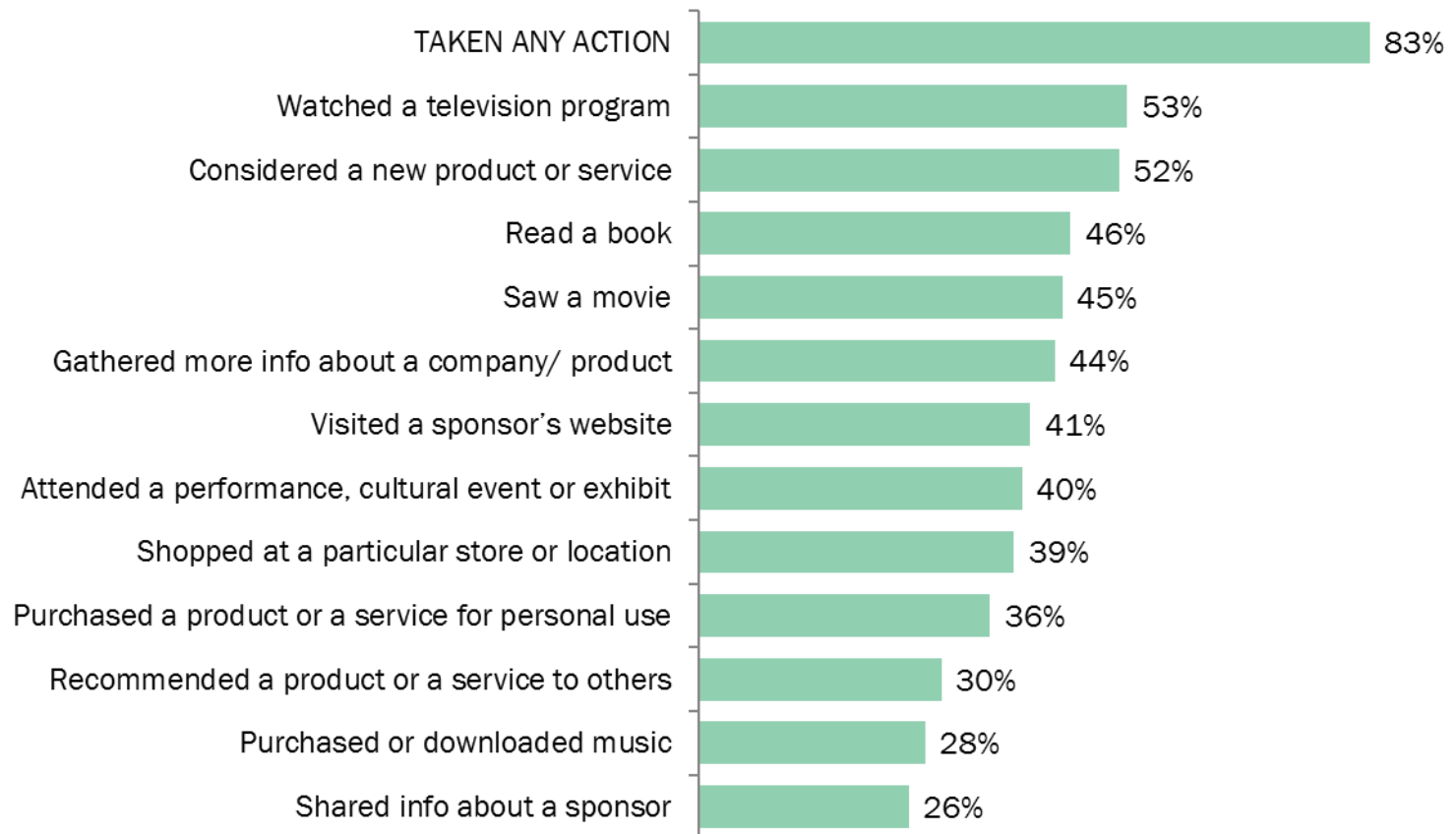
TAKE ACTION IN
RESPONSE TO A SPONSORSHIP
ANNOUNCEMENT HEARD ON NPR





NPR LISTENERS TAKE ACTION

As a result of sponsorship announcements on public radio stations, listeners have:





LISTENERS CONNECT WITH NPR SPONSORS

The “Halo Effect” of NPR

71%

Hold a more positive opinion of sponsors that support NPR

60%

Agree NPR is selective about companies that sponsor its programming

70%

Prefer to buy products or services from NPR sponsors



INFLUENTIAL PROGRAMMING FROM NPR NEWS

Flagship On-Air News Programs



Morning Edition

- The nation's #1 morning drive program, with **14.7 million weekly listeners**
- Delivers **standard-setting news coverage and commentary** to 814 radio stations across the country



All Things Considered

- Flagship evening NPR newsmagazine reaching **14.4 million weekly listeners**
- Award-winning program intelligently combines **hard news and cultural commentary** from across America and around the world



WEEKEND PROGRAMMING FROM NPR NEWS

Stay Informed All Weekend Long



Weekend Edition

- *Weekend Edition Saturday* and *Sunday* are two distinct news programs with consistent sound, feel, and engagement
- Hosted by public radio veteran Scott Simon and new host Lulu Garcia Navarro to more than 5.6 million NPR fans (each week)*

Weekend All Things Considered

- *Weekend All Things Considered* keeps listeners informed of breaking news and business updates all weekend long with host Michel Martin
- Intelligently combines hard news and cultural commentary from across America and around the world

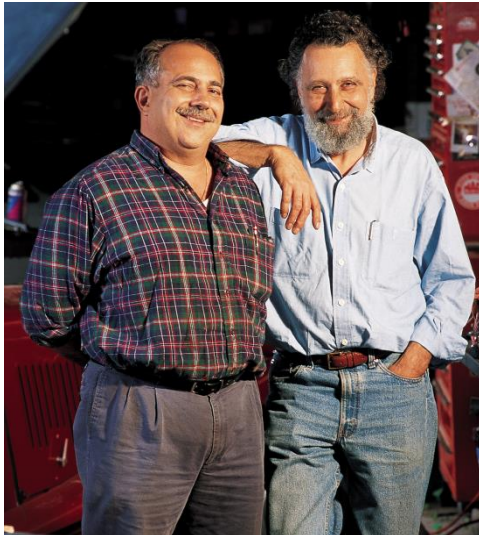


LAUGHTER & CULTURE

NPR Lifestyle Shows

THE BEST OF CAR TALK FROM NPR

A lighthearted weekend program featuring hosts “Click and Clack”



WAIT WAIT... DON'T TELL ME!

The NPR news quiz with celebrity guests and events across the country



FRESH AIR WITH TERRY GROSS

Conversations on culture reaching more than 6.2 million weekly listeners





INNOVATION & EXPLORATION

Engaging Programs from NPR

TED RADIO HOUR FROM NPR

Showcasing leading voices and “ideas worth spreading” through dynamic talks, commentary and storytelling



HIDDEN BRAIN FROM NPR

Exploring the patterns that drive human behavior, the biases that shape our choices and influence our relationships



ASK ME ANOTHER FROM NPR

A rambunctious hour of brainteasers, pub trivia, celebrity guests, comedy and live music





SHOWCASING MUSIC'S BEST AND BRIGHTEST

From Emerging Talent to Music Legends

World Café

- Presenting the latest and brightest in contemporary music – blues, rock, world, folk, and alternative country
- Hosted by David Dye, the program features live performances and intimate interviews with new and legendary artists



Jazz Night in America

- Hosted by Grammy Award-winner Christian McBride, the program showcases the continuing vitality of jazz and underscores the genre's storied history through live performances, interviews and conversations with today's great jazz artists
- Presented by NPR Music in partnership with WBGO and Jazz at Lincoln Center, *Jazz Night in America* is public radio's first program completely native to video and radio

