



## This is Spokane Public Radio

The three stations of SPR serve listeners throughout the Inland Northwest in an area the size of France. Our audience expects breaking news and in-depth features along with access to music and information that reflects our rich cultural heritage. SPR connects to listeners with programs from NPR, the BBC, CBC, American Public Media, Public Radio International, PRX, the Northwest News Network, SPR, and community producers.

### Mission Statement

*To provide high quality artistic, educational, news and informational programming, which enhances and enlivens the cultural life and civic discourse of the communities we serve.*

### Status

*SPR is a non-profit, listener-supported public radio station governed by a volunteer board of directors who meet monthly.*

### Staff

*Seventeen full-time and 11 part-time professionals manage programming, engineering, operations, marketing, and fundraising.*

### Volunteers

*Over 300 people volunteer each year in a variety of areas including production, membership, office work, special events, flyer distribution, and digital media.*

## Three unique stations



KPBX is our flagship station, broadcasting a full service public radio format of news and arts since 1980, at 91.1.



KSFC, since 2000, beams breaking news, public affairs, call-in formats, and features from all over the world – 24/7 – at 91.9.



KPBZ, our newest station, shuffles public radio story archives from global producers in a ground breaking format called Radio Remix, at 90.3.

**Over 70,000 people listen weekly** to SPR, according to Arbitron data. NPR research says that our listeners have a higher than average income and education and work primarily in professional, managerial, and administrative positions. Public radio listeners are active, community-minded, and share an intense curiosity about their world.

**As a community public radio station**, SPR is primarily funded by our listeners through annual contributions, program underwriting, and grants, which include the Corporation for Public Broadcasting.

**Program Underwriters** come from all types of organizations across the region including small and large businesses, non-profits, government, education, arts, retail, and individuals.

*SPR stations broadcast in HD and digital streams online, on tablets, mp3 players, and smart phones. You can also interact with the stations via Facebook, Twitter, YouTube, Flickr, podcasts, and blogs.*



S P O K A N E

**PUBLIC RADIO**

KPBZ 90.3 - KPBX 91.1 - KSFC 91.9

Phone: 509.328.5729 / Toll Free: 800.328.5729 / Fax: 509.328.5764  
Email: [kpbx@kpbx.org](mailto:kpbx@kpbx.org) / Website: [spokanepublicradio.org](http://spokanepublicradio.org)



## Meet the Listeners of Spokane Public Radio

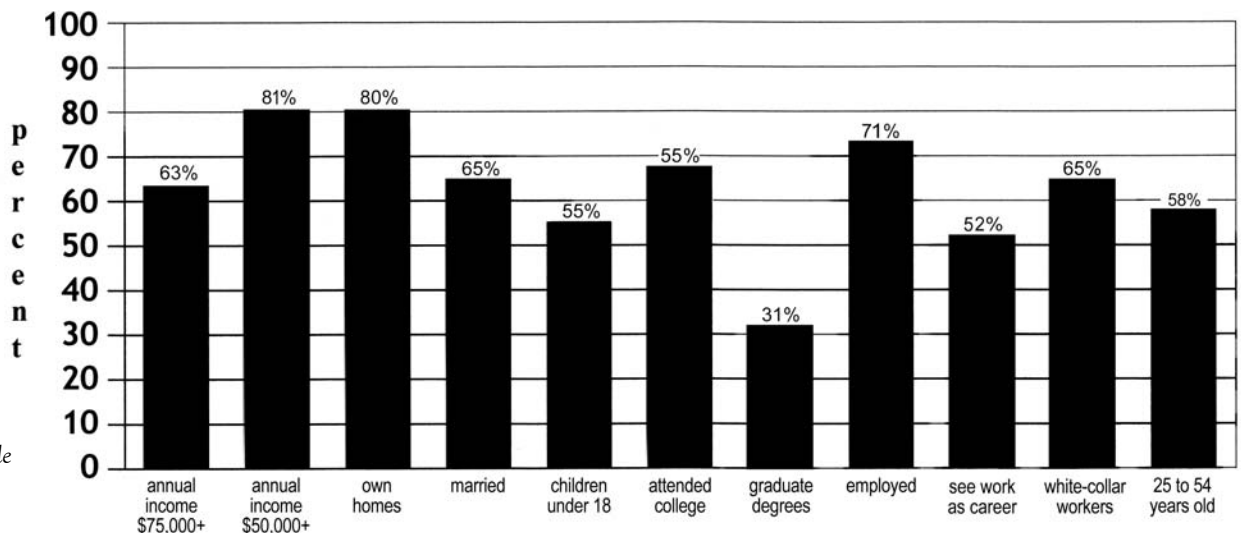
According to NPR research, public radio listeners are more likely to seek out businesses that underwrite programs on public radio than those that advertise with commercial radio. Listeners are likely to take direct action because of the underwriting announcements they hear.

### Our Audience

- SPR's adult listening audience is 47% female and 53% male.
- Listeners spend an average of 15.6 hours a week tuning in to SPR.
- SPR members average an annual donation of \$116,

### *KPBX, KSFC, & KPBY Listener Profile*

Public radio listeners are actively involved in social and environmental issues and community life. They are curious about the world and engage in lifelong learning. As consumers, they are independent and concerned with lasting value. They are physically active and take responsibility for their health. They like to travel, attend arts events and movies, dine out, read, garden, cook, and engage in a variety of hobbies and games. We invite you to reach out to our active audience.



Source:  
Data compiled from  
Arbitron, NPR Profile  
2012, and SPR.

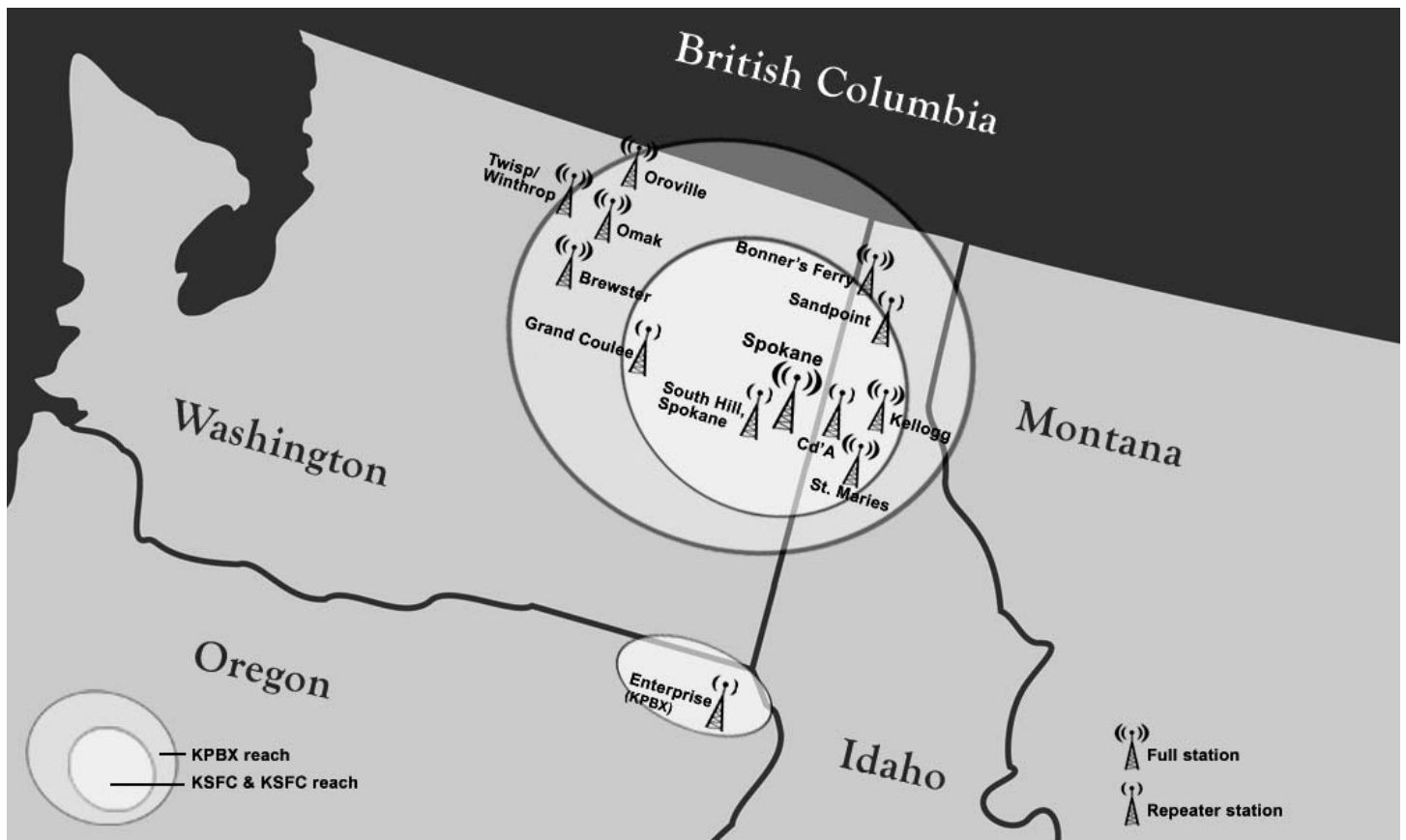


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The footprint of Spokane Public Radio: KBPX, KSFC, & KPBZ in HD stereo

**KPBX transmits on these FM frequencies**

- Bonner's Ferry, ID / KIBX 92.1
- Brewster, WA / KPBW 91.9
- Coeur d'Alene, ID / 91.9
- Enterprise, OR / 89.5
- Grand Coulee, WA / 91.9
- Kellogg, ID / KLGK 89.3
- Omak, WA / KOMQ 88.5
- Oroville, WA / KPBG 90.9
- St. Maries, ID / KXJO 92.1
- Sandpoint, ID / 101.7
- South Hill, Spokane, WA / 90.7
- Spokane, WA / 91.1
- Twisp/Winthrop, WA / KTWP 91.1

- KSFC 91.9 FM / Spokane, WA
- KPBZ 90.3 FM / Spokane, WA

*From Spokane, SPR serves listeners across the Inland Northwest*

KPBX 91.1 Mica Peak / KSFC 91.9 & KPBZ 90.3 Lookout Mountain

From the beginning, an important part of the mission of public radio has been to serve listeners, not only in urban centers, but in rural areas where in-depth news and cultural events are not readily accessible. SPR has worked hard to provide service to these areas via repeater and transmitter stations. In the digital age, listeners now have many additional options to receive our program service.

Wherever you are – Spokane Public Radio is there: your home, car, yard, or office. You can find multiple free apps for public radio on your smart phone, mp3 player, or tablet.

KPBX, KSFC, and KPBZ are your connection to essential public radio programs. Follow us on Facebook, Twitter, YouTube, and Flickr.

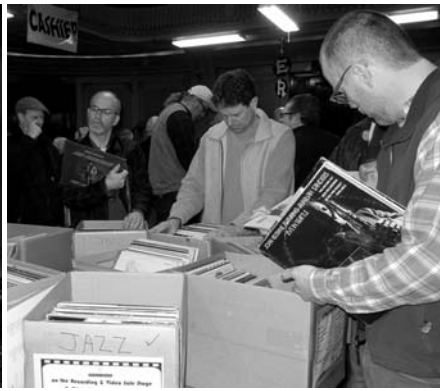


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## Spokane Public Radio Partnership: Image / Branding / Awareness / Reach

### Get involved with SPR special events!

- KPBX Kids' Concerts
- Recordings & Videos Sale
- Health & Political Forums
- Thank You Event
- SPR Open House
- Fall Folk Festival Broadcasts
- NPR Special Guests
- SPR Presents
- Live Studio Performance Broadcasts

### *You're on Spokane Public Radio*

Working with KPBX, KSFC, or KPBY is like doing business with other media with some unique differences. With our stations, you receive a "halo," given to you by our listeners for your work with the stations they love and support.

Your partnership with SPR helps sustain an essential informational and cultural resource. You reach our region's most active, educated, affluent, and connected people: the listeners of SPR. Your underwriting announcements are heard by our engaged "foreground" listeners in an environment free of commercial clutter.

#### Partnerships:

Broadcast announcements about your business, non-profit, or service on quality national, global, and local programs heard on KPBX, KSFC, or KPBY

Underwrite simultaneously on KPBX, KSFC, and KPBY to reach the total SPR audience

Book your own events schedule to increase awareness of a concert, show, seminar, lecture, etc.

Advertise in the quarterly SPR Guide or in one of our event programs

Become an event sponsor for one of the many SPR special events

Provide a challenge grant for the SPR membership drive

Sponsor the SPR Community Event Calendar online and on the air

**Your partnership with SPR will help strengthen your brand and reputation through linkage with our award-winning programs and stations.**



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