



Sponsorship Opportunities



WHYY-TV 12 | [WHYY-FM 90.9](#) | [WHYY.ORG](#) | [WHYY APP](#) | [BILLYPENN.COM](#)

WHYY.
Think you know?
Think again.

Welcome!

Align your organization with Greater Philadelphia's #1 PBS and NPR stations and Philly's Billy Penn. WHYY and Billy Penn reach engaged audiences and offer multiplatform sponsorship opportunities to help connect you with your target audience.

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WHYY

Who we are

As Greater Philadelphia's #1 public media organization, WHYY has been proudly providing free, public access to trustworthy news and information and world-class entertainment for 70 years.

YOUR SPONSORSHIP OPPORTUNITY...

connects you with an engaged and curious audience in a deeper way.



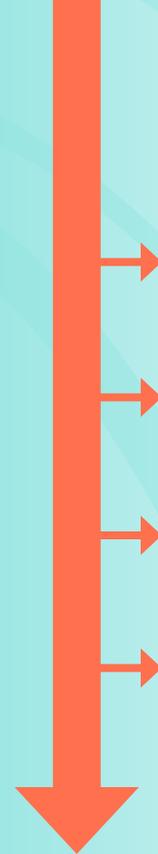
WHYY offers:

- Free access to **television, radio and online.**
- A **60-person strong local newsroom**, with access to **NPR** national and international news and radio programs.
- World-class **PBS** TV programming.
- **Award-winning PBS KIDS** television programs.
- **Original content** for radio, TV, podcasts and digital shorts.
- **Community engagement** through **discussions** and **events.**
- Multimedia educational instruction in our studios and at **54 local schools.**

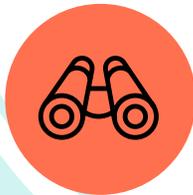


WHYY Multiplatform Sponsorship Opportunities

Reinforce your brand! By sponsoring WHYY across multiple platforms, your message will reach your target when and where they consume content.

- 
- Radio
 - Television
 - Online
 - Community

▶ **Your WHYY sponsorship aims to:**



Generate leads



Build and enhance your brand



Convert prospects to consumers



Amplify your reputation



Increase engagement



Build your bottom line

WHYY The Halo Effect.

Public media programming is personally important to our audiences. It's part of their daily lives. Research has shown time and again that public media listeners and viewers are more likely to think highly of brands that sponsor public media content and more likely to consider them when it comes time to make a purchase. Public media audiences trust and value their local stations. That same loyalty extends to sponsors. It's known as The Halo Effect.

NPR listeners:

74% | have a more positive opinion of (NPR) sponsors ⁽¹⁾

PBS viewers:

61% | (PBS') sponsors messages are different and better than other advertisers ⁽²⁾

Why Your Message Stands Out

We're different from commercial broadcasting.

- Fewer messages per hour
- Less clutter
- The creation of deeper, more meaningful relationships with our audience

Source: (1) Kantar, NPR State of Sponsorship Survey, Mar 2022, (2) PBS 2019 Commercialism Study, City Square Associates, (3) PBS.org Mar 2023.

PBS was named the most trusted media organization for 20 years in a row. ⁽³⁾

For more than 45 years, NPR has been working to "create a more informed public."

Eight in 10 (82%) advertisers say they are vetting media partners based on trust-related attributes. ⁽²⁾

WHYY Audience

■ **why.org**
1.1 million
users on average per month

■ **WHYY-FM 90.9**
455,000
unique listeners per week

■ **WHYY Podcasts**
Over 210,000
downloads per month

■ **bilypenn.com**
160,000
users on average per month

■ **WHYY-TV 12**
451,000
unique viewers per week

■ **WHYY Live Stream**
Over 630,000
streaming sessions per month

Source: Nielsen, Digital Core Services, Podtrac, Domo and ROIs, 2023.



WHYY-FM 90.9 Sponsorship Opportunities

:15 Radio Sponsorship Messages

**WHYY is Greater Philadelphia's #1 local,
member-supported NPR news station.**

“

*WHYY is my constant
companion when I'm home
and in the car. Your noontime
lineup makes my day,
especially Studio 2.*

”

“

*I learn so
much from WHYY.
Thank you for the honest,
factual reporting of the news,
fascinating stories
and comforting
voices.*

”

npr

WHYY

WHYY-FM 90.9

WHYY Weekday, Locally-Produced Program Highlights



The Pulse: Maiken Scott (Mondays: 12 p.m. - 1 p.m.)

Studio 2: Cherri Gregg & Avi Wolfman-Arent (Tuesdays - Thursdays: 12 p.m. - 1 p.m.)

The Connection with Marty Moss-Coane: (Fridays: 12 p.m. - 1 p.m.)

Fresh Air: Terry Gross & Co-host Tonya Mosely (Monday – Fridays: 3 p.m. & 7 p.m.)



“ Thank you, Terry Gross! An interview you did with Michael Pollan a few years ago saved my life. It helped me to stop drinking and has improved my quality of life and saved my life as a result. ”



Jennifer Lynn



Maiken Scott



Cherri Gregg & Avi Wolfman-Arent



Marty Moss-Coane



Terry Gross



Tonya Mosley



Matt Guilhem

NPR National Program Highlights



Morning Edition: America's #1 news/talk radio program, with local host Jennifer Lynn.



Marketplace: Providing context for the day's economic news, hosted by Kai Ryssdal.



All Things Considered: NPR's flagship evening drive program.



Wait Wait...Don't Tell Me: The beloved radio news quiz originating out of Chicago's WBEZ.

Visit why.org/radio for current schedule.

WHYY-FM 90.9 Audience Stats

WHYY reaches 455,000 listeners each week.

85%

of WHYY listeners have
a college degree or more
education

49%

of WHYY listeners
are ages 21-54

How to read: index is par with 100%. Any number above 100% is above average indicating greater likelihood of behavior compared to the average population in the past 12 months.

Source: Scarborough Release 1, 2023.

WHYY-FM 90.9 Audience Stats

They are educated and have high income/net worth.

Have completed post-graduate work	269%
Annual income of \$250,000+	218%
Net worth of \$2,000,000+	182%

They're active professionals.

Attended live theater	202%
Attended a museum	187%
Went hiking or backpacking	149%
Visited a botanical garden	148%

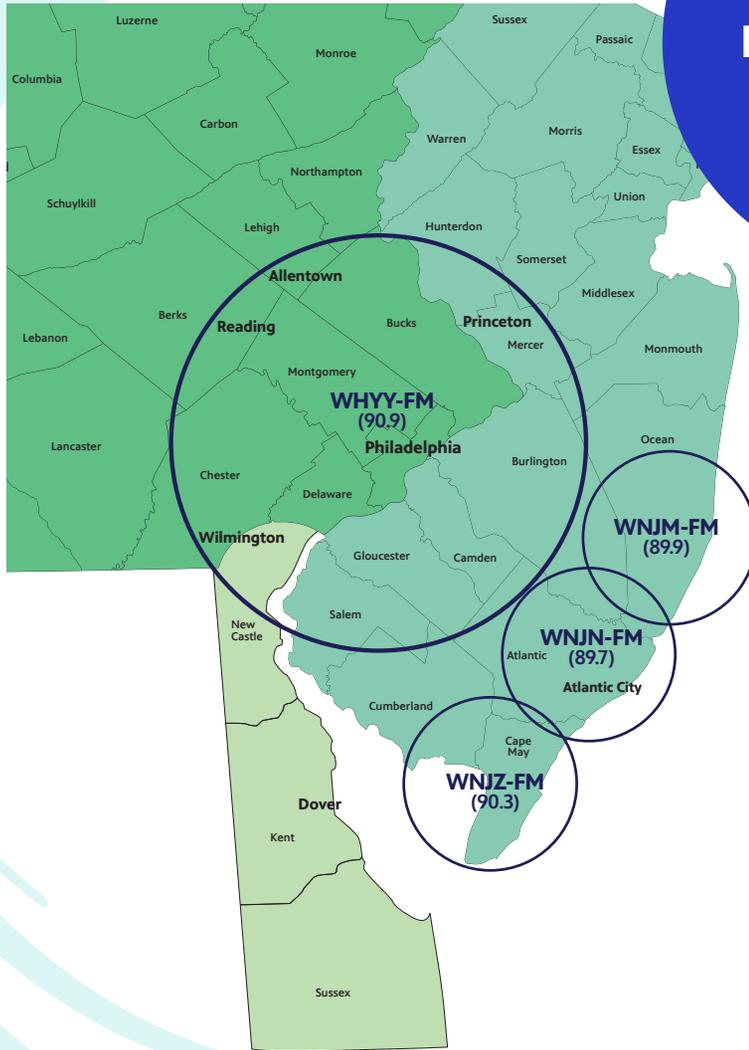
They're socially and culturally conscious.

Contributed to an arts/cultural organization	214%
Contributed to a social care/welfare organization	197%
Contributed to an educational/academic organization	159%

They care about the environment.

Engaged in 7 or more eco-friendly activities on a regular basis	193%
Contributed money or time to an environmental organization	190%

WHYY-FM 90.9 Coverage Area



**WHYY-FM 90.9
is the leading
NPR station in
the Greater
Philly region**

**...and
the only
NPR news
station in
South Jersey!**

Greater Philadelphia Area

Bucks, Chester, Delaware, Montgomery
and Philadelphia counties

Portions of Berks and Lehigh counties

Southern New Jersey

Atlantic, Burlington, Camden,
Cape May, Gloucester,
Mercer, Salem and Ocean counties

Delaware

New Castle county

WHYY-FM is simulcast on:

90.3 Cape May Court House

89.9 Manahawkin

89.7 Atlantic City

Listen live. | Stream anytime.

Listen to WHYY-FM on your smart speaker | WHYY app | why.org

WHYY-TV 12 Sponsorship Opportunities



:15 or :30 TV Sponsorship Messages

WHYY is Greater Philadelphia's #1 PBS affiliate featuring world-class PBS productions and WHYY originals.



“

I always rely on the PBS NewsHour to cut through the nonsense and for the deep dive. Now, more than ever, public broadcasting is my source for broadcast information I can trust. Thank you!

”

WHYY-TV 12

Program Highlights

Trusted Brand. Measurable Impact.



Antiques Roadshow: Part adventure, part history, part treasure hunt.

MASTERPIECE

Masterpiece: Beloved programming, from classics and popular favorites like *Poldark* and *Victoria*.



PBS NewsHour: News updates, analysis, interviews and more, hosted by Judy Woodruff.



Frontline: Documentaries and news investigations from the award-winning journalism team.



PBS Kids Programming: Engaging, original, kid-friendly, educational content.



Ken Burns Documentaries: Stories about inspiring people and events that change our understanding of humanity's place in the world.



Locally, Produced. Regionally Relevant.

you **oughta** know

You Oughta Know: Your guide to people, places and events you might not know about in the Philadelphia region.



Check, Please! Philly: Food and travel writer Kae Lani Palmisano invites local diners to join in the conversation about great restaurants in the Philadelphia area.



Albie's Elevator: for pre-schoolers.
The Infinite Art Hunt: for elementary school age.



Seasonal:
Young Creators Studio
On Stage at Curtis

WHYY-TV 12 Audience Stats

WHYY reaches 451,000 viewers each week.

66%

vote in local
elections

63%

of viewers have a
college education



Source: Scarborough Release 1, 2023.

WHYY-TV 12 Audience Stats

They invest.

	Index
More likely to have used a stockbroker in the last 12 months	179%
Invested in mutual funds	134%

They're engaged.

Participated in genealogy	148%
Attended live theater	142%
Attended a health/fitness/wellness expo	123%

They're socially and culturally conscious.

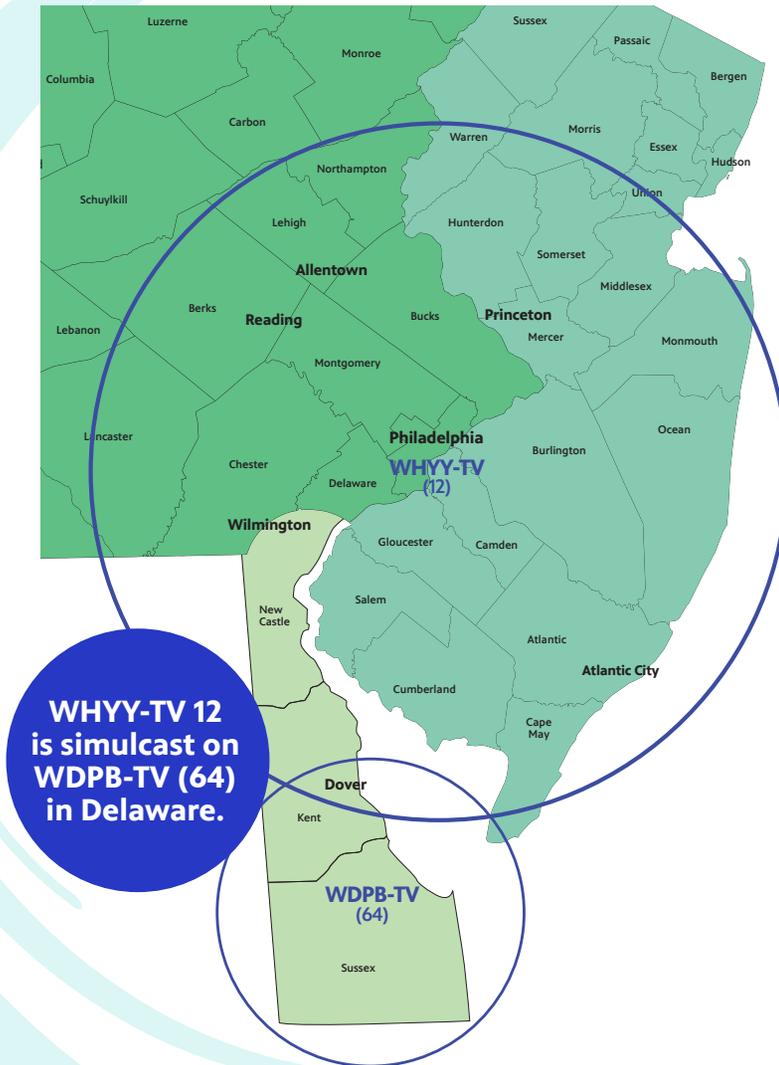
Contributed to an arts/cultural organization	187%
Contributed to social care/welfare organizations	149%
Visited a botanical garden	128%

They're environmentally conscious.

Donate money or time to environmental causes	146%
Buy locally grown food	137%
Engage regularly in eco-friendly activities	130%

How to read: index is par with 100%. Any number above 100% is above average indicating greater likelihood of behavior compared to the average population in the past 12 months.

WHYY-TV 12 Coverage Area



Greater Philadelphia Area
Bucks, Chester, Delaware, Montgomery
and Philadelphia counties

Portions of Berks and Lehigh counties

Southern New Jersey
Atlantic, Burlington, Camden,
Cape May, Gloucester,
Mercer, Salem and Ocean counties

Delaware

WHYY TV Channels

WHYY-TV 12 HD (12.1)

Comcast HD (812)

Fios HD (512)

Y2 (12.2)

Comcast (257)

FiOS (474)

WHYY PBS Kids 24/7 (12.3)

Comcast (258)

FiOS (473)

Watch live. | Stream anytime.

whyy.org

Online

WHYY and Billy Penn

Local news and information are must-haves in your marketing plans. With WHYY's offerings of online news, podcasts and more, we're meeting audiences in the way they like to consume media.

Sponsorship Opportunities

Audio: ■ Live stream pre-roll
■ Podcast pre-roll and mid-roll sponsorship messages

Display: ■ Websites | E-newsletters
■ Online sponsored content

“

I REALLY LOVE the WHYY weekly email. I always learn something new and it provides a fantastic curated look at the best of what's going on in the Delaware Valley.

”

“

I appreciate all the WHYY, PlanPhilly, and BillyPenn coverage at this time. Thanks to you and your colleagues for all your hard work!

”



BILLYPENN

at WHYY

A local news team with a mission to improve Philadelphia by reporting on and explaining the city's political, physical and cultural infrastructure.



bilypenn.com website:

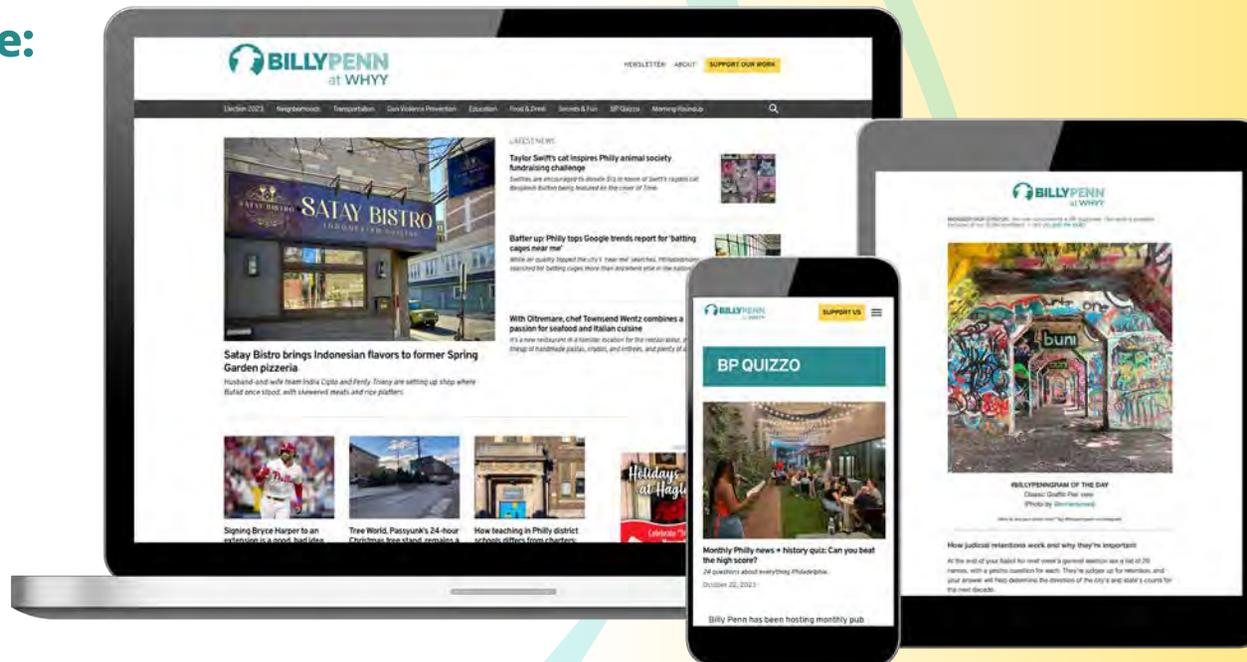
350,000

users on average monthly

Billy Penn online newsletter:

44,000

subscribers five days per week



WHYY Online Opportunities

Read. Listen. Stream.

Reach the WHYY audience through mobile, laptops, car radios, smart speakers and smart TVs. WHYY reaches the Greater Philadelphia, Southern New Jersey and Delaware areas with local news, awe-inspiring stories, little-known history and new perspectives.

why.org

why.org is a mobile-friendly gateway to streaming WHYY radio, on-demand video and trusted local news. WHYY.org reaches an average of **1.4 million** users monthly.

WHYY Live Audio Stream

Listeners benefit from 24/7 access to local, national and international NPR and WHYY news and information, reaching, on average, **750,000** device streams monthly. Access is available on the convenient WHYY app, on mobile and computers.

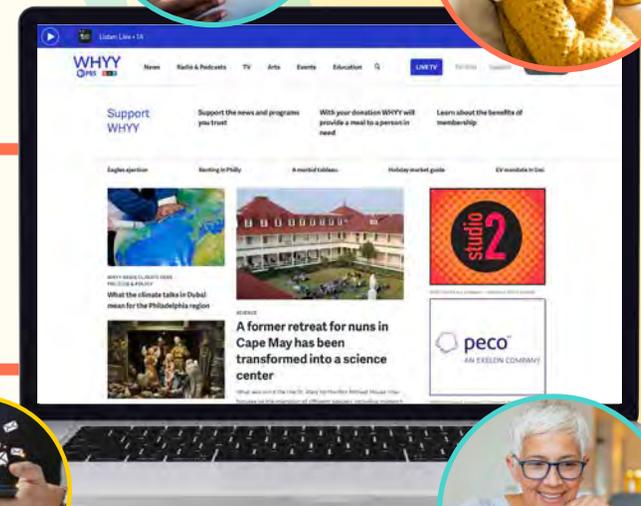
WHYY Podcasts

WHYY is proud to introduce our new **Digital Studios**. Our new digital studios create original podcasts, share popular podcasts, produce digital shorts and limited-run digital series. On average, WHYY's podcasts are downloaded **210,000 times** every month — and growing.

Online Newsletters

WHYY Weekly newsletter hits **170,000 inboxes**.
WHYY News Daily newsletter reaches **over 19,000 subscribers**.
Weekly WHYY-TV Guide sends to an average of **197,000 viewers**.

- **47% of public radio fans listen to podcasts weekly.**
- **Among those who prefer WHYY-FM, more than half listen to WHYY podcasts.**



Source: Google Analytics, Podtrac, and Scarborough Release 1, 2023.

WHYY Outreach Opportunities

WHYY's community programs engage the audiences in person for powerful one-to-one impact.



■ Lifelong Learning Award

Each year, WHYY awards one outstanding individual with WHYY's Lifelong Learning Award. The annual event sponsorship includes program book, on-site and online sponsorship opportunities. Past recipients have included, President Biden, Chef/Author Lidia Bastianich, Dr. Anthony Fauci, PBS' Gwen Ifill and more.



■ Matching Gifts

Become a Matching Gift employer and double the value of your employees' contributions to WHYY. WHYY is a qualified non-profit organization.

■ Street Team Sponsorship

The WHYY Street Team is out and about at large festivals and community functions across the Greater Philadelphia region to engage with neighborhoods.



Check in with your sponsorship representative to hear about upcoming opportunities.

■ Corporate Challenge

An opportunity for an organization to match donations on WHYY-FM and WHYY-TV. This opportunity includes frequent on-air host mentions and other benefits.

Business/Organization Sponsorship Categories:

- Arts & Entertainment
- Automotive
- Banking
- Food and Dining
- Health Care
- Higher Education
- Home Improvement
- Insurance
- IT and Consulting
- K-12 Education
- Professional Services
- Senior Living
- Travel
- Utilities
- Wealth Management