



*For Immediate Release
August 23, 2017*

WUWF Public Media's NPR News Named Most Trusted and Loved Brand

Pensacola, FL -- National Public Radio (NPR) news service has been named the 2017 Harris Poll EquiTrend News Service Brand of the Year. NPR received the highest equity score among a subset of brands evaluated in the News Service Brand Category. Pensacola's local public radio station WUWF 88.1 FM broadcasts the NPR news programs.

"We're honored to be named the highest ranked News Service brand—it confirms that the American public values NPR's work with Member stations around the country to provide the best combination of national and local news," said Jarl Mohn, NPR's president and CEO. "It is fitting for this to happen on the 50th anniversary of the Public Broadcasting Act of 1967 and on a year when public radio audiences have been growing across all demographics – reaching an all-time high."

The 29th annual Harris Poll EquiTrend study measures brand perception of more than 100,000 U.S consumers across more than 4,000 brands - from automobiles to TVs and technology. The "News Service" category includes newspapers, news websites, wire services and news aggregators. The EquiTrend Brand Equity Index is comprised of three key factors - familiarity, quality and consideration - that result in a Brand Equity rating for each brand. Brands that rank highest in Equity receive the Harris Poll EquiTrend "Brand of the Year" award in their category.

"Forty one million listeners *trust* their local public radio station each week to deliver the fact-based, unbiased journalism they need to stay informed about the news in their communities and the world," said Meg Goldthwaite, NPR's Chief Marketing Officer. "But listeners *love* NPR because public radio provides insights on life and culture—authentic voices they may not hear anywhere else and stories that will spark their curiosity."

"This ranking is no surprise to our listeners and the businesses that support WUWF," said Pat Crawford, WUWF's Executive Director. "With the confusing media landscape, listeners find comfort in a news source they can trust to get fact-based information delivered in a respectful manner. That has always been the hallmark of NPR and public radio."

"Program sponsors are increasingly concerned about the quality of the environments their brands align with and how it reflects on their business," says Gina Garrubbo, President & CEO of National Public Media, NPR's sponsorship subsidiary. "This affirmation of trust and quality reinforces our research demonstrating the halo effect that sponsors of NPR programming benefit from."

This distinction in the Harris Poll EquiTrend(R) ratings confirms NPR's own research on the strength of the brand and how audiences distinguish NPR from commercial media. The study also found that compared with commercial radio, NPR listeners are 54% more likely to identify the programming they hear on their NPR station "personally important to me" and 163% more likely to apply their high opinion of NPR to brands that support NPR through sponsorship. (Source: Lightspeed Research, NPR Sponsorship Surveys 2010-2017.)

NPR's rigorous reporting and unsurpassed storytelling connect with millions of Americans every day. With a nationwide network of award-winning journalists and 17 international bureaus, NPR and its Member Stations are never far from where a story is unfolding. Listeners consider public radio an enriching and enlightening companion; they trust NPR as a daily source of unbiased independent news, and inspiring insights on life and the arts.

WUWF FM is a listener supported public radio station broadcasting since 1981. The format is news/talk during the week days with a variety of music programs during evening hours and educational and entertainment programs on the weekends.

###