



Multiplatform Sponsorships for Businesses in New England



RADIO • TELEVISION • DIGITAL • PRINT • PODCASTS • EVENTS



GBH is...

a trusted source of content that promotes educational equity, delights its audiences, and inspires everyone to engage with the world around them.

RADIO 

 89.7  Classical
99.5

 Cape & Islands

TELEVISION 

 2  44 

Local Corporate Sponsorship



GBH Local Corporate Sponsorship offers companies in MA, RI and NH the opportunity to align their brand with the nation's flagship public media organization.

Connect with your customers throughout the day wherever they are with a custom multiplatform sponsorship package that can include TV, radio, digital, events and print.

The public media halo effect

GBH sponsors benefit from the public media halo effect: **Our audiences trust us and, in turn, our sponsors.** You can't get that with advertising on commercial broadcast.



The GBH audience prefers to do business with GBH sponsors.

GBH 89.7 listeners¹

76%

would **prefer to purchase** a product or service from a company that sponsors GBH 89.7.

66%

view companies that sponsor GBH 89.7 as **leaders in their industry.**

GBH TV viewers²

75%

would **prefer to purchase** a product or service from a company that sponsors GBH TV.

50%

would be willing to **pay a little more** to purchase a product or service from a company that sponsors GBH TV.

Source: ¹ GBH 89.7 Audience Survey, Fielded: 6/14/21 – 7/21/21 | ² LCS GBH TV Survey, 8/23/22 – 9/16/22 * As opposed to a company that advertises on commercial television.

The GBH audience



Our listeners and viewers are hard to reach on commercial broadcast. They value public media and prefer to do business with our sponsors.

They are leaders at work and in professional networks¹

- 82% more likely to be in Top Management
- 51% more likely to be a CEO

They have incredible purchasing power¹

- 122% more likely to own a home valued at \$750k
- 65% more likely to earn a HHI of \$250k+

They value education and lifelong learning¹

- 149% more likely to have a master's degree

They are arts and culture enthusiasts²

- 124% more likely to have contributed to an arts/culture organization
- 269% more likely to have attended an opera or classical music concert, etc.*

RADIO: GBH 89.7



GBH News and NPR

GBH 89.7 is a well-balanced mix of local reporting from GBH News and popular national programs from NPR. With news bureaus in Boston, Cape Cod, Springfield and Worcester, GBH is well-positioned to report on the issues that matter to your customers.

More content and fewer ads means your message stands out.



Commercial radio



Only **4:15** of promo time each hour!



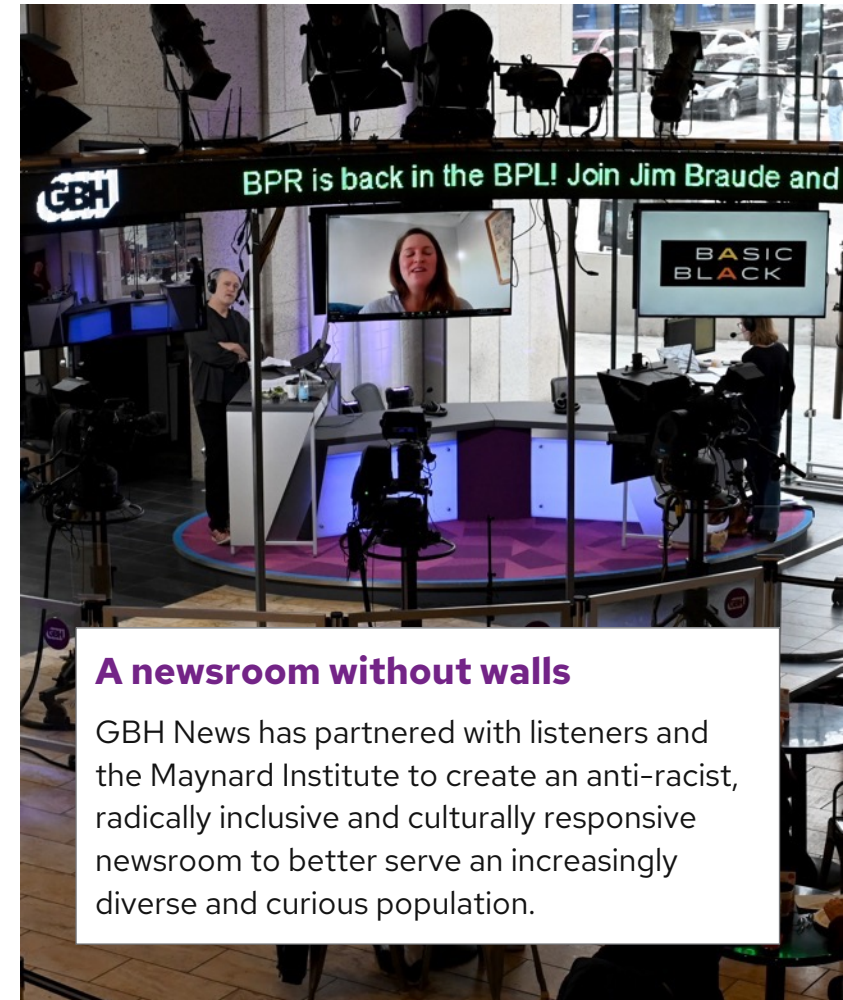
14:30 promo time = listeners tune out.



Award-winning news coverage

2022 recipient of:

- 7** Regional Edward R. Murrow Awards
- 1** National Edward R. Murrow Awards
- 6** Boston/New England Emmy Awards



A newsroom without walls

GBH News has partnered with listeners and the Maynard Institute to create an anti-racist, radically inclusive and culturally responsive newsroom to better serve an increasingly diverse and curious population.

All classical music, all the time



CRB Classical 99.5, the region’s only 24/7 classical music station, seeks to bring the joy and beauty of classical music to as many people as possible, and to bring as many people as possible into the world of classical music.

Throughout the year, knowledgeable hosts guide listeners from Mozart and Bach to contemporary composers. Each summer listeners are treated to live Boston Symphony Orchestra and Boston Pops broadcasts from Tanglewood.

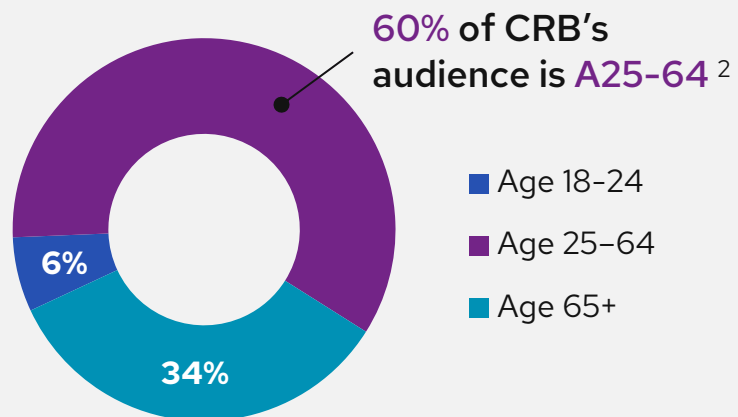
CRB is streamed live on classicalCRB.org.

The CRB Audience

Listeners of CRB Classical 99.5 are more likely to have contributed to these types of organizations...¹

- Arts/Cultural (224 index)
- Environmental (173)
- Social Welfare (138)
- Education/Academic (132)

How to read: Compared to the average adult 18+ in the Boston DMA, listeners of 99.5 are 124% more likely to have contributed to an arts/cultural organization in the past 12 months.



Listeners love CRB Sponsors

Among public radio listeners:

82% “feel more positive” about companies that sponsor CRB Classical 99.5³

70% say “I would prefer to buy” a product or service from a company that sponsors CRB Classical 99.5³

Source: ¹Scarborough–Boston 3/21-4/23, M–Su 6a–12m Cume, past 12 months, A18+ | ²Nielsen Audio/TAPSCAN, Apr 2023, Weekly Cume | ³GBH 89.7 Audience Survey, Fielded: 6/14/21–7/21/21

Local NPR for the Cape, Coast & Islands

CAI brings in-depth local and national news, information and smart entertainment to radio listeners on Cape Cod, Nantucket, Martha’s Vineyard and the South Coast. Local businesses can connect with this large tight-knit community and support a vital public service by sponsoring CAI.



Less advertising clutter means your message stands out.



Commercial radio



1-2 minutes of promo time per hour



Up to 14.5 minutes of promo time per hour

72%

of NPR listeners **prefer to buy** products from companies that sponsor an NPR station.

Source: Kantar, NPR State of Sponsorship Survey, March 2022

CAI was the winner of **5 Edward R. Murrow Awards** in 2022.

CAI ranks **#3** on the Cape & Islands.

The Point on CAI (Weekdays at 9a)

Mindy Todd hosts CAI’s award-winning public affairs show and engages guests and listeners with lively and informative conversations on topics with a regional focus. On Fridays, CAI News Director Steve Junker hosts the Weekly News Roundup with reporters from New Bedford, Provincetown, Martha’s Vineyard and Nantucket.

The most trusted news & public affairs network

GBH television draws viewers in with programs produced at GBH and from PBS. Science programs make distant worlds feel immediate and enchanting. Dramas give viewers the chance to explore classic literature and modern stories with the world's most talented actors. History programs remind us how recent the past was, while lovable characters on kids' shows give children the tools to mold the future.

Customized sponsorships meet your marketing goals

- **Program sponsorships:** Align your brand with iconic programs and engage their loyal audience.
- **Genre sponsorships:** Target audiences that have a passion for arts, news, cooking, or children's programming.
- **Run-of-schedule sponsorships:** Broaden your reach with a sponsorship that runs across a wide range of quality programs.

Exclusive

86%

of PBS viewers believe **PBS provides content they cannot find anywhere else.**¹

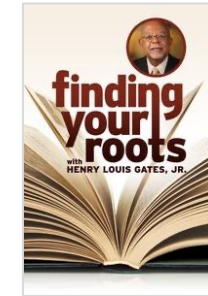
Effective

58%

of PBS viewers **would prefer to buy a product or service from a company because they sponsor on PBS.**¹

For the 20th year in a row, PBS has been chosen

#1 in public trust²



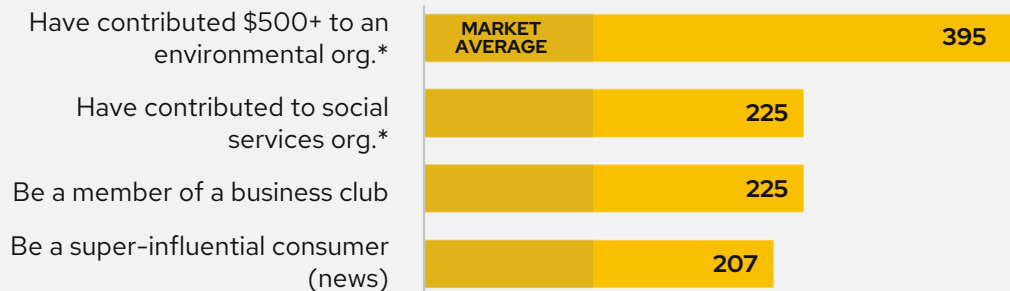
Source: ¹Kantar | SGPTV, US Video Audience Insights 2023 | ² Marketing & Research Resources, Inc (M&RR), Jan 2023

24/7 powerful nonfiction stories

Crossing cultures and continents, WORLD presents original stories that illuminate individual lives. Prioritizing diverse, multicultural filmmakers – both established and emerging – WORLD is made for this moment. Programming on WORLD includes both ongoing and limited documentary series, international news from Europe and Asia, and leading PBS series American Experience, NOVA and FRONTLINE.

WORLD connects sponsors to an engaged and informed audience

WORLD viewers are more likely to:



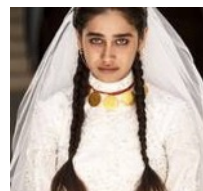
How to read: Compared to the average adult, viewers of WORLD Channel are **295% more likely to have contributed \$500+ to an environmental organization in the last 12 months.**

Source: MRI Simmons Spring 2022 Doublebase, A18+, compilation of programming airing on WORLD Channel | *in the last 12 months

GBH WORLD Original Series:



America ReFramed brings to life compelling stories, personal voices, and experiences that illuminate the contours of our ever-changing country.



Doc World is a weekly series that showcases the best international documentaries from around the globe.



Local, USA is a half-hour documentary series, curated around a single theme, that features stories of diverse people around the U.S.



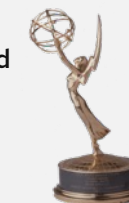
Stories from the Stage – featuring on-stage performances and interviews – invites storytellers from around the world to share personal tales with a unifying theme.

Monthly Themes:

- January** – Economic Inequality
- February** – Black History Month
- March** – Women’s History Month
- April** – Community
- May** – AAPI Heritage Month; Memorial Day
- June** – Pride Month; Juneteenth
- July** – Mental Health; Democracy
- August** – Nature/Environment
- September** – Back to School; Suicide Prevention; Hispanic Heritage Month
- October** – Hispanic Heritage Month (cont.); National Disability Employment Awareness
- November** – Native American Heritage Month; Veteran’s Day
- December** – Religion and Spirituality

Award-Winning Content

- News & Documentary Emmy
- Peabody Award
- duPont-Columbia Award
- Webby Awards
- Nearly every award honoring diversity

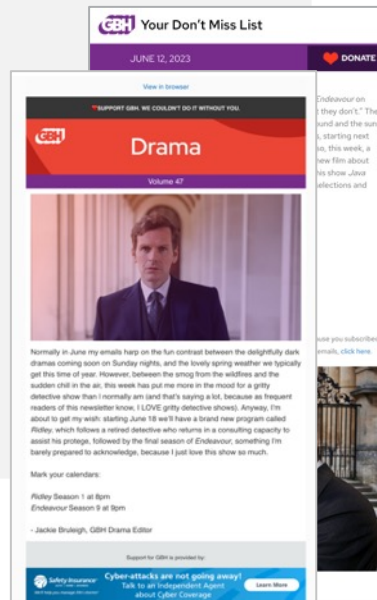


Local reporting and on-demand programming

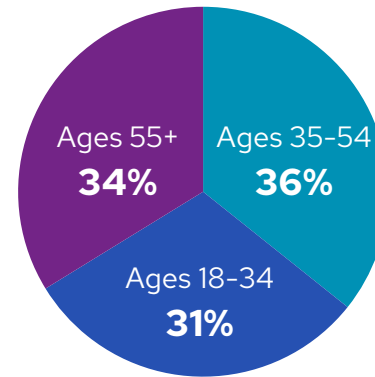
GBH digital increases the impact of TV and radio sponsorships. GBH.org features a live stream of the GBH 89.7 and Classical CRB 99.5 broadcasts, on-demand access to the best in PBS and locally-produced programs, local news and special reporting, and a calendar of GBH and community events. Newsletters deliver your brand right to your customer's inbox.

GBH newsletters available for sponsorship:

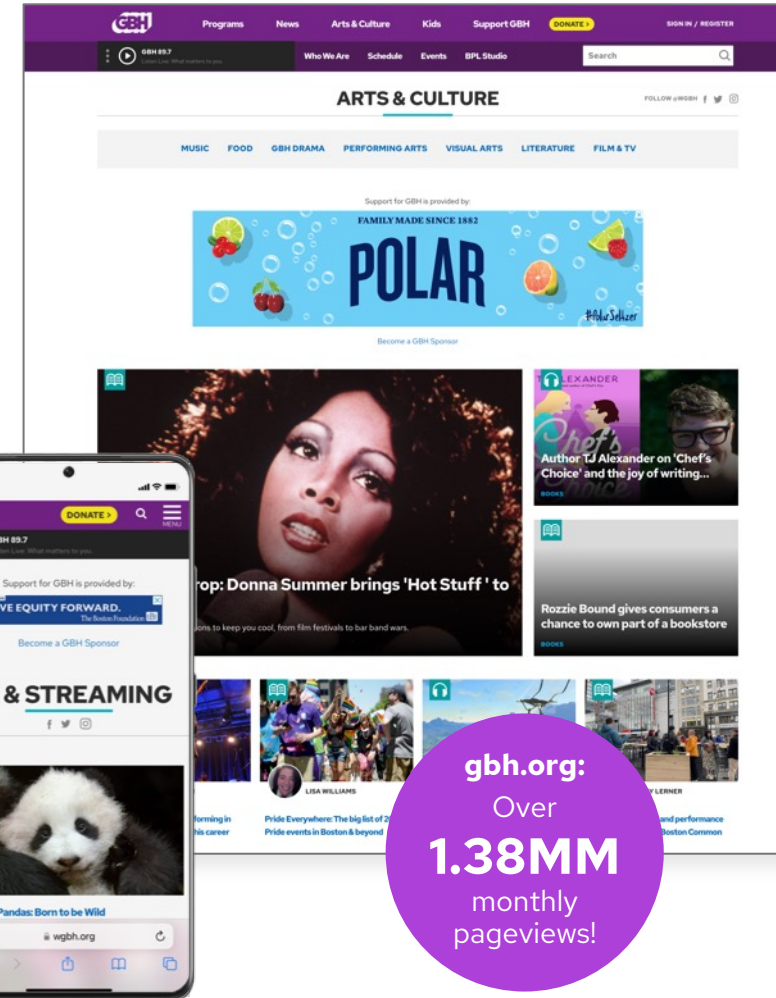
- **@GBH:** a don't miss list of essential viewing and listening across GBH properties
 - **The Wake Up:** a news round-up, companion to *Morning Edition* on GBH 89.7
 - **GBH Drama Club:** the latest updates and dish about MASTERPIECE and other popular dramas
- ...and more



Our digital audience

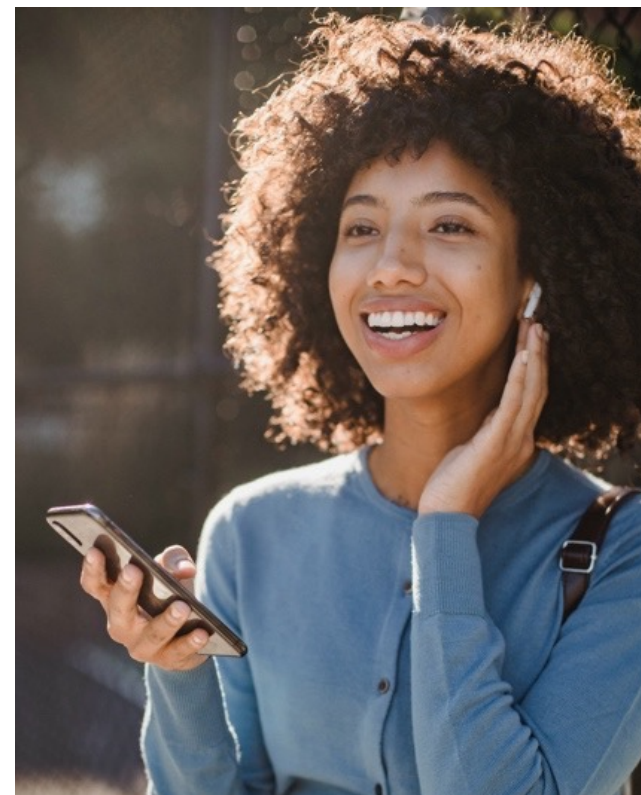


Source: Google Analytics, Avg Monthly 3/1/22-3/31/23 .



Insightful & entertaining content on the go

GBH podcasts give our audience the chance to catch up their favorite GBH 89.7 shows and go behind the scenes of iconic PBS programs. Our most popular PBS KIDS programs have companion podcasts that take kids on adventures and tackle timely topics in an age-appropriate manner.



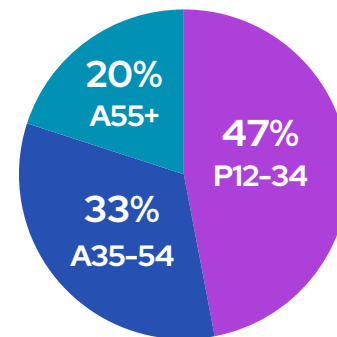
Podcast listeners take action after hearing an advertisement in their favorite programs.

74% have **visited a company or product's website**

65% have **purchased a product or service** as a result of hearing a sponsorship or advertisement on a podcast they regularly listen to.

53% are **more likely to purchase** a product after hearing an advertisement on a podcast, compared to other places they might hear advertisements.

Podcasts reach millennials and Gen X



Source: Super Listeners Study, 2021 ("Super Podcast Listener"= individuals who listens to 5 or more hours of podcasts per week)



An insider's view of GBH

EXPLORE GBH magazine is available exclusively to GBH members. It features an engaging design with original content that invites members to explore GBH in the community, on television, radio, and online. Key sections include:

- **Behind-the-scenes articles** and interviews with producers and filmmakers
- **Highlights of GBH's work in education** and outreach to students and teachers
- **A calendar of events** at GBH and in the community
- **Featured performances** on Classical 99.5 and Jazz 24/7, and investigations on GBH 89.7
- **TV programming schedule**

EXPLORE GBH is one of the most popular member benefits!

Mailed bi-monthly to **172K+** GBH members

Available online as a PDF at gbh.org

75% of recipients refer to it multiple times per month²

EXPLORE GBH JUN 2023
GBH What matters to you.

CASA SUSANNA
More than a home. A haven.
AMERICAN EXPERIENCE

Print circulation: 172K+ members¹

LEARNING TOGETHER
History Collection: Results Are In

Educator Spotlight
Steve Marsh, Ph.D.
Vice-Chancellor and Associate Professor
University of Massachusetts Lowell

Wellness and Cultural Wealth
Exploring Racism and Mental Health in Higher Education
2023 INSTITUTE June 7-8 2-day virtual event bhcc.edu/cwv

COMMITTED TO THE RELENTLESS PURSUIT OF PROGRESS.
That's the hallmark of one of the nation's premier public institutions in the nation. Every day, U.S. Forest & Wood Report raised the Commonwealth's forestry university to a national public university for eight years running. Visit umass.edu/forestry. #REvolutionary

Source: ¹ EXPLORE GBH Circulation (monthly average) Feb. 2022–Feb. 2023 | ² GBH Member Survey May 2023

GBH EVENTS

Community gatherings with purpose



GBH opens its doors to the community, making a space for genuine connections and “aha” moments. Our in-person and virtual events attract people with curious minds and open hearts. Events range from panel discussions with civic leaders to cross-genre music performances and food & wine tastings.

Ask the Expert

Curious minds have an opportunity to pose their burning questions to a variety of subject matter experts. All events are virtual.

Kit Events

Attendees receive a kit of ingredients or supplies so they can follow along with tastings or classes led by subject matter experts and GBH talent. Events can be in-person or virtual.

State of Race

A panel of experts and thought leaders examine race and inequality in Massachusetts. The event happens at GBH Studio at the Boston Public Library and is streamed live.

GBH Music Series

GBH and CRB talent host unforgettable performances by local and national musicians. GBH Music events can be in-person, virtual, or hybrid.

Beyond the Page

Avid readers get a chance to connect with a notable author in this live Q&A event. Each event is hosted by a GBH personality. All events are virtual.

Special Events

Go behind-the-scenes, honor Heritage months, or join a discussion with a panel of experts! Sample topics include PBS Signature Series screenings and Ken Burns panel discussions.

Stories from the Stage

Ordinary people share extraordinary experiences live on stage in front of a studio audience. Events are in-person.

Sponsorship elements



GBH is your one-stop, worry-free shop for multiplatform sponsorships that reach your customers wherever they are.

RADIO: GBH 89.7, Classical CRB 99.5, CAI

- :15 and :30 spots
- Produced by GBH to ensure spot adheres to FCC guidelines and the non-commercial nature of public media

TV: GBH 2, GBH 44, WORLD

- :15 and :30 spots
- Creative assets/footage provided by sponsor; GBH to edit to ensure spot adheres to FCC guidelines and the non-commercial nature of public media

DIGITAL

- **Newsletters:** 728x90 display ad
- **GBH.org:** 970 x 250, 300 x 250, 970 x 90, 320 x 50, 728 x 90, 234 x 60 display ads
- **GBH 89.7 and Classical CRB 99.5 live stream:** non-skippable pre-roll :15 spot

PODCASTS

- :15 and :30 spots dynamically inserted in pre-roll and/or mid-roll positions

PRINT: GBH EXPLORE

- Full-page ad
- Three-quarter page ad (back cover only)
- Half page banner ad
- Quarter-page ad

EVENTS

- Clickable logo and acknowledgement on event landing page, ticket page, and promotional emails
- Verbal acknowledgement at the event
- Tickets to the event
- Virtual events: logo on “waiting to start slide”
- In-person events: logo on screens in GBH Studios

Sponsor success stories



"The big test is how many times our sponsorship on GBH is mentioned by our customers. And whether they're calling into our call center or stopping by one of our branches, it's mentioned quite a bit. It has worked out very, very well."

Wayne Patenaude
President and CEO



"As a relatively young company, it's critical for us to build our brand to be trustworthy and credible with homeowners. We couldn't think of any better brand to associate with than GBH."

Jeffrey Glass
CEO



"We have customers come into the store all of the time who say they heard our sponsorship on CRB and GBH."

Ann Eckert
Co-Owner



"We chose to sponsor GBH because we're all local, we're homegrown. So, when I go into somebody's apartment they can see 'Oh they have the same values I do.'"

Heather McKenney
Clinical Leader, Nurse Practitioner



"When you partner with a respectable, honorable brand, it automatically elevates you."

Mahmud Jafri
CEO



Sponsor success stories



"If you look at the core values of GBH, they are very similar to the core values of the British International School of Boston. We feel very at home in partnership with and sponsoring GBH."

Richard Thornhill
Principal



"There's no doubt that S+H's customers and GBH's listeners are very much the same people, they're people who want quality. The most quality thing that a media organization can do is to get the facts and tell the truth. That's what GBH does, and we're honored to be associated."

Sarah Lawson
Owner



"M. Steinert & Sons has been a GBH sponsor for decades. It's one of our major commitments in marketing every year, because it's the right thing to do because it's such a cultural institution, it's a gem, and it's effective for us."

Brendan Murphy
Vice President



"I cannot tell you how many times I get thanked for sponsoring GBH in a week. I absolutely love it."

Ernie Boch Jr.
Owner



"When people buy tickets to my theater, we ask them, 'Why did you decide to come to this theater?' We hear 'GBH' all the time."

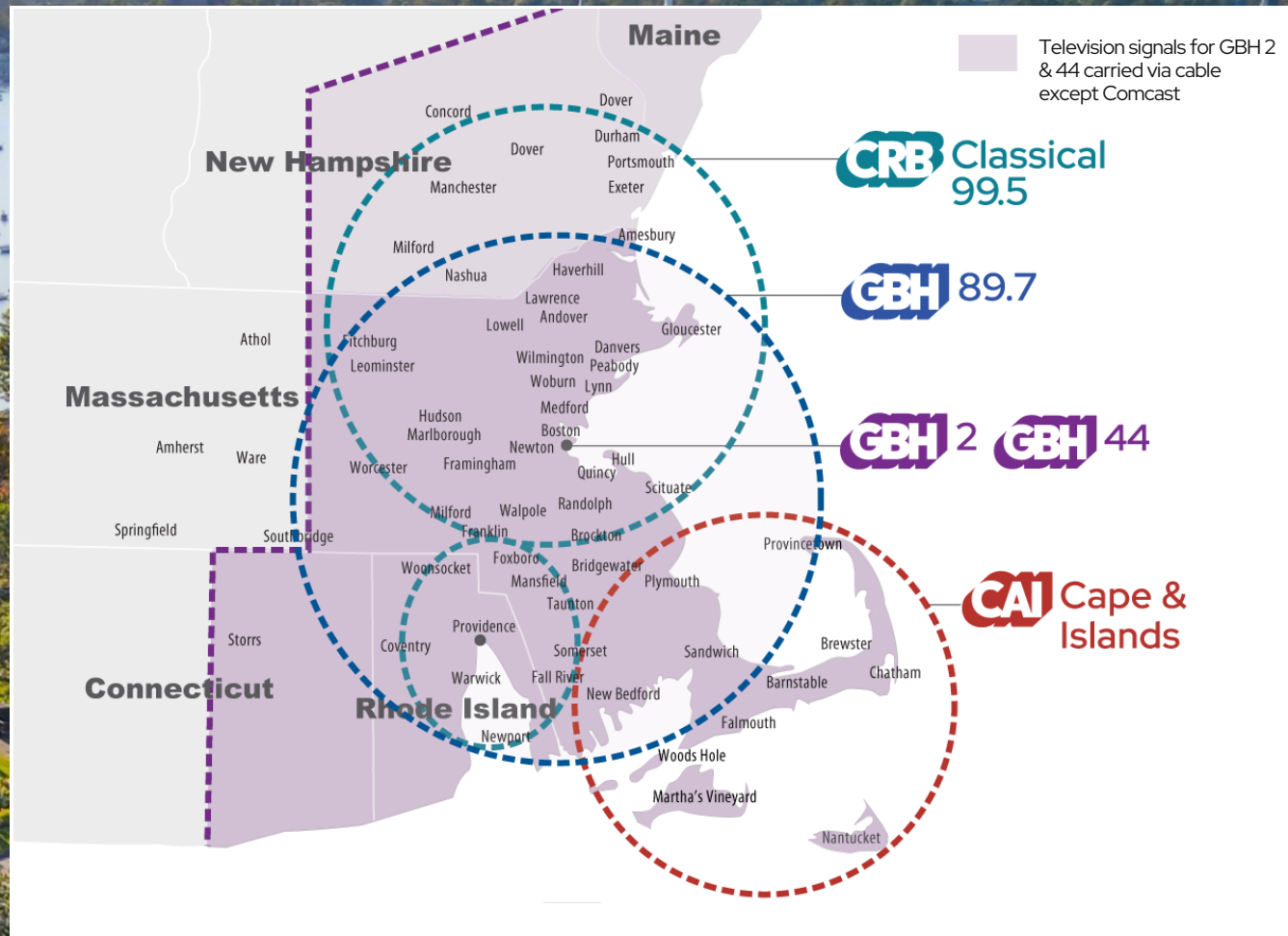
Bill Hanney
Owner



Cover New England with television and radio



GBH's powerful TV and radio signals reach households across New England





Multiplatform Sponsorships for Businesses in New England



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To learn more about how your business can benefit from a GBH multiplatform sponsorship, contact:

Ted Petersen

Managing Director, Local Corporate Sponsorship

617-967-5910

ted_petersen@wgbh.org

PHOTO CREDITS: Cover: Vietnamese food: Renea Veneri Stewart; *Stories from the Stage*: Nolan Yee; *All Creatures Great and Small*: Playground Television (UK) Ltd.; *Antiques Roadshow*: Meredith Nieman; Tanglewood: Hilary Scott. **Slide 6**: BPL Studio: Meredith Nieman