

KUOW .ORG
94.9

STIR EMOTION, GAIN TRACTION, DRIVE RESULTS

MEDIA KIT

2018



PHOTO CREDIT: KUOW

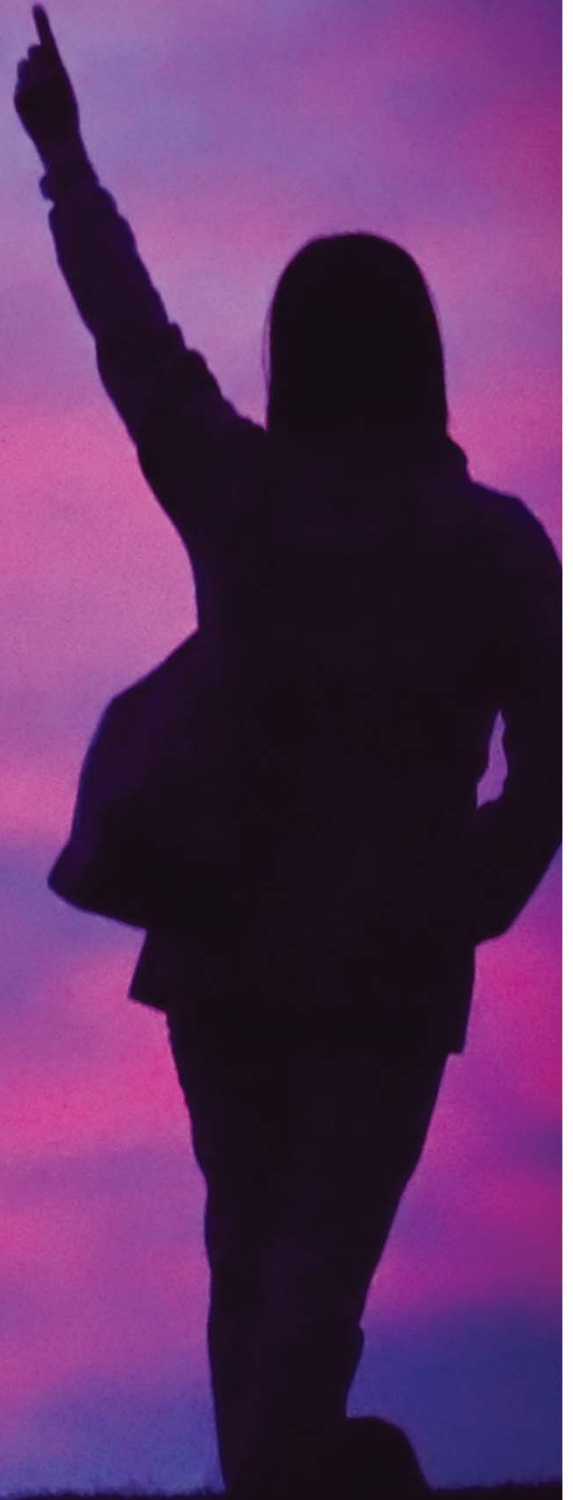
KUOW is where the people of the Puget Sound region come together around the power of story.

As the largest NPR affiliate in Western Washington, KUOW is uniquely positioned to reach nearly 440,000 weekly listeners* and a broad digital audience. This is a diverse, engaged, and inspired community like no other.

JOIN THE HUNDREDS OF LOCAL AND NATIONAL BUSINESSES THAT COUNT ON KUOW TO AMPLIFY THEIR MESSAGES AND MAKE CONNECTIONS THAT COUNT.

PHOTO CREDIT: KUOW

*Source: Nielsen Seattle-Tacoma Oct/Nov/Dec 2017



// THE HALO EFFECT

BY PARTNERING WITH KUOW, YOU BUILD
A POSITIVE CONNECTION WITH A HARD
TO REACH AND LOYAL AUDIENCE.

79%

of listeners have **taken a direct action** as a result of something they heard on NPR

70%

of listeners have a **more positive opinion** of sponsors that support NPR

65%

of listeners **prefer to support** companies that support NPR

50%

of listeners feel public radio sponsors to be **more credible** than those they hear on other radio stations

// THE “it” CROWD

BY SUPPORTING KUOW, YOUR MESSAGE WILL BE BEAMED STRAIGHT INTO THE CONSCIOUSNESS OF AN INFLUENTIAL AND TUNED-IN AUDIENCE.

KUOW LISTENERS ARE MORE

Market Average: 100 (by index)

EDUCATED & INFORMED

160 Bachelor’s degree

220 Post graduate degree

AFFLUENT

172 Household Income \$100k+

178 Home Value \$1,000,000 or more

PROFESSIONAL

191 Professional and Related Occupations

191 Legal

206 Made technology purchasing decisions in the last 12 months

CULTURED

187 3+ art museum visits per year

173 3+ symphony and opera visits per year

242 Attended Seattle International Film Festival in past year

160 Travel outside the US on business

COMMUNITY MINDED

219 Contributed to an arts/cultural organization in past year

189 Contributed to an educational/academic organization in past year

// LOYAL LISTENERS, LOYAL DONORS

IT'S NOT JUST 'RADIO'; IT'S NPR.

KUOW's spoken word format means that underwriting announcements are foreground listening, not perceived as interruptions in programming content.

Our listeners are loyal and we're not just saying that. **Of 17,600 Average Quarter Hour Listeners**, 81% prefer KUOW to any other station. *

And it doesn't stop there: listener loyalty also translates into financial support. Last year, 46,000 active donors made individual gifts and 400 businesses and organizations supported the station. **



*Nielsen Sep/Oct/Nov 2017 P6+ M-Sun 6am-Mid

**KUOW Internal Records

// ON THE AIR

KUOW 94.9FM, IN CONJUNCTION WITH KUOW 1340 AM AND KQOW 90.3 FM REACHES:

NORTH PUGET SOUND

*Everett, Bellingham,
Snohomish, Skagit and
Island Counties*

CENTRAL PUGET SOUND

*Seattle, the Eastside,
King County, the Cascade
Foothills and the
Olympic Peninsula*

SOUTH PUGET SOUND

*Olympia, Pierce, Thurston,
Mason and Pacific Counties*



This map is a representation of signal coverage; Federal Communications Commission (FCC). Coverage maps are available on request.

// MULTIPLATFORM

RADIO ISN'T JUST AM/FM ANYMORE. THE STORY DOESN'T STOP WHEN YOU GET OUT OF THE CAR. WE'VE GOT PLENTY OF WAYS TO REACH YOUR TARGET.



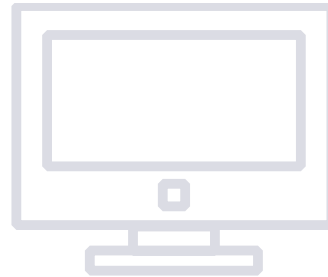
BROADCAST

440,000

Weekly Cume Listeners*

5:00

Hours per Week
Spent Listening*



DIGITAL

1,295,785

Monthly Streaming Sessions**

375,443

Podcast Downloads**

913,847

KUOW.org Monthly Page Views***

581,336

KUOW.org Monthly Unique Users***

SOURCES: *Nielsen Sep/Oct/Nov 2017 M-Su 6a-12m Persons 6+ **Triton Oct-Dec 2017
***Google Analytics Feb. 2017

A diverse group of people, including a man with a beard, a woman with blue hair, a man with glasses, and a woman in a red hijab, are smiling and celebrating at a social event. The background is dark, suggesting an indoor setting like a bar or club.

// COMMITTED TO LOCAL VOICES

LOCALLY PRODUCED CONTENT GIVES US VOICE AND CHARACTER THAT IS UNIQUE TO THE PUGET SOUND.

WEEK IN REVIEW

Every Friday KUOW's Bill Radke makes sense of the week's news with a roundtable of writers and reporters.

THE RECORD

A daily, locally-produced news magazine that delivers a distinct mix of local, national and international stories.

RADIOACTIVE

A media program at KUOW where youth delight in discovering and creating public radio journalism.

SPEAKERS FORUM

We record talks all over the Puget Sound region, from uber-famous intellectuals to lesser-knowns. From soldiers to urban farmers to humorists; we tape it, then air it on Speakers Forum.

LOCAL WONDER

A storytelling program exploring the Northwest. Listeners submit questions about Seattle, the Puget Sound, or its people to be investigated by one of KUOW's award-winning news staff

PHOTO CREDIT: KUOW

// ON AIR COPY GUIDELINES

KUOW/PUGET SOUND PUBLIC RADIO PROVIDES ALL UNDERWRITING CREDITS ON AN EQUAL OPPORTUNITY BASIS.

GUIDELINES

CONTENT

The goal of underwriting language is to convey the most effective connection between the client’s product, service or event and our listeners.

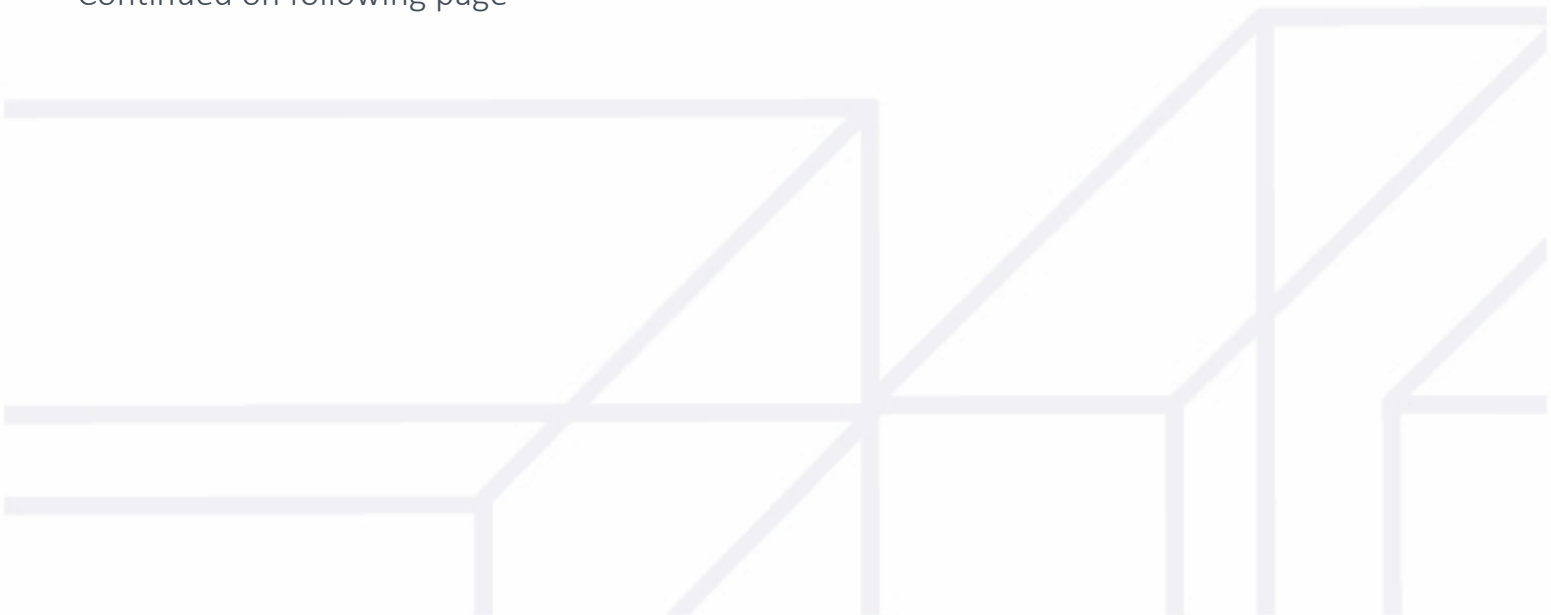
LENGTH

Each credit, including its introduction (“Support for KUOW comes from ...”), may be up to 15 seconds in length. This is approximately 67 syllables after the support credit.

DEADLINES

Please allow three business days for production of credits aired on KUOW and five business days for production of streaming copy and artwork. The deadline for receipt of copy is 12 noon Pacific Time.

Continued on following page



// ON AIR COPY GUIDELINES (CONTINUED)

APPROPRIATE CREDIT LANGUAGE

- Primary information: name, location, years in business
- Informational descriptions of product line, service or event
- Brand and trade names
- Day(s) or date(s) of event
- Slogan which is trademarked and identifies, but does not promote, a product or business
- Telephone number

PROHIBITED CREDIT LANGUAGE

- Comparative, qualitative or overtly promotional language
- Calls to action
- Inducement to buy
Price or value information
- Third party endorsements
- First person words which imply endorsement by the station/announcer
- More than three mentions of a company's name

KUOW BUSINESS SUPPORT EXAMPLES

Support for KUOW comes from...

The Seattle Symphony, presenting Go Tell It On The Mountain: The Blind Boys of Alabama Christmas show. Traditional Gospel favorites to contemporary spiritual music. December 17th at Benaroya Hall. Tickets at Seattle Symphony dot org.

Fenwick and West, a national law firm handling complex intellectual property litigation matters from offices in Seattle, Silicon Valley and San Francisco. More information is available at fenwick dot com.

BECU, a member-owned, not-for-profit credit union that offers financial services to its members and supports the communities where they live. Providing members a network of local branches, ATMS and multiple digital banking services. More online at B-E-C-U dot org. Federally insured by NCUA.

// **LIVE STREAMING, PODCAST AND DIGITAL COPY GUIDELINES**

APPROPRIATE CREDIT LANGUAGE

- Name, Location, years in business
- Description of produce, service or event
- Trademarked slogan
- Phone or URL
- Third party endorsements (ranking, awards)
- Pricing, including free offers, discounts,
- Financing information
- Calls to action

PROHIBITED CREDIT LANGUAGE

- Language implying endorsement by KUOW
- Views on a matter of public importance
- Advocacy

SAMPLE STREAMING COPY

Support for streaming comes from KUOW listeners and New Seasons Market...

Now open on Mercer Island. This holiday season, New Seasons will prepare the entire Thanksgiving meal and have it ready in time for the big day.

Reserve your bird now.

Pre-order today at New Seasons Market dot com slash reserve.

// THE EMERALD CITY

THE CITY OF SEATTLE IS A HUB FOR ONE OF THE MOST CULTURED AND TECH-SAVVY URBAN POPULATIONS IN AMERICA.

3,985,040

POPULATION
Puget Sound Regional Council, 2016

\$80,349

MEAN HOUSEHOLD INCOME
American Community Survey, US Census

FASTEST GROWING

BIG CITY SINCE 2010
US Census, 2016

#2 HOTTEST

HOUSING MARKET
Puget Sound Regional Council, 2016

1700 CLEAN TECH

COMPANIES

Economic Development Council Seattle/King County 2016

Largest Employers

1. The Boeing Company 2. Microsoft Corp. 3. University of Washington 4. Amazon
WA State Economic Security Department, 2016

57%

OF ADULTS HAVE A FOUR-YEAR DEGREE OR HIGHER, TWICE THE NATIONAL AVERAGE
Economic Development Council of Seattle King County, 2016

PHOTO CREDIT: Gil Aegerter



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