



This I Believe and You!  
A Strong Marketing Partnership



# This I Believe

---

- This I Believe is an international project engaging people in writing and sharing essays describing the core values that guide their daily lives.
- Over 60,000 of these essays, written by people from all walks of life, are archived on our website, heard on public radio, and featured in weekly podcasts.
- The project is based on the popular 1950s radio series of the same name hosted by Edward R. Murrow.



# This I Believe

---

- We have published two volumes of essay anthologies, the first of which was a New York Times bestseller and has sold more than 250,000 copies to date.
- Our podcasts are heard each week by more than 175,000 subscribers.
- Over 70,000 educators have downloaded our curricula to help their students craft their own personal essays.





# This I Believe

---

- This I Believe has featured essays on personal belief by Colin Powell, Bill Gates, Gloria Steinem, Robert Fulghum, Yo-Yo Ma, Muhammad Ali, and many everyday citizens
- Each week on *The Bob Edwards Show*, we showcase a different essay from the 1950s This I Believe series, including essays by Eleanor Roosevelt, Jackie Robinson, Hellen Keller, and Harry Truman



## Transforming Into a Powerful Web-Based Initiative

---

- We are expanding our audience beyond its historic base of public radio listeners
- Using the most current technological advances, This I Believe is connecting to the most popular social networking sites, including Facebook and Twitter
- Our website, podcasts, streaming audio files, and curricula provide sponsorship opportunities in addition to our weekly *Bob Edwards Show* broadcasts



# Dynamic Website Delivers Visitors

- Our recently redesigned website is welcoming and easy to navigate
- New essay content is added to the site weekly
- Content is easily shared via RSS feeds, widgets, bookmarks, and other social networking tools that attract new fans to This I Believe





# Dynamic Website Heightens Visitor Interest

- Users visit more often and remain engaged on the site longer – well above industry averages
  - Average site visit is almost 7 minutes
  - 6.7 pages viewed per visit
  - 38.3% “bounce rate”
- The connections to the social networking sites creates new users who invite their friends to the site



The screenshot displays the 'this i believe' website interface. At the top, there's a navigation bar with links for home, login, register, search, and contact. Below this is a large header area with the site's logo and tagline: 'A public dialogue about belief — one essay at a time'. The main content area features an article titled 'Work Is A Blessing' by Russel Hansre, dated March 1, 2009. The article includes a photo of the author and a player for an audio recording. To the right of the article is a 'shop' section with various items for sale, including 'This I Believe II: More Personal Philosophies of Remarkable Men and Women' and 'This I Believe Journal / Day Planner'. Below the shop is a 'news' section and a 'newsletter' sign-up form. At the bottom, there's a 'Related Essays' section with links to other articles. The website also features several ad spaces, including a large one at the top right and a smaller one at the bottom.

# Connect to Millions via Social Networking Sites

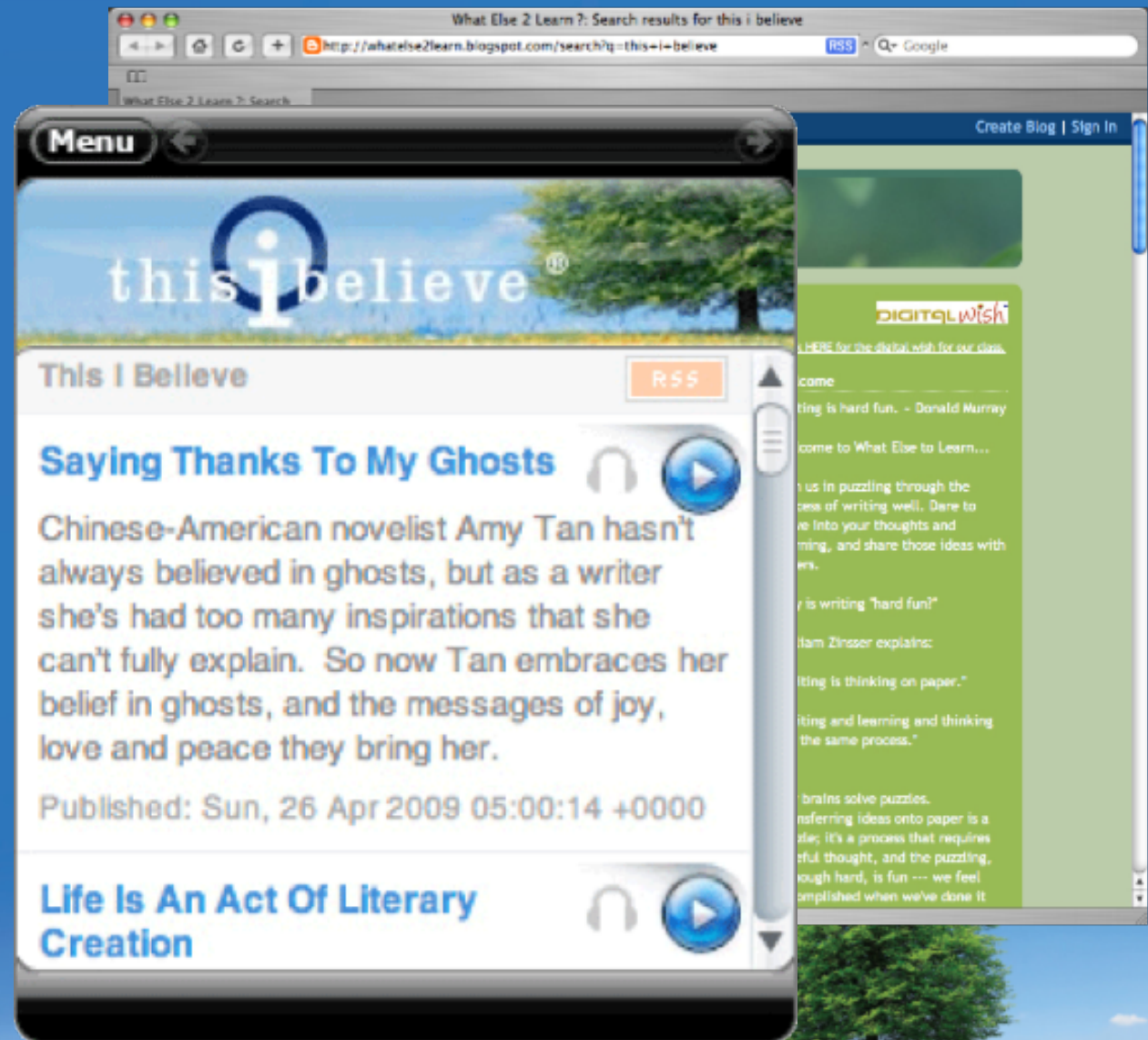
- We are developing a Facebook application that will allow users to choose their favorite essays and post them on their profile





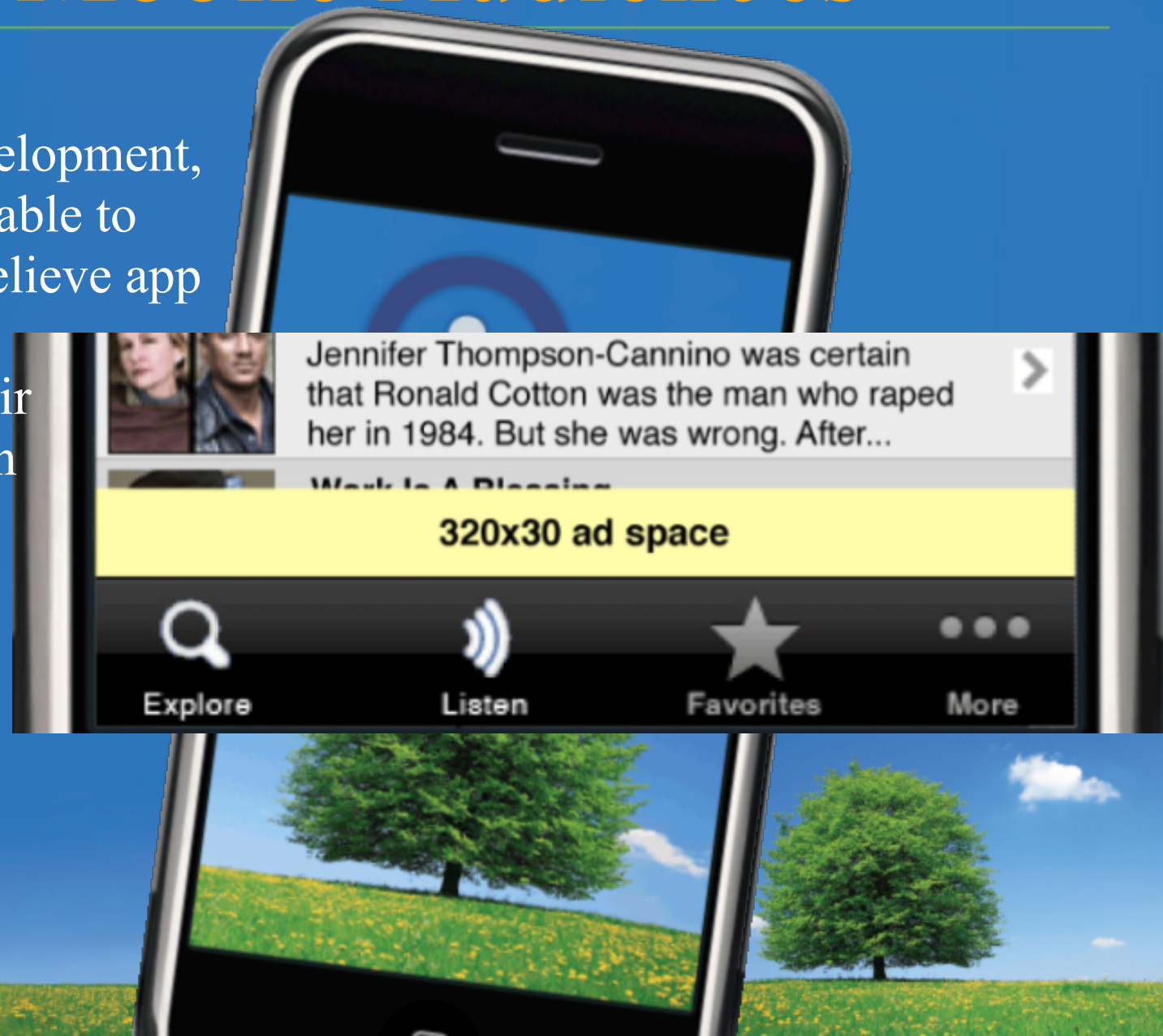
# Connect to Millions via Social Networking Sites

- With this new feature, favorite essays can also be posted on blogs, dashboards, and most major social networking sites



# Reaching Mobile Audiences

- In another new development, iPhone users will be able to download a This I Believe app that allows them to browse essays on their iPhone or iPod Touch



# Attractive User Profile

---

- Youth market is a strong, active user of the This I Believe website
  - More than 55% of web audience is under 35 years old; 28% under the age of 18
  - More than 40% of essays come from youth contributors
- Female demographic represents 54% of website visitors
- This I Believe website adult visitors are affluent, college/advanced degree educated
- Website visitors rely heavily on the Internet as a “good source of learning”
- Visitors use the Internet as their “most trusted” media source – even over newspaper and television





# You Can Become a Sponsor

---

- Weekly mentions on *The Bob Edwards Show* and strong website presence expands your company's brand
- Tap into targeted demographic audiences
- Spread your message to like-minded consumers and supporters
- Numerous sponsorship opportunities available for any budget



# Benefits of Sponsorship

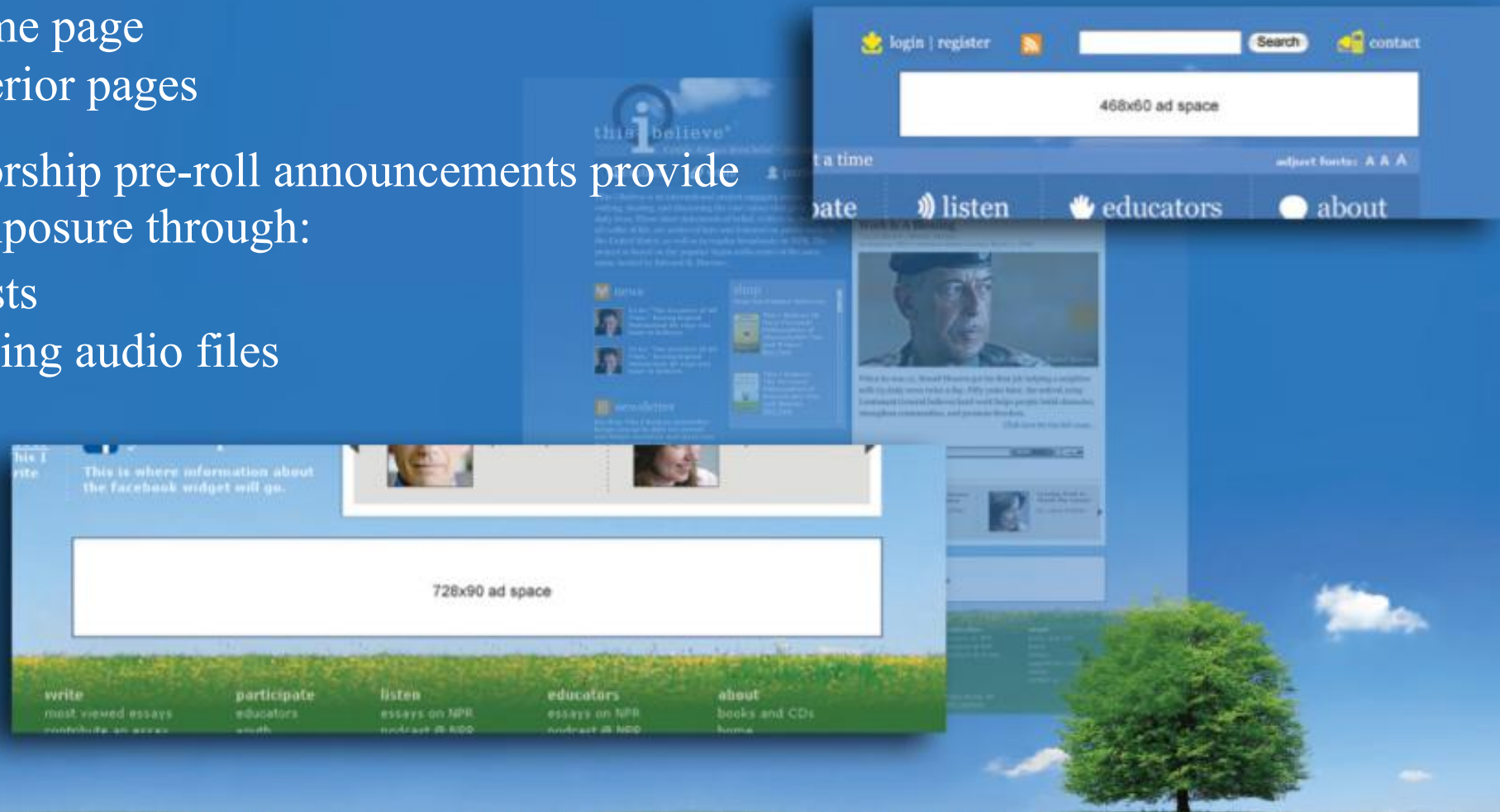
---

- Regularly updated content means loyal visitors return to the site consistently, remain longer, and see your messages repeatedly
- The social networking interface expands the This I Believe audience, attracting a completely new audience segment to your messages
- This I Believe is your opportunity to help viewers and essay contributors find their voice and to share core values. They will appreciate and remember you for that.
- This I Believe is an oasis for sponsors. Take advantage of this difference and distinguish yourself from your competition.



# Sponsors Have High-Visibility Presence on **thisibelieve.org**

- Sponsor message is available to link to your site from thisibelieve.org:
  - on home page
  - on interior pages
- Sponsorship pre-roll announcements provide viral exposure through:
  - podcasts
  - streaming audio files





# Become A This I Believe Sponsor Today

---



For more information, including rates, please contact:

[sponsorship@thisibelieve.org](mailto:sponsorship@thisibelieve.org)

502-259-9889

[www.thisibelieve.org](http://www.thisibelieve.org)

