



WNYC Media Partnership – Application Guidelines

WNYC Media Partnership Purpose:

WNYC's Media Partnership program strives to provide a voice for diverse, thought-provoking ideas, people and experiences. By providing media partnerships to organizations and events, we can expose our listeners to a variety of cultural, artistic, and community experiences that entertain, promote discourse, and increase participation in communities.

WNYC Media Partnership Awards:

A Media Partnership may include, but is not limited to: on-air announcements, event listings on WNYC's Events Page: www.wnyc.org/events, and exposure on the WNYC Events social media channels and other digital properties.

WNYC offers **Single Event Media Partnerships**, which may include: On-air announcements and online listing that are centered on a single event. This type of partnership applies most to festivals, museums, art exhibitions and special events.

WNYC Media Partnership awards are based on the following criteria:

- Event alignment with WNYC's mission and event relevance and service to the WNYC audience.
- Event target audience and its size.
- Ability to collaborate with the organization in a unique and meaningful way, beyond basic ticket/airtime trades.
- The time at which the application is submitted; WNYC asks applicants submit at least **3-4 months** in advance.
- Event timing within the year. WNYC can only sponsor a limited number of events per month.
- Event category/type. WNYC seeks to sponsor as broad a range of events as possible.

NOTE: Advocacy/fundraising events are not eligible for WNYC Media Partnership. WNYC does not air PSAs.

WNYC Media Partnership recipients may be requested to provide WNYC with:

- WNYC logo/text presence on all printed, web, and press material relating to the event.
- In-kind tickets to the event (if the event is ticketed).
- An invitation to emcee or host the event (where applicable and when an emcee or host is available).
- An ad in the event program

**We are also willing to work on a case by case basis to craft distinctive deliverables that will make our partnership as unique and meaningful as possible.*

To be considered for a WNYC Media Partnership, please complete our online application form available at www.wnyc.org/events. If details for your event(s) are unknown, fill in as much information as possible. You will be contacted within two weeks with WNYC's decision. An application does not guarantee a partnership.

For more information about WNYC Media Partnerships, contact Shannon McMahon at 646-829-4076 or outreach@wnyc.org.

Current or previous media partnership or underwriting agreements, program appearances or interviews and/or submission of an application do not guarantee a WNYC Media Partnership, nor does a WNYC Media Partnership include programming appearances, interviews, special announcements or on-air ticket giveaways. For information about WNYC sponsorship opportunities, please contact Laurie Pracher, Senior Director of Sponsorship, 646-829-4477 or lpracher@wnyc.org. For information on how to get in touch with producers of a specific program, please visit wnyc.org.