

Your Brand, Backed by Trust



A recent survey of GBH 89.7 listeners revealed that our audience understands the role corporate sponsors play in keeping their favorite radio shows on the air. **As a result, our sponsors experience:**

Positive Brand Association

84% of respondents feel more positive about companies that sponsor GBH 89.7.

78% believe companies that support GBH 89.7 are good corporate citizens.

78% trust GBH 89.7 sponsors more than advertisers on commercial radio.

The public media halo effect

Enhanced Brand Awareness

Listeners are **72% more likely to remember the sponsors** on GBH 89.7 than advertisers on commercial radio.

Why?

Our uncluttered environment (less promo time) means **your message stands out.**



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

- **Ernie Boch Jr.**, Owner, Subaru of New England

"GBH is a trusted member of this community. Being aligned with GBH, that trust transfers over to the Village Bank. Being a GBH sponsor is really a partnership made in heaven."

- **Amy Werner**, Chief Retail & Marketing Officer, The Village Bank

High Purchase Intent & Action

80% of GBH 89.7 listeners would prefer to buy a product or service from a company that sponsors GBH 89.7.

48% of GBH 89.7 listeners have purchased a product or service from a company that sponsors GBH 89.7.

47% have searched online for a company after hearing their sponsor message on GBH 89.7.

41% recommend GBH 89.7 sponsors to friends and family.

Ready to connect with our loyal audience?

Explore multiplatform sponsorship opportunities at gbh.org/sponsorship



Contact us:

Source: LCS, GBH 89.7 Listener Survey, Fielded: April 2025