

WMFE Sponsor Profile



How long have you been a sponsor with WMFE?

We started as a sponsor with WMFE back in the early 1990s in order to let the public know that we had a new idea: a business boutique law firm.



Why did you initially decide to sponsor on-air programming with WMFE? How do you feel about that decision?

WMFE attracts the same listeners that our law firm attracts as clients. We are looking for that client with specialized legal needs and are looking to build our future with local businesses that recognize us as a part of their community.

In what ways do you feel WMFE sponsorship is a good way to reach your target audiences in the Central Florida area?

In the early 1990s, when forming the foundations of a new law firm, there were many decisions that needed to be made. One of them was "As a new and small law firm, how do we attract the quality clients that our firm was equipped to handle?" We knew that we wanted to create a novel approach . . . a boutique law practice. One of our first hurdles was to discover how we could target small to midsize businesses that are dealing with complex legal problems and want more personalized service than large law firms offer. As a small commercial firm offering sophisticated legal services, we feel that WMFE's business philosophies promote a sense of community that encompasses the types of members that we embrace as clients.

How do you feel sponsorship with WMFE has added value to your business?

The benefits that we derive from WMFE sponsorship are recognition of being part of that very special community or "family" of professionals, a family that extends beyond our co-workers to our clients and the community in which we practice.

What would you tell other businesses thinking about using WMFE as a marketing vehicle?

Very often, people who we have met for the first time can quote our WMFE spot: "Pohl & Short, P.A., the business boutique law firm."

When that happens, you can't say that sponsorship of WMFE public broadcasting is ineffective or that people aren't paying attention. Is there anything else you would like to add?

When meeting other members of the Central Florida community, the staff of our firm love hearing, "Thank you for supporting WMFE."

Look in future issues of *FOR MEMBERS ONLY* for more profiles on our sponsors. For information about on-air sponsorship and print advertising, call Bethany Mott at 407-273-2300, ext. 194 or e-mail: mott@wmfe.org