



THE OHIO  
**NEWSROOM**<sup>TM</sup>

**OHIO PUBLIC RADIO NETWORK**

**KYLE WILSON**  
**DIRECTOR OF STATEWIDE SPONSORSHIPS**



# ABOUT US



**We are a network of 23 NPR affiliates that reach the entire state. Our audience is made up of highly educated, high earners who are influencers in their communities.**



**The alliance of all Ohio Public Radio Stations covers all 88 Ohio Counties and into all surrounding states. OPR listeners reach more than 700,000 Ohioans weekly.**





# THE OHIO NEWSROOM

## Mission



- In many cities and towns across the country, newspapers and television stations are becoming a dying breed and in turn, limiting the number of viable options for those seeking unbiased local news, information, and community.
- To address the local news crisis and to help serve important local and regional news and information to Ohioans, public media organizations across Ohio have partnered to launch The Ohio Newsroom, a formal collaboration of Ohio's existing network of public radio newsrooms that creates a sustainable model offering news coverage, including stories that may not have otherwise been told.

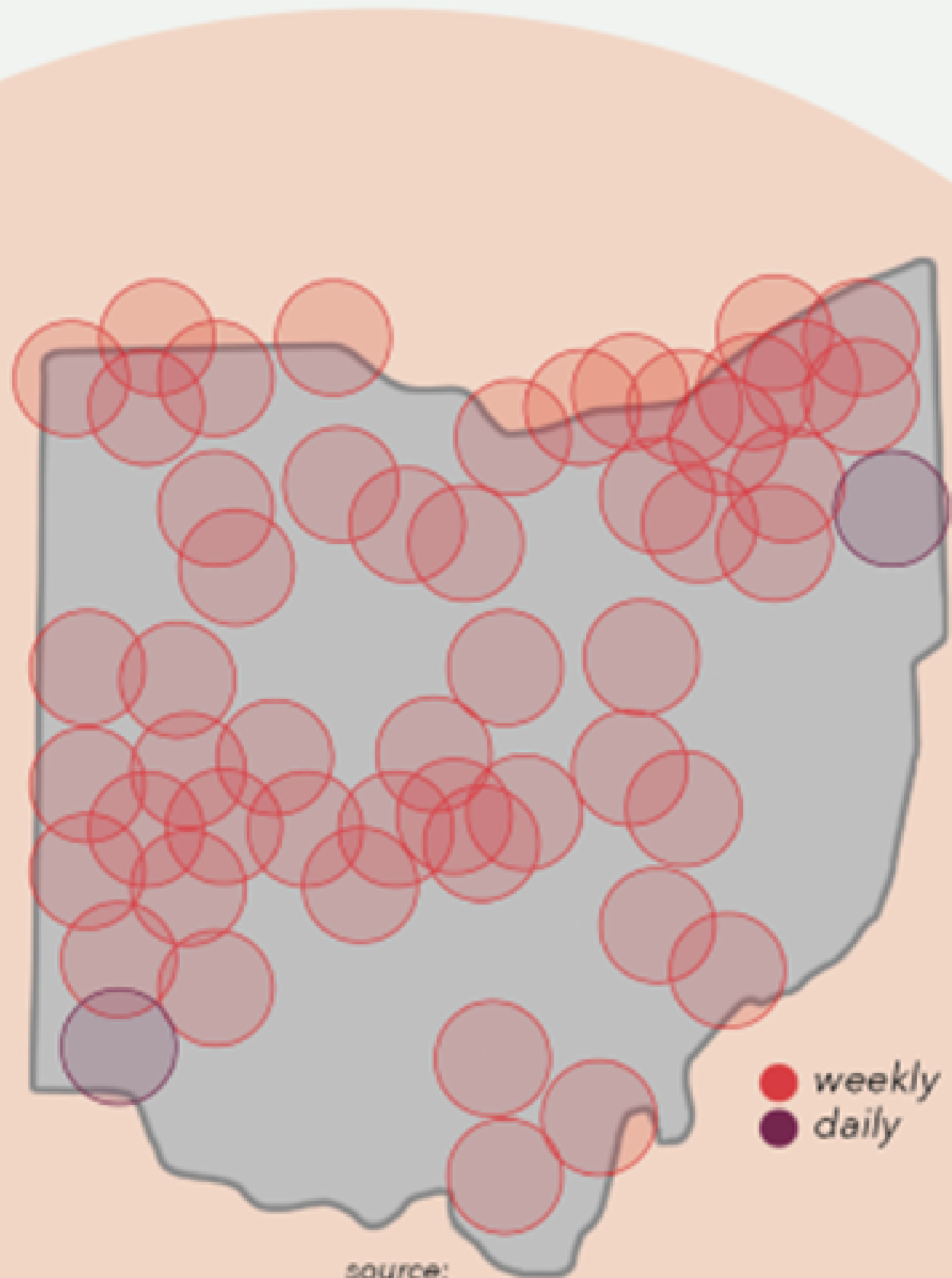
- As the number of local media outlets continues to decline statewide, The Ohio Newsroom is committed to filling those information gaps and securing the funds needed to continue into the future. The Ohio Newsroom mission and structure are the result of research and modeling funded by The George Gund Foundation and the Corporation for Public Broadcasting for expanding local journalism in Ohio.

## Vision



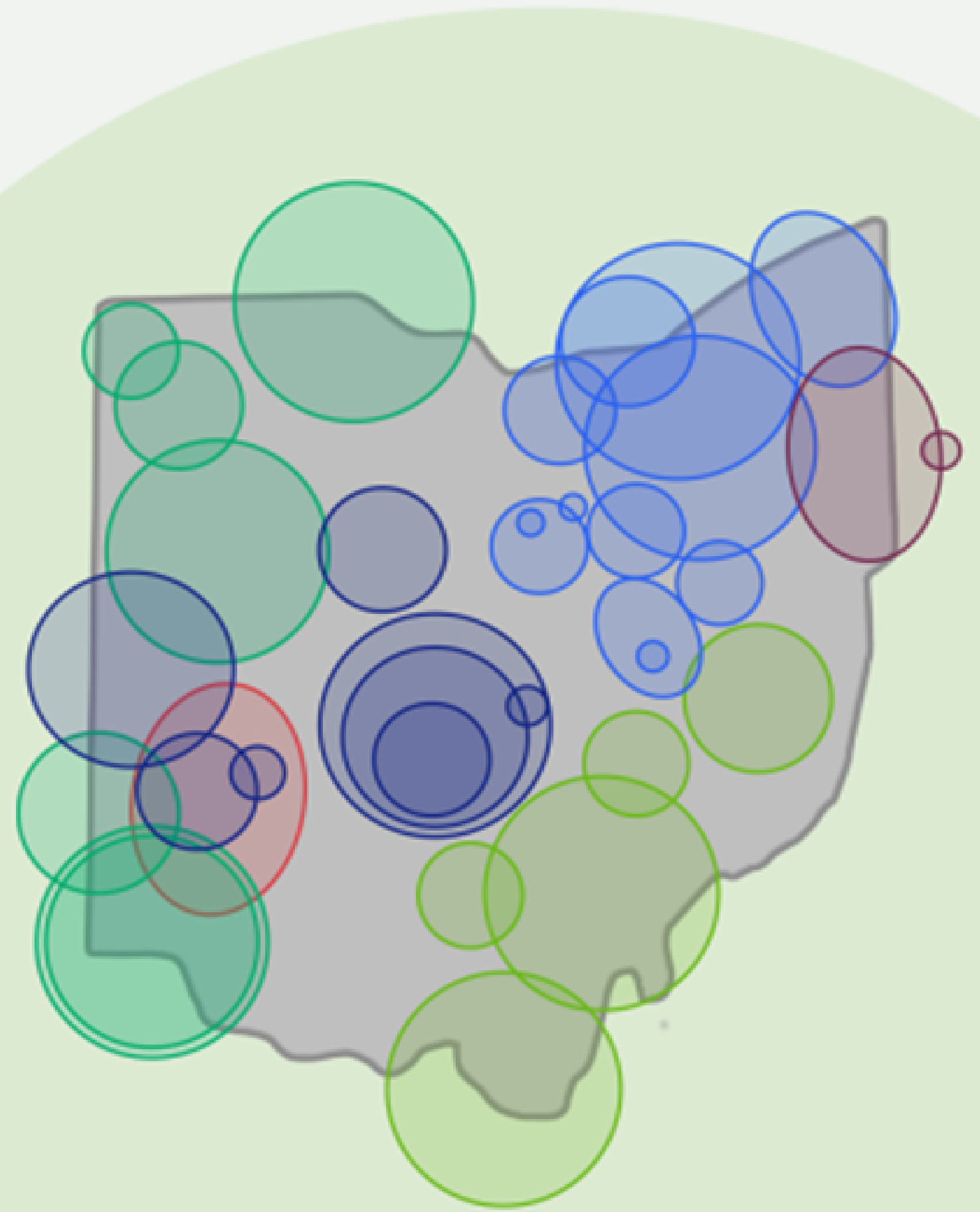
Pictured Clare Roth, Managing Editor (left)  
Erin Gottsacker, Reporter (center)  
Kendall Crawford, Reporter (right)

## News outlets shuttered since 2004



source:  
UNC Hussman School of  
Journalism and Media

## Public radio stations in Ohio



# OPR LISTENER PROFILES

## Influential

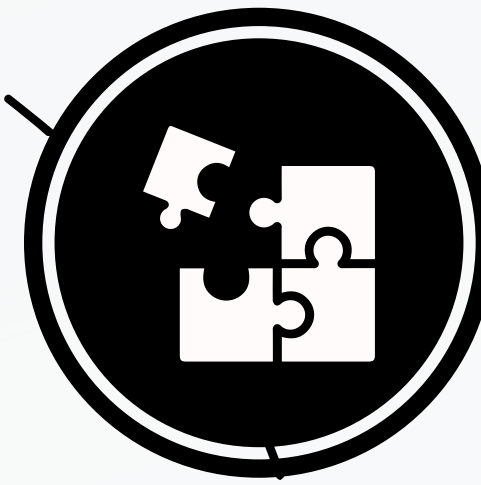
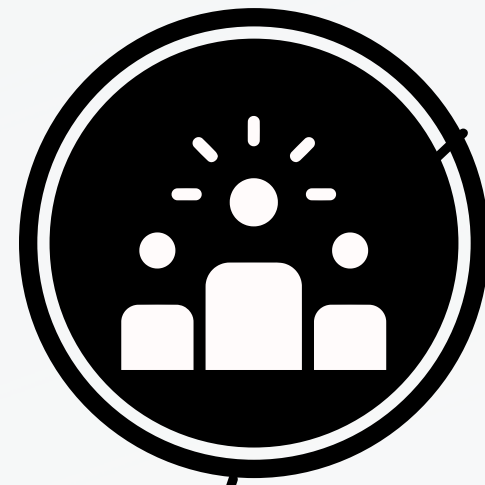
- 92% more likely to work in top Management.
- 41% more likely to be C-Suite.
- 212% more likely to have something they wrote published.

## Cultured

- 102% more likely to attend an art gallery or show.
- 107% more likely to visit a museum.
- 65% more likely to read books 2+ times a week.

## Engaged

- 171% more likely to have contacted a politician at any level.
- 191% more likely to have served on a committee
- 55% more likely to have volunteered for a charitable organization.

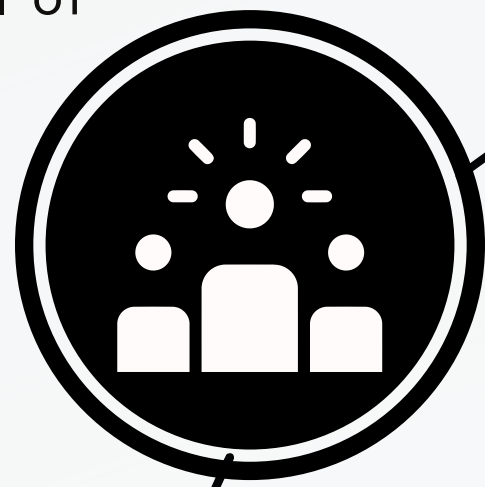




# LISTENER PROFILES CONT'D

## CONSCIENTIOUS

- 50% more likely to purchase organic/natural foods.
- 317% more likely to participate in environmental groups.
- 149% more likely to make contributions to arts, cultural or environmental organizations.



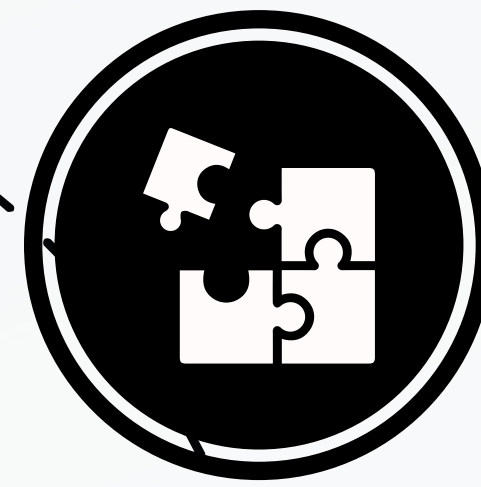
## ADVENTUROUS

- 59% agree travel is one of their passions.
- 58% more likely to visit cultural/historical sites while traveling.
- 48% more likely to have gone backpacking in the last year.



## TECH-SAVY

- 67% try to keep up with developments in technology.
- 60% more likely to work in a technology-related role.
- 78% do as much research as possible before buying electronics.



WVXU-FM  
Cincinnati

WKSU-FM  
Cleveland/Kent

WOSU-FM  
Columbus

WYSO-FM  
Dayton

WGTE-FM  
Toledo

WOUB-FM  
Athens

WYSU-FM  
Youngstown

WGLE-FM  
Lima

WOSB-FM  
Marion

WOSV-FM  
Mansfield

WOSE-FM  
Coshocton

WOUZ-FM  
Zanesville

WOUH-FM  
Chillicothe

WOUC-FM  
Cambridge

WOUL-FM  
Ironton

WMUB-FM  
Oxford

WNRK-FM  
Norwalk

WGDE-FM  
Defiance



**OHIO PUBLIC RADIO NETWORK**

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