

# FLORIDA PUBLIC MEDIA

Florida Public Radio  
**FPREN**  
Emergency Network



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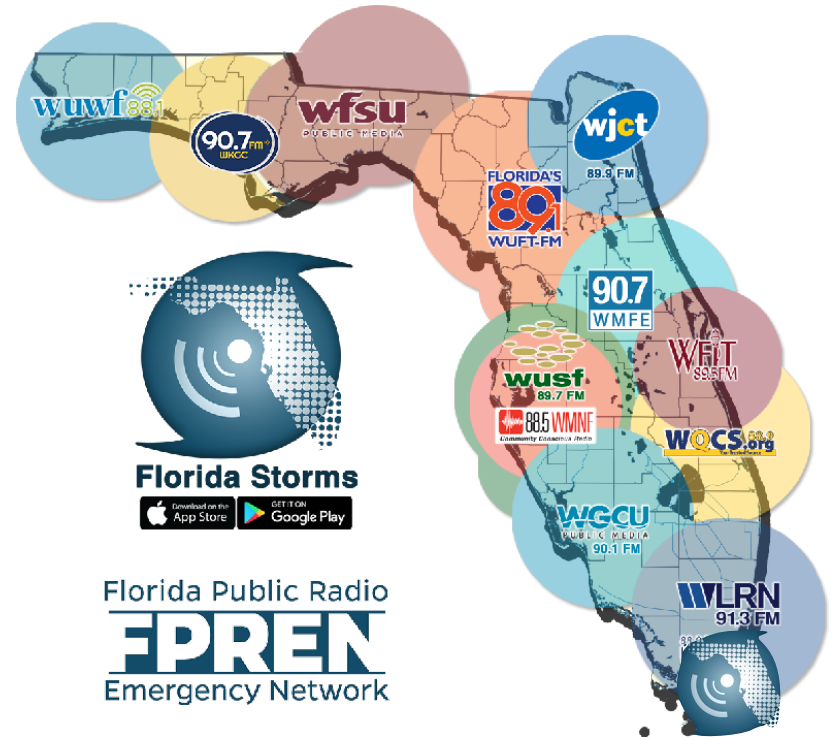
## Florida Public Radio Emergency Network ***FLORIDA STATEWIDE TITLE SPONSOR 2020-2023***



Shared by: Andy Nichols, Director of Sales, FPM  
[anichols@floridapublicmedia.org](mailto:anichols@floridapublicmedia.org) / 813-662-2343

## A Powerful Punch - 2019 Season

The 2019 Atlantic hurricane has already been a very active season as Cat 5 Hurricane Dorian skimmed Florida but made a direct hit on our neighbors in the Bahamas. FPREN / FL Storms with the help of Citizens Property Insurance continues to keep Floridians informed and prepared throughout the year.



support of FPREN helps keep Floridians safe by supporting this important public safety resource provided for all Floridians.



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**Ft. Myers**

Weekly Listeners: 93,000  
Weekly Viewers: 268,000



**Ft. Pierce**

Weekly Listeners: 64,000



**Gainesville/Ocala**

Weekly Listeners: 75,900  
Weekly Viewers: 69,200



**Jacksonville**

Weekly Listeners: 120,700  
Weekly Viewers: 414,000



**Melbourne**

Weekly Listeners: 16,800



**Miami**

Weekly Listeners: 86,300



**Miami**

Weekly Listeners: 326,000  
Weekly Viewers: 883,000



**Miami**

Weekly Viewers: 1,100,00



**Orlando**

Weekly Listeners: 211,300



**Orlando**

Weekly Viewers: 378,000



**Panama City**

Weekly Listeners: 10,300



**Pensacola**

Weekly Viewers: 72,000



**Pensacola**

Weekly Listeners: 53,900



**Tallahassee**

Weekly Listeners: 51,400  
Weekly Viewers: 53,100



**Tampa**

Weekly Viewers: 700,000



**Tampa**

Weekly Listeners: 44,800



**Tampa**

Weekly Listeners: 225,700



**West Palm**

Weekly Viewers : 367,000



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# FLORIDA PUBLIC MEDIA Ranker

NATIONAL REGIONAL DATABASE (User Defined Survey Area)  
SP18

Station Rankings Based on: User Selected

Florida Public Media reaches nearly 1.5 million listeners weekly and 8% of the population!

Persons 12+						
M-Su 6a-12m						
	Station	Dial Pos/Freq	Home Market	Average Persons	<i>Weekly Cume Persons*</i>	Weekly Cume Rating
1	WLRN-FM	91.3	Miami-Ft. Lauderdale-Hollywood	10,300	337,900	1.7
2	WUSF-FM	89.7	Tampa-St. Petersburg-Clearwater	7,400	236,700	1.2
3	WMFE-FM	90.7	Orlando	9,000	224,900	1.2
4	WGCU-FM	90.1	Ft. Myers-Naples	8,200	143,600	0.7
5	WJCT-FM	89.9	Jacksonville	3,300	110,200	0.6
6	WMNF-FM	88.5	Tampa-St. Petersburg-Clearwater	1,800	92,400	0.5
7	WSMR-FM	89.1	Sarasota-Bradenton	3,400	90,100	0.5
8	WDNA-FM	88.9	Miami-Ft. Lauderdale-Hollywood	1,500	82,900	0.4
9	WFSU-FM	88.9	Tallahassee	3,400	72,800	0.4
10	WUFT-FM	89.1	Gainesville-Ocala	3,700	69,000	0.4
11	WQCS-FM	88.9	Ft. Pierce-Stuart-Vero Beach	2,000	61,500	0.3
12	WUWF-FM	88.1	Pensacola	2,200	55,000	0.3
13	WFIT-FM	89.5	Melbourne-Titusville-Cocoa	1,100	19,600	0.1
14	WMFV-FM	89.5	Gainesville-Ocala	1,000	13,200	0.1
15	WFSW-FM	89.1	Panama City, FL	500	8,800	0.0
16	WKGC-FM	90.7	Panama City, FL	200	4,500	0.0
	Analysis Total			58,900	1,498,700	7.7



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## morning edition®

Every weekday for over three decades, *Morning Edition* has taken listeners around the country and the world with two hours of multi-faceted stories and commentaries that inform, challenge and occasionally amuse. *Morning Edition* is the most listened-to news radio program in the country.

- 14.9 million weekly listeners. Up from 2018!



David Green, Host Morning Edition



*will have featured spots again on Morning Edition in Florida - the most listened-to news radio program in the country 12 months, 52 weeks in the year! Messages can be switched out throughout the year.*



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## Sponsorship Benefits - Radio



- **FPREN/Underwriting messages - (7,800) :15 - :30 statewide messages *airing in AM Drive featuring the #1 Most Listened to News Program in America - Morning Edition* + BONUS between Feb 3, 2020 – Apr 23, 2023. 4-6 spots/weekly per station.**

*WMNF does not carry Morning Edition, so Morning Show will be substituted*

### (:15-:30) RADIO Underwriting Messaging on AM Drive and ROS - Updated with 24/7 Language!

WGCU, WQCS, WUFT, WJCT, WFIT, WLRN, WUWF, WFSU, WMNF, WUSF

(:15) Support for (ex. WMNF) comes from...(or- We're funded by our members and...)

...Citizens Property Insurance. Whether recovering ...or preparing, Citizens is available. Claims can be tracked at Citizens F-L-A (dot) com or reported by calling a live Citizens rep 24/7.

WMFE

(:20) Support for 90.7 News comes from Citizens Property Insurance. Whether recovering or preparing for the next storm, Citizens is available to their customers. Claims can be tracked online at Citizens F-L-A (dot) com or reported by calling a live Citizens representative 24/7.

WFIT/ WKGC

(:30) Support for WFIT/WKGC comes from Citizens Property Insurance, a proud sponsor of the Florida Public Radio Emergency Network. Whether recovering or preparing for the next storm, Citizens is available to their customers. Claims can be tracked at Citizens F-L-A (dot) com or reported by calling a live Citizens representative 24/7. More information including hurricane tips and storm updates is at Citizens F-L-A (dot) com and by following Citizens on social media.

- **FPREN Radio Promos with Citizens Tag- (6,045) :30 promo tags. Citizens will be featured from End April- End Nov 2020-2022 in 6 spots/weekly per station, 5 spots/weekly in Orlando - (Hurricane Season)**

### (:30) RADIO/TV PROMO (voice scripts) - ALL Stations

Hurricanes, lightning, flooding and tornados affect the entire state of Florida and the team of Meteorologists from the Florida Public Radio Emergency Network keep you informed around the clock. All year long, we are committed to providing in-depth weather coverage, both over the radio and on the mobile app Florida Storms. The Florida Public Radio Emergency Network is supported by this station and Citizens Property Insurance. Online at CitizensF-L-A dot com.

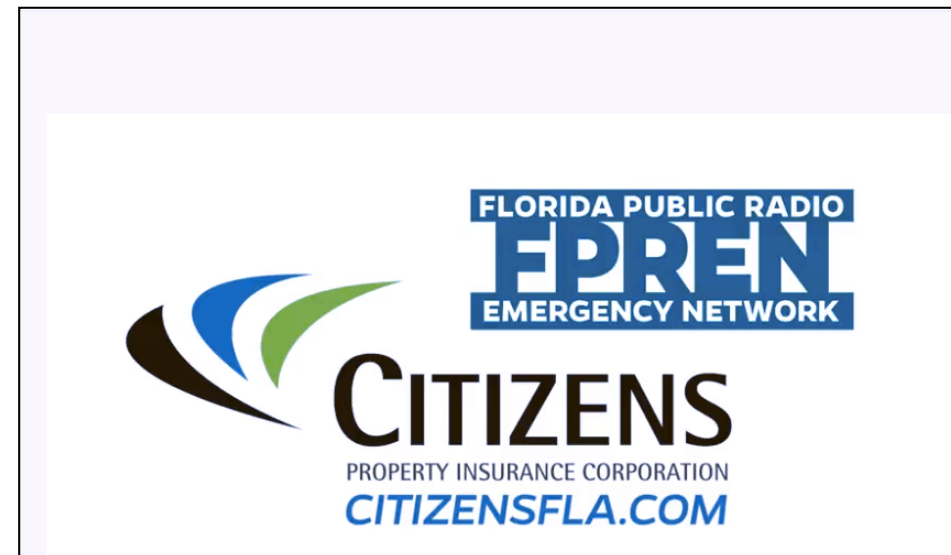


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## Sponsorship Benefits - TV Promos

- **FPREN TV PROMOS with Citizens Tag - (2,325) :30** FPREN promo messages on FPREN TV stations - 5 spots a week per station.
- **TV Promos will air End April 2020 – End Nov 2022** on all FPREN TV stations.

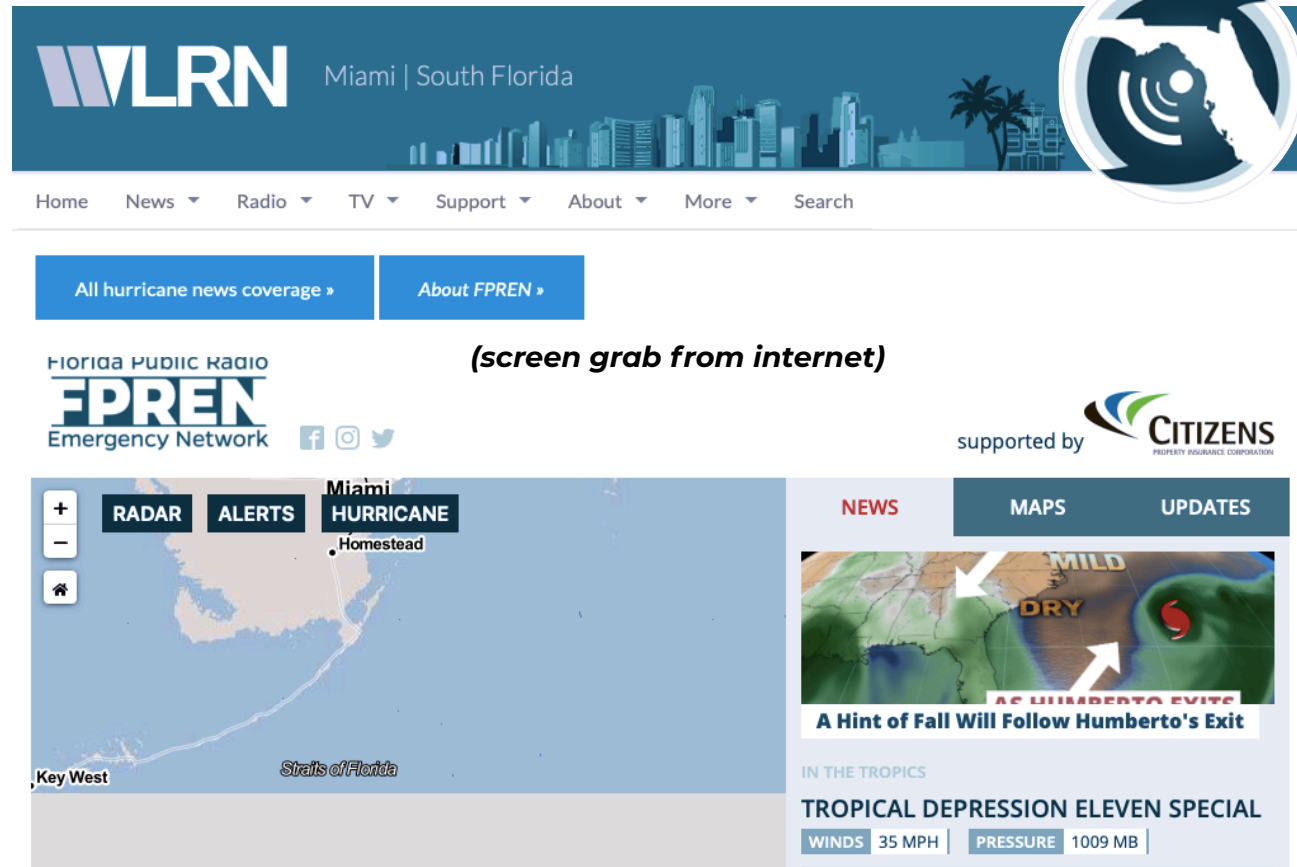
*Estimated 203,981,940 Total Viewers!*



*(screen grabs from TV Promo)*

## Sponsorship Benefits - Digital

- **Digital statewide coverage between END Jan 2020 – END JAN 2023.**
- **Integrated Web tile on Citizens storm safety page statewide with link to page from home page. (Est. 1,732,834 Page Views Monthly)**
- **Name Branding of the FPREN forecast page appearing on all FPREN station websites.**
- **Recognition FPM/FPREN social media, e-newsletters when available, and Facebook /Twitter**



(screen grab from internet)



\* Estimation based on Google Analytics Page Views 2015-2017

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## Sponsorship Benefits - Social Media/Digital

*Citizens will be branded in a minimum of 4 Facebook and/or Facebook live forecasts monthly FEB 2020-JAN 2023 in the form of an opening graphic, on set logo, in-forecast logo, or on-air mention.*

*Actual screenshot of Facebook Live + Tropical Update with Sponsorship Recognition*



## Sponsorship Benefits - Events

- **Citizens will have the opportunity to be featured as a sponsor with at all FPREN Storm Safety events.**
  - Citizens will have opportunity to address the crowd about working with the community to help during times of disaster.
  - Citizens can offer giveaways, opportunity for booth at event.
  - Citizens will be mentioned in all press releases, etc.
  - Dates/Times to be determined.





Florida Public Radio Emergency Network  
***FLORIDA STATEWIDE TITLE SPONSOR 2020-2023***  
Sponsorship Dates - 2/3/20 - 4/23/23

## **Total Sponsorship package details:**

### ***\$613,824 - Title Sponsor***

15,974 Radio Spots/Radio Promos/TV Promos/Digital  
Banners/Social Media/Press Releases/E-Newsletter/Citizen  
Branded Daily forecasts statewide/Citizens branded FPREN  
Facebook/Branded Facebook Live & Branded Facebook  
forecasts/Event Opportunities

**4/27/20-4/23/23 - FPREN Statewide Radio Underwriting Spots**  
**2/3/20-1/29/23 - FPREN Statewide Public Media Digital Branding**  
**4/27/20-11/27/22 - FPREN Statewide TV/Radio :30 Tagged Promos**

*Estimated TV/Radio audience listeners/viewers: 210 Million*  
*Estimated 114 Million Digital/Social impressions*



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