

2022 Media Partnership Report

WGBH/WCRB (\$50K):

- WGBH/WCRB ran 493 spots that aired between March 28 and June 19, 2022. The campaign was heard 2,388,800 times. (48 pro bono spots, not included in this report).

WBUR (\$50K):

- WBUR ran 127 spots that aired between April 4 and June 25, 2022. The campaign was heard 1,421,300 times.

WICN (\$10K):

- WICN ran 390 spots that aired between March 16 and July 22, 2022. The campaign was heard by an estimated 310,000 listeners cumulatively.

WERS (\$10K)

- WERS ran 743 spots and ERS+ ran 318 spots that aired between March 7 and June 30, 2022. The campaign was heard 1,450,600 times.

NEW ENGLAND PUBLIC RADIO (\$10K):

- New England Public Radio ran 260 spots that aired between March 21 and May 29, 2022. The campaign was heard by approximately 23,000 listeners weekly for a total of 230,000 over 10 weeks.