



Inform, enrich, engage

Iowa Public Radio is a statewide network of non-commercial radio stations, serving more than 210,000¹ Iowans every week. Our 24 stations cover most of Iowa and beyond, delivering News, Classical and Studio One music programming 24-hours a day. Our team is dedicated to informing, enriching and engaging Iowans every day in an effort to enhance civic and cultural connections across the state.

A long history

Iowa Public Radio is a not-for-profit organization that was formed in 2004. IPR is charged with managing the public radio stations licensed to Iowa's three public universities – the University of Iowa, Iowa State University and the University of Northern Iowa. Although Iowa Public Radio is a relatively new organization, the stations of IPR have a rich and storied history of broadcast excellence. In fact, some of our stations have been broadcasting for nearly a century. Iowa Public Radio continues to be a highly-regarded cultural destination that thousands rely on every day.

Distinctive programming

Our listeners depend on us to deliver the highest quality programming without the clutter found on many commercial radio stations. When you turn your dial to Iowa Public Radio, you immediately notice that you're listening to a different kind of radio. It's radio with integrity. Our news and talk shows present balanced information that is factual, respectful and intriguing. Our music programming is truly unique, allowing listeners to discover what's new and to re-discover the timeless classics. The IPR audience appreciates the things that set us apart from the competition.

Listener supported

Iowa Public Radio receives support from listeners, businesses and organizations who see the value of public radio. Because IPR is a not-for-profit organization, business sponsors may fund their contribution from their advertising, public relations or charitable contributions budget.



Luther College and IPR share a common mission in shaping the lives of informed citizens. IPR provides the college a means to reach Iowa families that we'd like to engage with the Luther community and an avenue for sharing our lectures and performances with an audience that extends beyond our Decorah campus.

*Rob Larson
Luther College
Decorah*



Kitchen Essentials is a sponsor of Iowa Public Radio because I love listening to IPR. Sponsorship on IPR is also a great investment for my store. So many times people tell me they have gone out of their way to come into the store because they heard our sponsorship on KUNI.

*Gretchen Behm
Kitchen Essentials and Gifts
Cedar Falls*

¹Nielsen Audio, Spring 2014



“I CAN’T IMAGINE SPENDING A DAY WITHOUT IOWA PUBLIC RADIO”

We hear that a lot. We’re fortunate to have listeners who are incredibly **passionate** about their public radio station. Their loyalty to IPR means that they’re harder to reach elsewhere. Our audience is comprised of some of the most **affluent**, **educated** and **informed** consumers and business decision makers, and likely includes the people you want to reach.

61% of public radio listeners agree that their **opinion of a company is more positive** when they find out it supports public radio.¹

Over half of public radio listeners **prefer to buy products/ services** from public radio sponsors, compared with 18% for commercial radio advertisers.¹

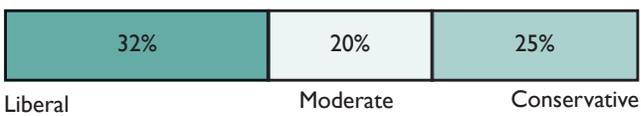
Nearly all public radio listeners (95%) say they’ve **taken action** in response to something they’ve heard on public radio.²



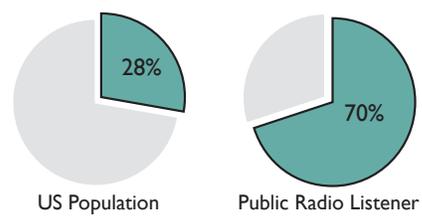
Listeners of Iowa Public Radio are Iowans who are involved in the community and committed to learning, which correlates with who we are as a financial institution. It is an audience we can relate to, and vice versa. We are proud to offer our support.

Nick Pfeiffer
MidWestOne Bank
Iowa City

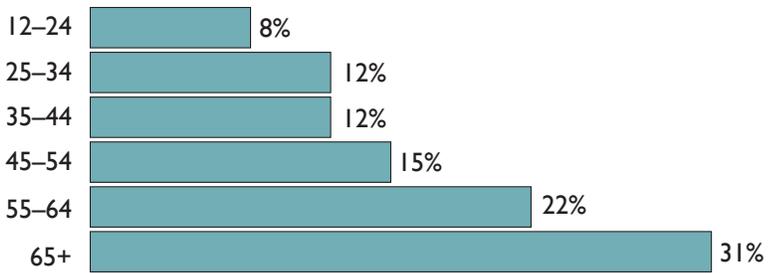
Political Affiliation³



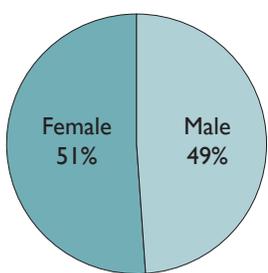
College Educated³
(holds four-year degree)



Age⁴



Sex⁴



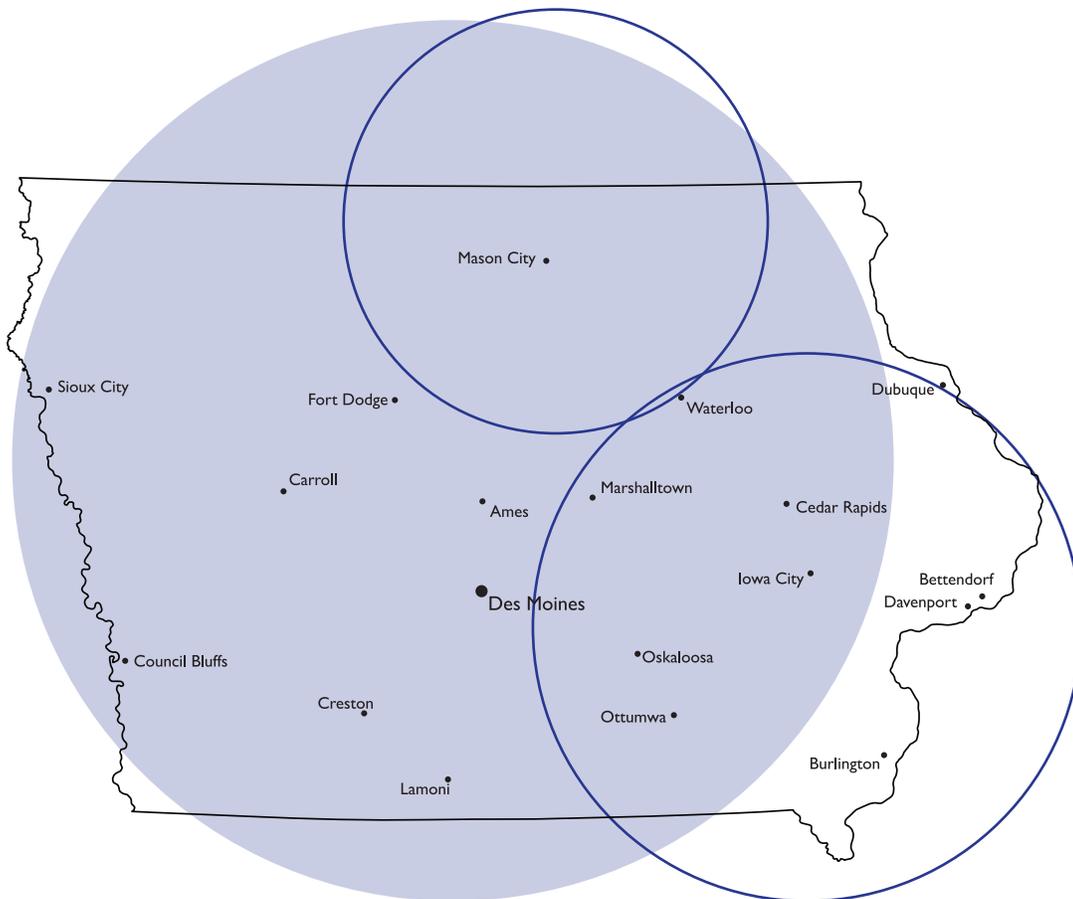
¹Lightspeed Research/NPR Sponsorship Survey, Nov 2013; ²Lightspeed Research/NPR Sponsorship Survey, Oct 2013; ³Gfk MRI, Doublebase 2014; ⁴Nielsen Audio Spring 2014



Anchored by *Morning Edition* and *All Things Considered*, Iowa Public Radio's award-winning news team brings Iowans a **deeper understanding of the world we live in** as well as the people and events that shape our world, our state and our communities.

Iowa Public Radio also fosters **intelligent conversation** with our locally-produced talk programming, *Talk of Iowa* and *River to River*. Each weekday, the talk show team offers Iowans a chance to hear and join intelligent conversations with local and national newsmakers about the issues of the day, the culture of Iowa and the fabric of our nation.

And, with programs like *Wait Wait...Don't Tell Me!*, *This American Life* and *The Moth*, weekends on Iowa Public Radio News are both entertaining and insightful.



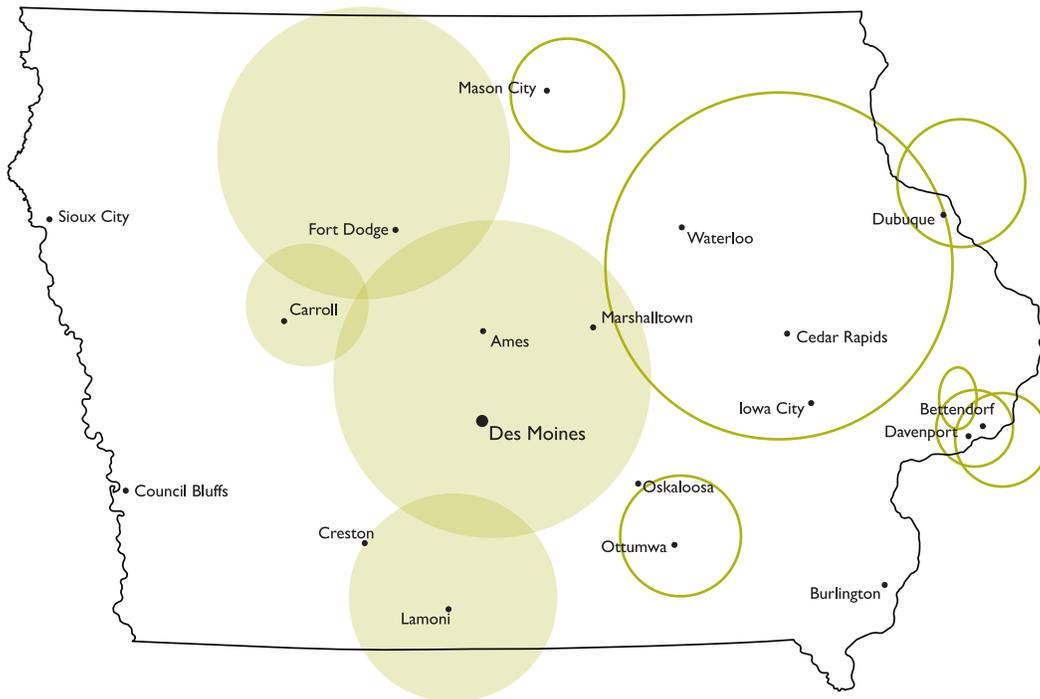
NEWS WEST
Ames/Des Moines
 WOI 640 AM

NEWS EAST
**Cedar Rapids /Iowa City/
 Quad Cities**
 WSUI 910 AM
Clear Lake/Mason City
 KRNI 1010 AM



Iowa Public Radio News and Studio One airs IPR's news programming during the day and IPR's Studio One music programming in the evenings, overnights and on weekends.

Studio One features an **eclectic variety of music that stirs passions**, spanning many genres, including blues, folk, songs from the golden age of rock and roll and independent and innovative contemporary music. Studio One is one of the only places where lowans can hear locally grown musicians on the radio. Featuring original programs like *Java Blend*, *The Folk Tree*, *Backtracks* and *Blue Avenue*, Studio One is a destination for people who are truly passionate about music.



NEWS & STUDIO ONE WEST

Ames/Des Moines
WOI 90.1 FM

Carroll
KNSC 90.7 FM

Fort Dodge
KNSK 91.1 FM

Lamoni
KNSL 97.9 FM

NEWS & STUDIO ONE EAST

Bettendorf
KNSB 91.1 FM

**Cedar Falls/Waterloo/
Cedar Rapids**
KUNI 90.9 FM

**Clear Lake/
Mason City**
KNSM 91.5 FM

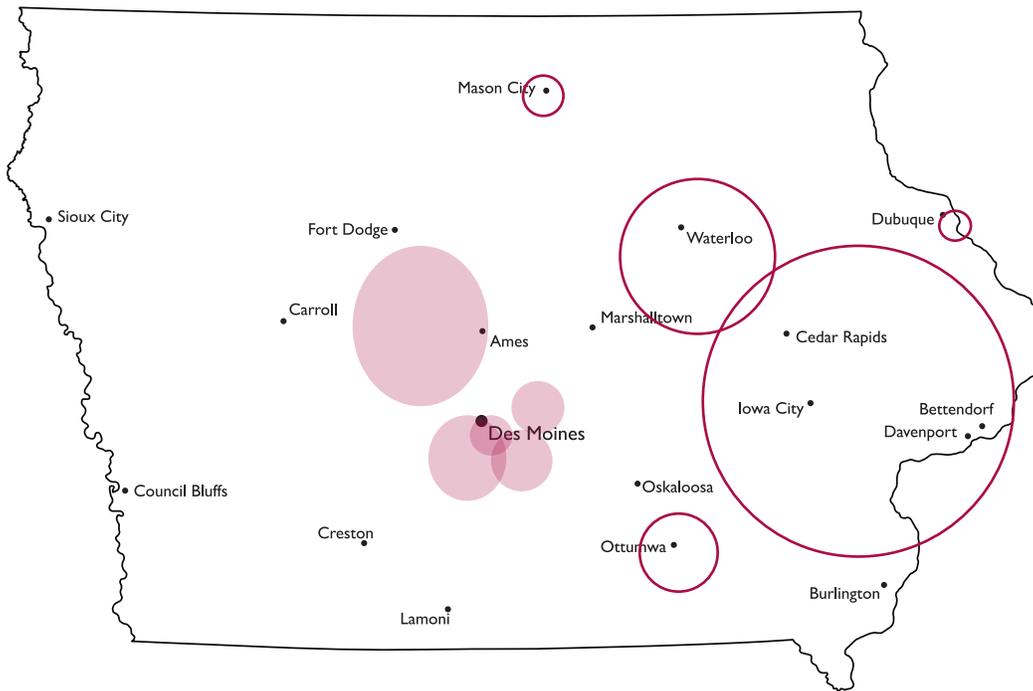
Davenport
KUNI 102.1 FM
KUNI 94.5 FM

Dubuque
KNSY 89.7 FM

Ottumwa
KNSZ 89.1 FM



Iowa Public Radio Classical is Iowa's only broadcast source for **the most beautiful and timeless music ever written and performed.** Our local hosts comb through the music library to craft playlists that inspire listeners throughout the day. We also partner with organizations like the Des Moines Metro Opera, Orchestra Iowa, and the Des Moines Symphony to record or broadcast their performances live, making classical music accessible to all Iowans. Our locally-produced programs such as *Symphonies of Iowa*, *The Choral Tradition*, *University Concert* and *Iowa Arts Showcase* all celebrate the rich cultural and arts scene in Iowa.



CLASSICAL WEST

Des Moines

- KICP 105.9
- KUNI 97.7 FM
- KICL 96.3
- KICJ 88.9 FM

Ames/Boone

- KICG 91.7 FM



CLASSICAL EAST

Cedar Falls/Waterloo

- KHKE 89.5 FM

**Cedar Rapids /Iowa City/
Quad Cities**

- KSUI 91.7 FM

Clear Lake/Mason City

- KHKE 90.7 FM

Dubuque

- KSUI 101.7 FM

Ottumwa

- KICW 91.1 FM



A unique sound

Our programming doesn't sound like commercial radio, and our sponsorship messages don't sound like commercials. Only 3 to 4 minutes of sponsorship messages air each hour, so your message is more likely to be heard. We will help you craft a message that intrigues listeners and follows our guidelines.

Our sponsorship messages:

-are 15-seconds in length

-include the preamble "support comes from" and identify the sponsor by name

-may contain locations, websites, phone numbers and dates

... they don't use call-to-action wording like "visit us," "try now," or "go to"

-provide product or service details without including inducements to buy, sell, rent or lease

... they don't include phrases like "money-back guarantee" or "risk-free"

-are informative without being promotional

... they don't use comparative words like "best," "first," or "newest"

... they don't use qualitative words like "convenient," "award-winning," or "outstanding"

-are descriptive without containing references to price or value

... they don't use words like "free," "sale," or "APR"

-may contain up to three trade names, product or service listings

-are produced at no cost and are voiced by an IPR producer

Support comes from Wartburg College, where real-world learning includes internships, service, hands-on research opportunities and study abroad. More information online at wartburg.edu/worthit.

Support comes from Hands Jewelers, featuring two levels of fine jewelry and gifts since 1854. 109 East Washington Street in downtown Iowa City. Hands Jewelers, joining others in support of non-profit organizations.

Support comes from Peter Brown Commercial Real Estate Services in Des Moines, representing building owners and commercial tenants in central Iowa for over twenty years. Property listings are online at PeterBrownCommercialRealEstate.com.