

Ten Reasons Why Your Company's Message

10 MUST

Be On Public Radio



The Louisville Business Market



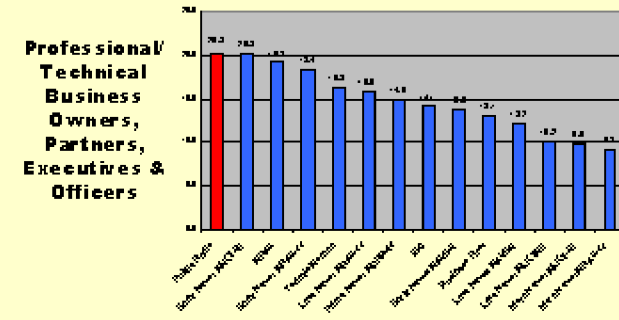
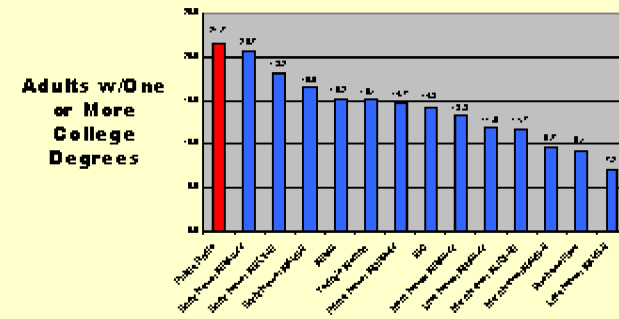
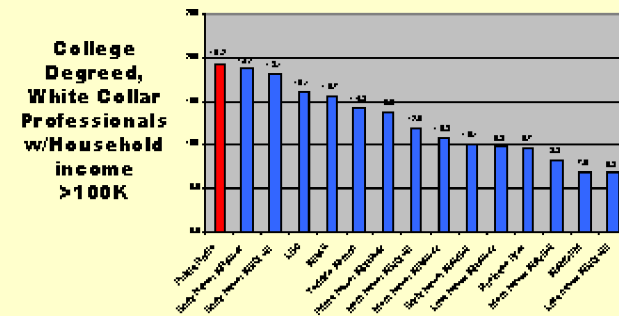
* -If your company sells a high-quality, high-value product or service to Louisville-area households or other businesses...

READ THIS BOOKLET

Reason #1 why your company's message must be on Public Radio:

Public Radio is *the* gathering place for Louisville's money, brains & influence.

Public Radio leads all these traditional media in reaching Louisville's:



Source: The Media Audit - Dec. '05 - Feb. '06

Reason #2 why your company's message must be on Public Radio:

Louisville's Public Radio listeners earn more than \$8.5 billion in annual household income - more than 17% of Louisville's total buying power.

Annual spending by Public Radio listeners who:



Plan to Buy a Home
\$3,260,000,000



Plan to Buy a Major Household Appliance
\$7,500,000



Plan to Buy New Furniture
\$30,100,000



Plan to Remodel Home
\$1,440,000,000



Plan to Buy PC/Equipment
\$10,530,000



Plan to Buy New Car/Van/Truck
\$187,500,000



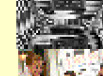
Purchase via the Internet/E-Commerce
\$9,870,000



Will Spend At Super Market
\$443,950,000



Will Spend on Fast Food
\$42,931,200



Will Spend on Men's/Women's Clothing
\$126,360,000



Will Spend on Dining Out
\$33,345,000



Will Spend on Hardware/Building Supply
\$49,680,000



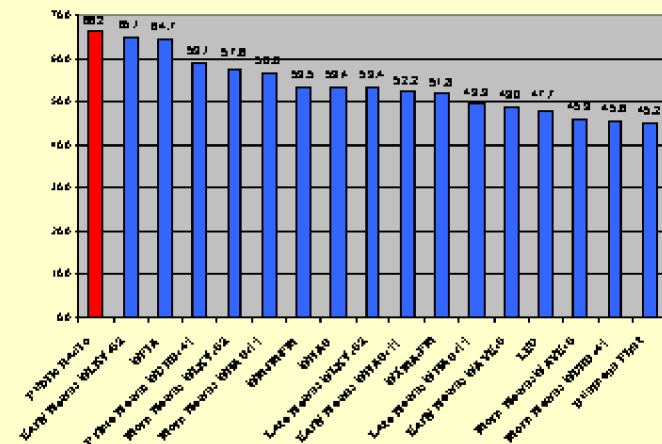
Will Spend Going to Movies
\$14,376,000

Source: The Media Audit - Dec. '05 - Feb. '06

Reason #3 why your company's message must be on Public Radio:

Public Radio's audience leads all other major media in user loyalty - making these coveted prospects very difficult to reach anywhere else.

Adults 18+: Audience Loyalty (%)



Source: The Media Audit - Dec. '05 - Feb. '06

Reason #4 why your company's message must be on Public Radio:

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**Public Radio is
Louisville's most
trusted mass
medium - a halo of
credibility we
share with you.**

**MOST TRUSTED NAME IN NEWS:
PUBLIC BROADCASTING**
From "Broadcasting & Cable"
11/10/2005

Not happy with Fox News? MSNBC? CBS News? You're not alone. A Harris telephone survey has found that 61 percent of the general public generally trusted news on PBS and NPR, making the non-commercial outlets the most trusted source for news, according to Harris' respondents.

No other news source, electronic or print, scored as well in the survey, commissioned by the Public Relations Society of America.

However, several newspapers--The Washington Post, The New York Times, The Wall Street Journal--were trusted by 56 percent of those polled.

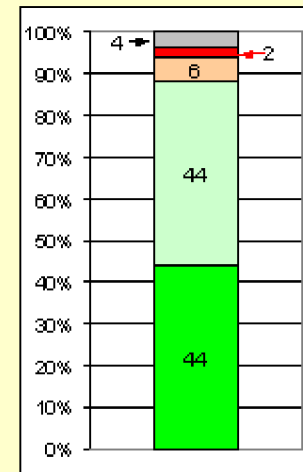
Only 53 percent of those reached by phone said they trusted what they hear on commercial or cable broadcast stations.

Toward the bottom of the "trust" rankings were conservative radio talk-show hosts (35 percent) and liberal talk-show hosts (31 percent). Least trusted of all: Advertising executives, who scored only 25 percent.

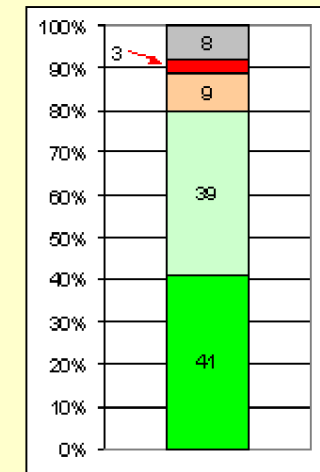
Reason #5 why your company's message must be on Public Radio:

Public Radio is the only mass medium that increases customer loyalty. Our listeners will go out of their way to do business with you.

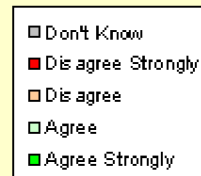
Public Radio The 'Halo Effect'



"Your opinion of a company is more positive when you find out it supports Public Radio."



"When price and quality are equal, you prefer to buy products from companies that support Public Radio."

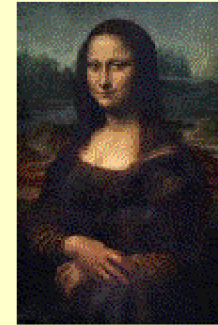


Reason #6 why your company's message must be on Public Radio:

**On Public Radio,
your message
won't get lost in
clutter.**

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Your Message



Your Message in traditional Commercial Media

**Your
Message
on
Public
Radio**



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Reason #7 why your company's message must be on Public Radio:

Public Radio is Louisville's most efficient mass medium, where more of your dollar actually makes it into your prospects' heads.

Here's how much Louisville media you can buy for \$1,900*

	% Reach	Frequency	Rating Pts.	Cost/Point
Courier Journal 1/8 page	19.3	1	19.3	\$ 98
WHAS TV 4 spots: 5A-11P	16.3	1	17.4	\$109
WHAS Radio 10 spots: 6A-8P	3.8	3.2	12.1	\$ 157
Public Radio 71 spots: 6A-8P	6.6	11.5	77.3	\$24

Report **DOES NOT** factor for documented tune out/ad avoidance data, which further reduces net effectiveness of traditional media:

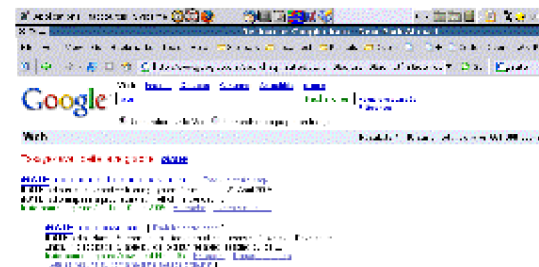
- Arbitron places audience tune out of radio commercials in Louisville at 47%.
- Starch indicates that only 24% of newspaper readers take notice of a 1/8 page ad.
- Media research expert Erwin Ephron reports that more than half of prime time TV viewers tune out commercials.

*Source: Louisville Media Audit, December 2005 - February 2006. Reach & Frequency Report. Target Audience: Professional/Technical Occupation. Prices May Vary.

Reason #8 why your company's message must be on Public Radio:

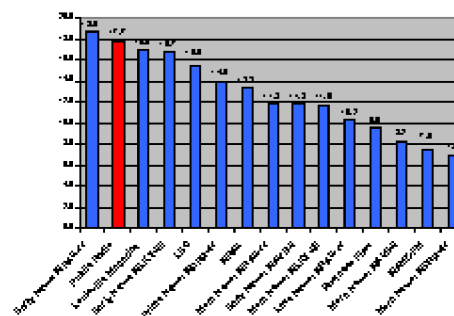
Public Radio makes your web strategy work better.

Why compete with the whole world?



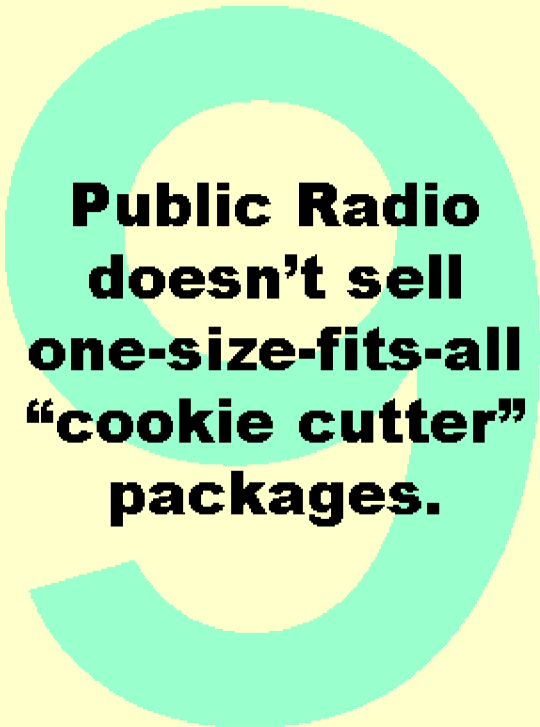
Your best customers will bypass the search engines when you use Public Radio to teach them your web address.

Professionally employed adults with \$100K+ incomes, who are heavy internet users making 5 or more online purchases per year.



Source: The Media Audit - Dec. '05 - Feb. '06

Reason #9 why your company's message must be on Public Radio:



**Public Radio
doesn't sell
one-size-fits-all
"cookie cutter"
packages.**

Schedules on Public Radio are built based on **your** specific needs, big or small, short or long. And your Public Radio representative is a *marketing resource* who can help solve many of your marketing problems:

1. Bolster Your Brand
2. Sell Your Products - Retail **AND** B2B
3. Fill Your Event
4. Promote Your Good Corporate Citizenship
5. Drive Money to Your Website
6. Find the Right Employee

Reason #10 why your company's message must be on Public Radio:

10
Because it works.

Public Radio clients are Louisville's backbone organizations.

the Amigos • Avallon • Baptist Hospital East • Bardonia • Bonham
own Road Farmers Market • Bats Baseball • BC Plumbing • Bellarmine
Series • Bellarmine M.A.T. • Bellarmine University • BellSouth • B
m Forest • Bicycle Sport • Bill Bennett, Accountant • Bluegrass Au
tive • Brightside • Bristol Bar & Grille • Brown Forman • Capstone
al Hill-Easter Seals • Carmichael's Bookstore • Center for Gifted
• College • Chenoweth Animal Hospital • Cherry House Furniture
ety • Clear Channel Communications • Clifton Center • Come Bar
re & Shohl LLP • Ditto's Grille • Dolfinger's • Dries & Goforth & As
tes • Ear-x-tacy • Ethan Allen Home Interior • Fifth Third Bank • F
al Society • First Lutheran Church • First Unitarian Church • Frien
• Frost Brown Todd LLC • Goodwill Industries • Greater Louisvill
tion Bureau • Greater Louisville, Inc. • Guitar Emporium • Hanov
• Hausman Motor Company • Headliners Music Hall • Health Ent
y • Heine Brothers Coffee • Hennessey & Associates • Highland Cl
Lyons • Home Show • Howard University Kelly S
IU Southeast Ogle Center • Jazz Factory • Just Creations • Kare
Attorneys • Kentucky's Health Fitness • Kentuckiana Works • Ke
Forum • LEO • Louisville Derby Festival • Louisville Derby Festival
y Derby Museum • Kentucky Museum of Arts • Kentucky Therapi
KHESLC • Kentucky College of Podiatry • Kentucky Employers
ce • Kentucky Psychological Association • Kentucky Legal Aid Society
Associates • Liquor Barn • Locust Grove • Louisville Chorus • Lou
ite School • Louisville Orchestra • Louisville Orchestra • Louisville Orche
le Pipe Band • Louisville Science Center • Louisville Visual Art Ass
tion • Mad About Art • Members First Credit Union • Metro United
b Ultra • Music • Music • Music • Music • Music • Music • Music • Music
• Music Theatre Louisville • National City • Norton Healthcare • Og
and Welch • Paoli Peaks • Pain Management • Presence Incorpor
Outdoors • Rainbow Blossom • Re/Max Commercial Brokers • Sch
& Cycling • Second Step Shoe Store • Shaker Village • SHE of Lo
ags Kentucky Kingdom • Speed Art Museum • St. Agnes Carnival
High School • St. Mark's Episcopal Church • St. Meinrad • Stage
g String Instruments • Steve Clements Catering • Sturgeon Pest C
University • Sullivan University System • T.J.A.A.-CREF • The Br
The Community Foundation • The Great Escape • The Irish Rovi
y Center • The Lang Company • The Louisville Bach Society • Th
e Ballet • The Wine Market • Thieneman Herbs and Perennials •
• Jefferson Unitarian Church • Toyota of Louisville • University He
University of Louisville • University of Louisville MBA • Voces Nov
Theatre • Waldorf School of Louisville • Watrous Assoc, Architect

Contact:

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Louisville, KY 40202

(502) 814-6521

www.prp.org
www.wfpl.org
www.wuol.org
www.wfpk.org



Put your message on Public Radio.

Your customers get it.



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