



Marketing for Non-profit Organisations

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GRIN Verlag Dez 2010, 2010. Taschenbuch. Book Condition: Neu. 212x149x5 mm. This item is printed on demand - Print on Demand Neuware - Project Report from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 8,5, Fontys University of Applied Sciences Venlo, language: English, abstract: Today, WDR broadcasts five own radio stations (1LIVE, WDR 2, WDR 3, WDR 4 WDR 5 with Funkhaus Europa) and three radio stations (WDR2 Klassik, 1Live diggi, 1Live Kunst and the traffic channel VERA), which were founded in cooperation with the Digital Audio Broadcasting within scope of a pilot project. Furthermore, the TV channel WDR Fernsehen is broadcasted with an own video text. Next to the own radio stations and the TV channel, WDR holds numerous stakes in other broadcasting agencies (Appendix 1: Stakes of WDR). The organization employs numerous freelancers and 4.193 permanent employees. Every tenth employee, who works for WDR, has a migration background. The organization has a transmission area with a size of 34.000 square meters with 18 million inhabitants. In this transmission area exist eight million nine hundred thousand radios and eight million TV s. The legal foundation of WDR is the WDR...

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