



Connect With the People Who Shape Central Florida

Elevate Your Brand With Purpose

Marketing your brand with Central Florida Public Media inspires loyalty from influential action-takers better than other media. Here's why.

Your organization becomes part of a community of businesses and individuals who fund nonprofit journalism.

To the thousands who rely on Central Florida Public Media,

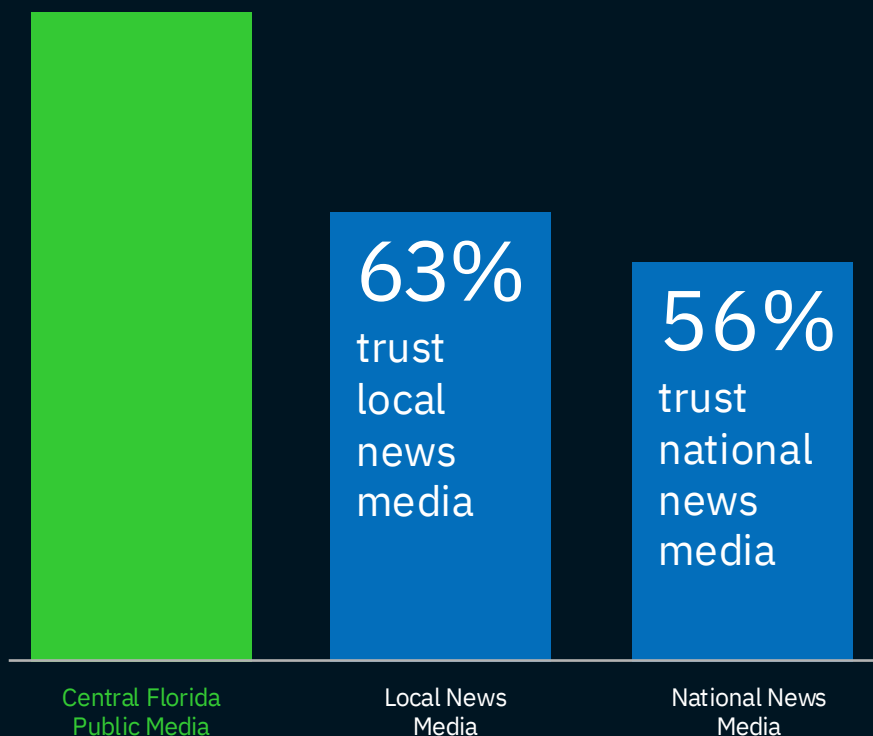
your support is so meaningful that it translates into consumer action.



91% trust us

of our audience

to report news fully, accurately and fairly.
Our audience trusts us more than other local or national news media.



Sponsorship helps
brands build
TRUST.

Source: 8Barr, survey of Central Florida Public Media donors and listeners, September-October 2025, "To what extent do you trust information from [media source] when it comes to reporting the news fully, accurately and fairly?" 1= do not trust at all, 5= trust completely, percentages are the sum of 4 and 5 on the scale

Decision Makers Depend on Central Florida Public Media

Influential leaders and lifelong learners count on the accuracy and depth of our news to inform their decisions.

Trusted Timely Local and World News

- Award-winning local news team immersed in Central Florida
- Original programs cater to regional issues, interests, arts and culture
- Breadth spans breaking news, current issues and pop culture
- News and engaging conversation from NPR
- Solutions-oriented coverage and human stories foster understanding, empathy and joy

Central Florida Public Media and NPR *40+ Years Informing Our Community*

With broadcast roots as WMFE, Central Florida Public Media began providing NPR programs to the region in the 1980s.

NPR, in collaboration with its more than 1,100 independent Member stations, makes local stories national, national stories local and global stories personal.



Gain Local Relevance

Original Reporting and Programs

Specialty Reporting

Sponsorships give businesses a way to align with niche content and audiences.

Engage | The program examines Central Florida's issues and culture with new voices, new perspectives and thought-provoking interviews.

The Wrap | This podcast presents the top Central Florida news stories each week.

The Florida Roundup

Each Friday, journalists and newsmakers discuss the state's news in politics, the environment, the economy, culture and more.

Central Florida Seen & Heard

The series explores issues vital to Central Florida communities.

Are We There Yet? | Space reporter Brendan Byrne talks with astronauts, engineers and visionaries as humanity takes its next giant leap exploring our universe.

Spotlight | Illuminating arts, culture and entertainment from a Central Florida perspective, this weekly segment hosted by Nicole Darden Creston shares performances from creators of all stripes and amplifies voices not often heard.



Strengthen Your Community Ties

at Events

Space on Tap

Space on Tap gives cosmic thinkers opportunities to mingle and meet scientists who are shaping our future beyond Earth. Brendan Byrne, award-winning science journalist and host of *Are We There Yet?*, mixes comedy and storytelling in the live, semi-scripted show.

Attendance: 100-175

Engage in the Community

We produce *Engage* from various locations throughout the region. Our forums invite residents to join expert panelists in a lively conversation about a single topic, such as redistricting, the Florida Blue Florida Classic football game, and caregiving.

Attendance: 30-50

Tiny Desk Contest Central Florida Showcase

Each year, musicians throughout the country enter NPR's Tiny Desk Contest. From those entries, we create a showcase of Central Florida's artists. The concert elevates musicians who capture the depth and diversity of our community.

Attendance: 600-700



Target People Who Make Things Happen

The Central Florida Public Media audience is more likely than the average adult to be:

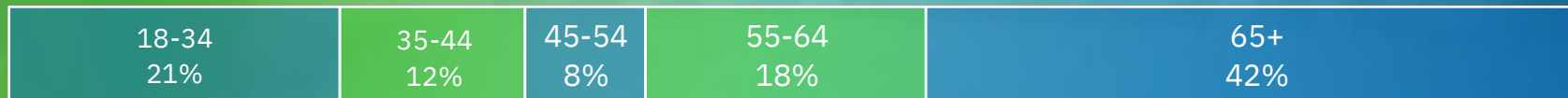
Cultural	213% more likely to contribute to an arts or cultural organization
Educated	103% more likely to have a postgraduate degree
Influential	266% more likely to work in a senior executive role
Community-minded	35% more likely to volunteer
Affluent	116% more likely to have a net worth of \$2M+



Each month Central Florida Public Media engages **220,400 Unique Listeners**

The region's
**most
listened-to**
news station

AGE



INCOME



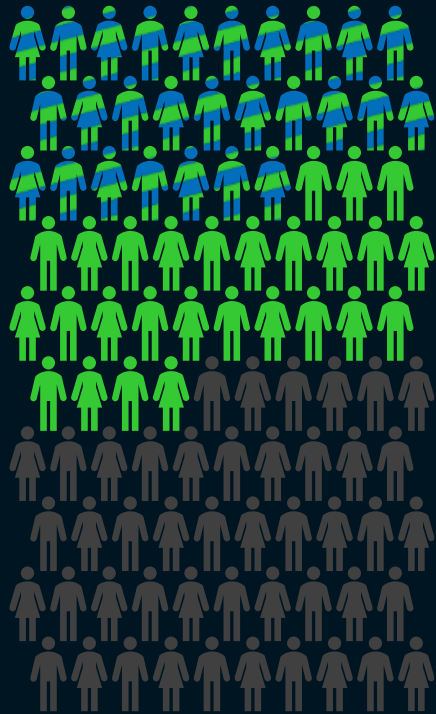
EDUCATION



Sources: Unique Monthly Listeners and Most Listened-to News Station – Nielsen Radio PPM / Diary Combo Fall 2025-Spring 2026, Orlando DMA, M-Su 5a-12a, P18+; Most Listened-To based on AQH persons; Demographics – Nielsen, Orlando DMA, Scarborough R1 2026 January 2025-January 2026, P18+, Income and Education do not total 100% due to segments not shown.

Unique and Loyal Audience

Central Florida Public Media delivers a radio news audience missed by commercial counterparts. Marketers can easily achieve effective message frequency because of the large percentage of loyal listeners combined with significant time spent listening.



27%

only listen to Central Florida Public Media, one of the largest compositions of exclusive listeners compared to other stations

54%

of listeners are P1, preferring Central Florida Public Media to any other station in the region, one of the largest compositions of P1 listeners compared to other stations

7:15 hrs

average weekly time spent listening by P1 listeners

4:45 hrs

average weekly time spent listening

91%

of Central Florida Public Media's audience are daily news consumers

Cause Marketing That Delivers Results

The **halo effect** of Central Florida Public Media sponsorship elevates your brand.

77%

prefer to purchase
products and services
from public radio sponsors

79%

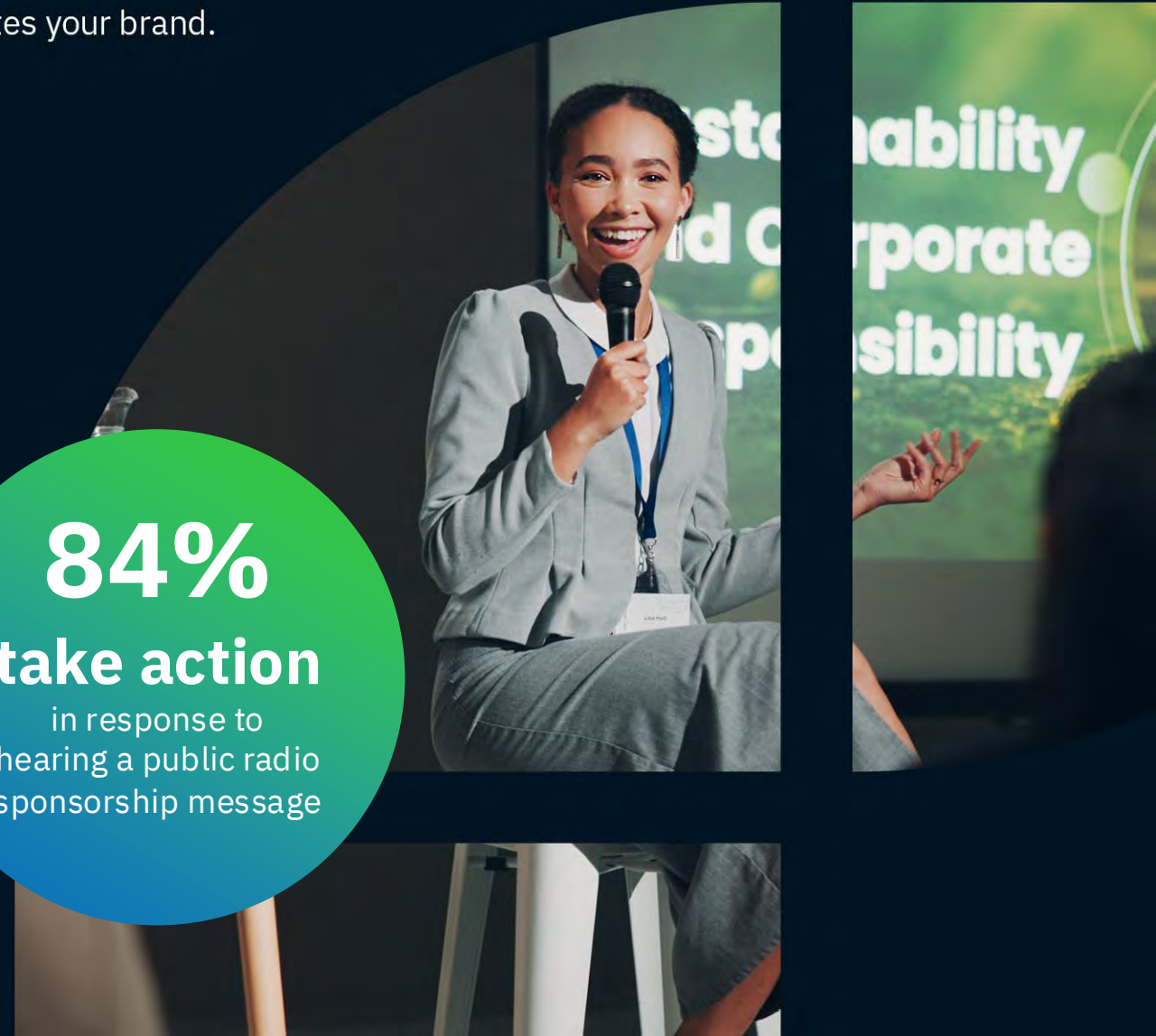
**hold a more positive
opinion** of a company that
supports public radio

84%

take action

in response to
hearing a public radio
sponsorship message

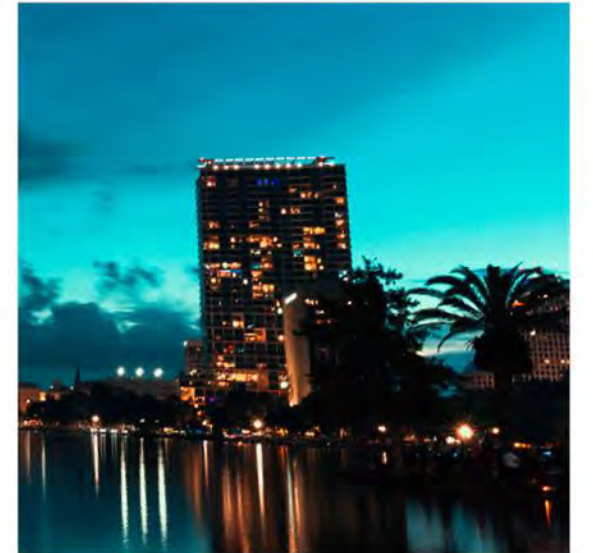
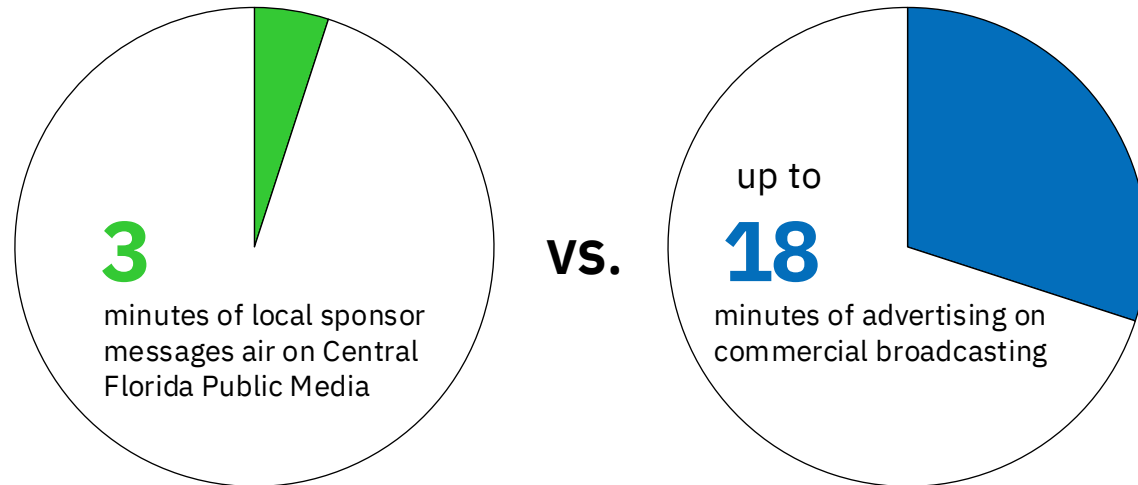
Source: Kantar, NPR State of Sponsorship Survey, 2026



Stand Out With Central Florida Public Media

Listeners pay attention throughout short sponsorship breaks.
Concise, hype-free sponsorship messages win appreciation.

IN A TYPICAL HOUR



Amplify Your Message Across Platforms

Radio and 24/7 Live Streaming

220K

Monthly Unique Listeners

- :20 On-air message
- :20 Audio pre-roll at the stream start
- Banner on the website stream player
- 250K Monthly streaming sessions

Website

123K

Monthly Unique Users

- Display banners on cfpublic.org

App

3K

Monthly Users

- Synchronized :20 audio pre-roll at the stream start and full screen display ad
- Leave-behind banner
- 55K Monthly sessions

Podcasts

27K

Monthly Downloads

- :20 Audio pre-roll

Newsletter

11K

Subscribers

- Display banner
- 57% Open rate

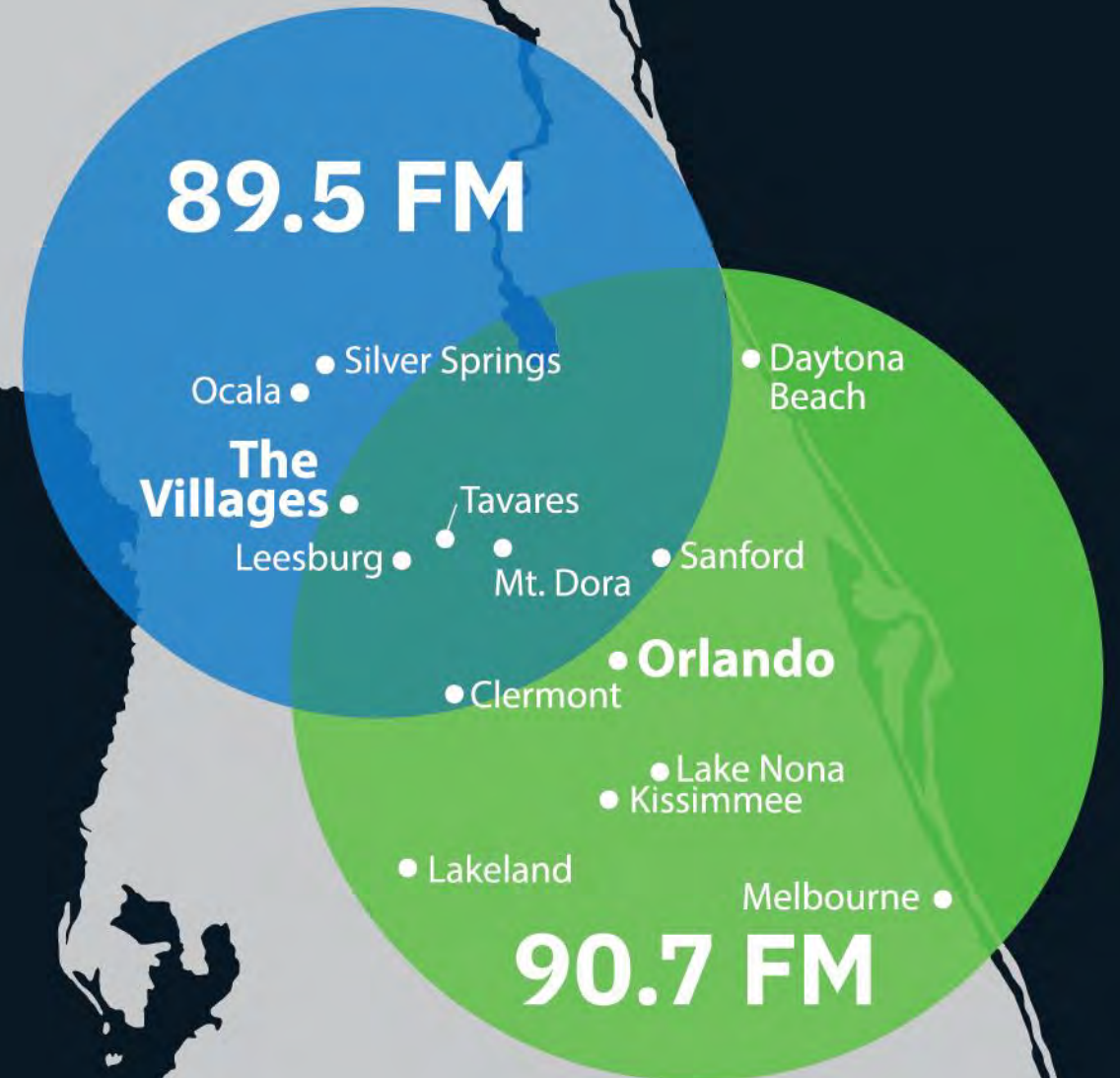
Events

Networking opportunities for sponsors at community celebrations and educational forums, such as Space on Tap and Tiny Desk Contest Central Florida Showcase

A total
monthly
multimedia
audience of
384K+

Unique Monthly Listeners – Nielsen Radio PPM / Diary Combo Fall 2025-Spring 2026, Orlando DMA, M-Su 5a-12a, P18+, WMFE ; Digital metrics October 2025-August 2026; Newsletter June-September 2026; Monthly audience is the sum of each platform's audience: broadcast listeners, streamers, website visitors, app users, podcast downloads and newsletter subscribers.

Central Florida Public Media is the only local, nonprofit news organization serving the region's nine counties — on air, online, on demand and in the community.

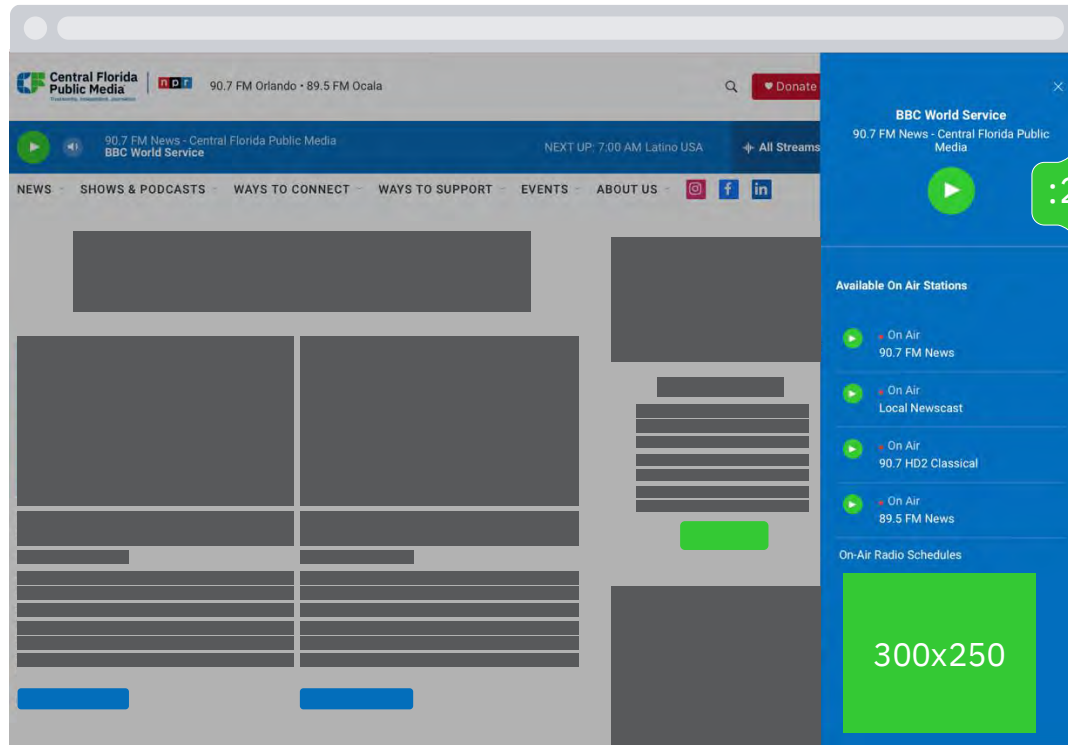


24/7 Live Streaming

Gain Prominence at the Start of the Stream

20-second Pre-roll

300x250 Banner (Where Applicable)



**News and Classical
Live Streams**

Listeners access the streams from their phone, computer, smart speaker, car and through the Central Florida Public Media app. Whichever way they connect, they'll hear your message before the live programming begins.

Website Display

Associate in a Brand Safe, Credible Environment

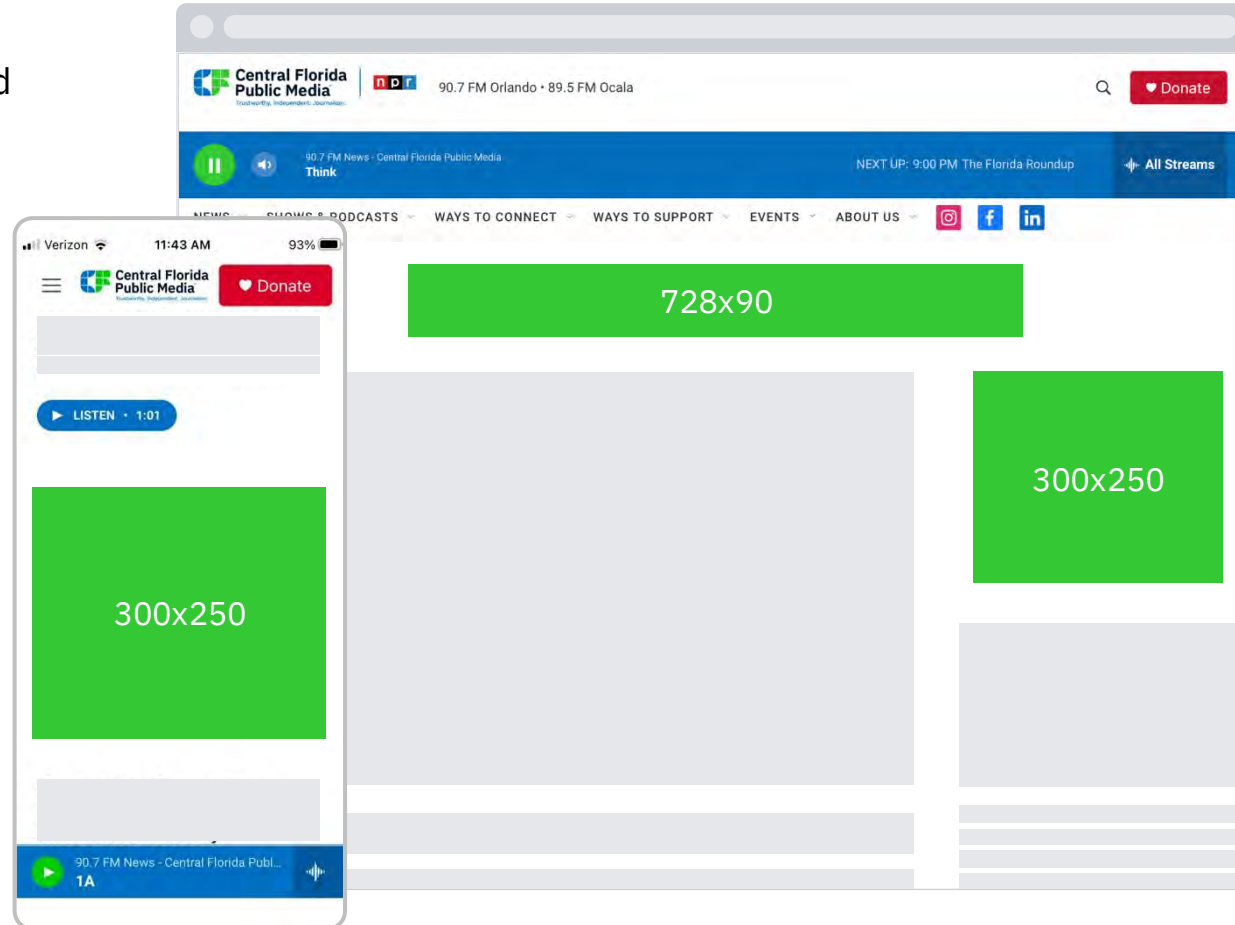
728x90 Banner

Top center, above the fold

300x600 Banner

300x250 Banner

160x600 Banner



66%

of listeners agree that public radio sponsors are **more credible** than the businesses that they hear or see advertising elsewhere.

Podcasts

Immersive Listening Makes Your Message Memorable

20-second Pre-roll

Perfect for on-the-go and on-demand listening, Central Florida Public Media's podcasts serve local interests and have universal appeal. Topics span regional and state news, arts and entertainment, space exploration and aging.

NPR PODCAST LISTENERS

90%

**take action
in response to a
sponsorship message
in an NPR podcast**

Source: NPR Podcast Sponsorship
Survey, 2026

% more likely than the U.S. population

- +56%** Have a postgraduate degree
- +45%** Earn a household income of \$150K+
- +50%** Work in a top management role

Source: MRI-Simmons Podcast Study, October 2025

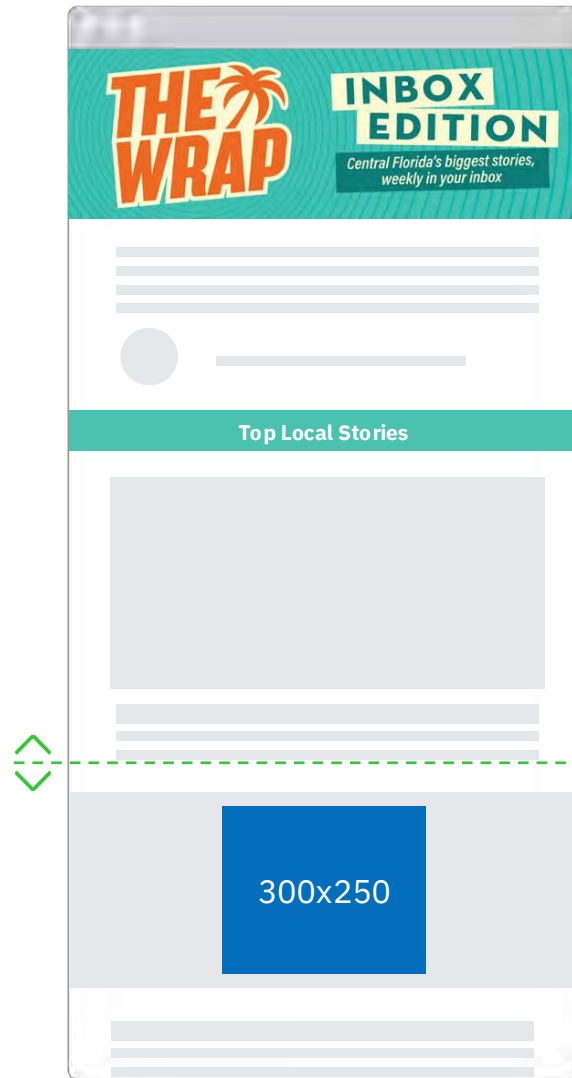


Newsletter

Engage Core Fans

300x250 Banner

Sent Wednesdays, *The Wrap* reaches our most engaged audiences. Ads are presented alongside headline news and a handy guide to Central Florida Public Media events, providing prominence in an uncluttered environment. The digest format encourages scroll-through to the end.



11K subscribers

57%
open rate above
media industry
average benchmark



Inbox Edition + Podcast

Deepen audience engagement by sponsoring *The Wrap* newsletter and companion podcast of the same name.

Mobile App

Grab Attention With Paired Audio and Display

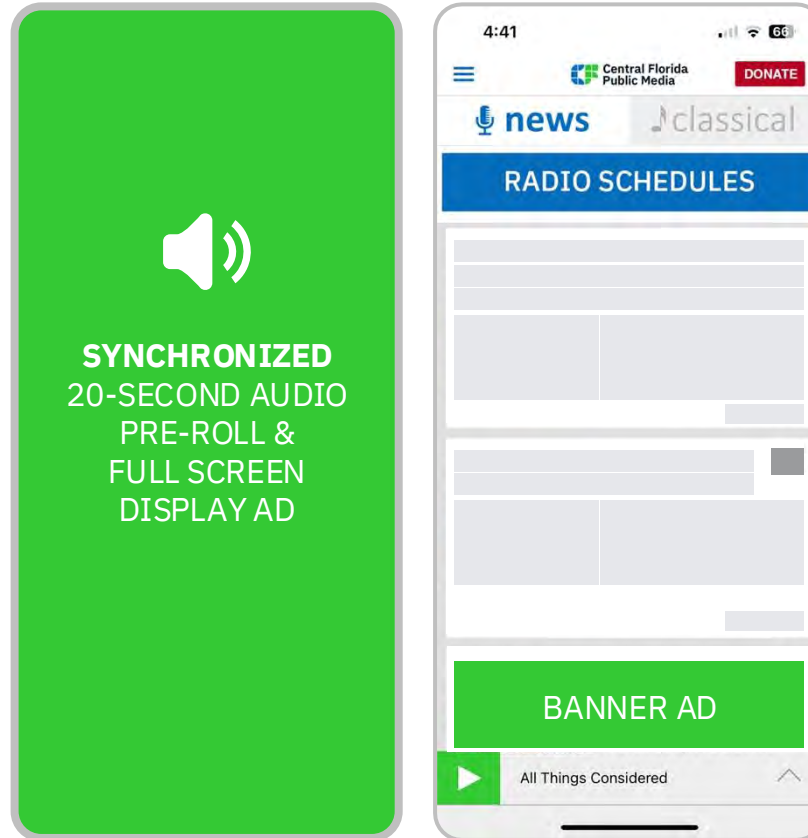
Synchronized 20-second Audio Pre-roll and Full Screen Display Ad

Sizes include 320x480 and 1536x2048

Leave-behind Banner

Sizes include 640x100, 640x1136, 300x250 and optional 320x50

Note: Clients can choose to submit a range of ad sizes. See [ad specifications](#) for details.



Among public radio app users, streaming is the most popular feature, followed by the news feed.

Let's discuss your marketing goals.

CONTACT US



**Central Florida
Public Media™**

Trustworthy. Independent. Journalism.



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sponsorcpublic.org

Mission

Central Florida Public Media connects and empowers our region through trustworthy, independent journalism and thoughtful conversation rooted in fact.

Market Engineuity® manages sponsorship sales for Central Florida Public Media, linking public media and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

