



Name: Market Enginuity

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Industry: Entertainment / Broadcasting

Corporate address: 3131 E. Clarendon Ave. , Arizona, Phoenix,

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## Description

### Our Philosophy

Market Enginuity, formerly Public Radio Partners, is a privately owned business providing underwriting services to public media clients. Key principles steer our approach to maximizing corporate support:

- **Public Media Values.** We're passionate fans of public media too! We understand that the noncommercial nature of public media is part and parcel of its unique value to the audience as well as underwriters.
- **Local Focus.** As specialists in local corporate support, we leverage underwriting opportunities that can provide the most significant revenue and impact to your station's local vitality.
- **Systems.** We implement systems that accelerate underwriting revenue and make it more predictable and sustainable.
- **Invention.** It may be a new idea or a different way to utilize an existing program— We collaborate to expedite new revenue streams to local public media.

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