



# This is SPR

**The three stations of Spokane Public Radio connect listeners to NPR, BBC, Northwest News Network, local voices and more.**

SPR's mission statement calls us to provide high-quality artistic and educational programming, enhancing and enlivening the cultural life and civic discourse of the communities we serve.

## Broadcast Services

- *91.1 KPBX is the principal station, broadcasting a full service public radio format of news, music & ideas since 1980.*
- *91.9 KSFC has beamed breaking news, discussion & ideas from all over the world since 1999.*
- *90.3 KPBZ shuffles public radio stories from global producers in a format called Radio Remix. (Currently not available for underwriting.)*

All stations broadcast in HD and stream on digital devices through [SpokanePublicRadio.org](http://SpokanePublicRadio.org).



*The Bookshelf Nancy Roth, Production Intern*



*The Guitar Hour Leon Atkinson*



*Don Hamilton Photography*

As a **Community Public Radio Station**, SPR's funding comes primarily from listeners' annual contributions, program underwriting, and grants.

More than **300 Volunteers** help with the station each year, including the governing board of directors and a group of community advisors.

## Arrange Your SPR Underwriting Plan Today

Phone: 509.328.5729 | Toll Free: 800.328.5729 | Fax: 509.328.5764  
[SpokanePublicRadio.org](http://SpokanePublicRadio.org) | [kpbx@kpbx.org](mailto:kpbx@kpbx.org)



*Musicfest Northwest*

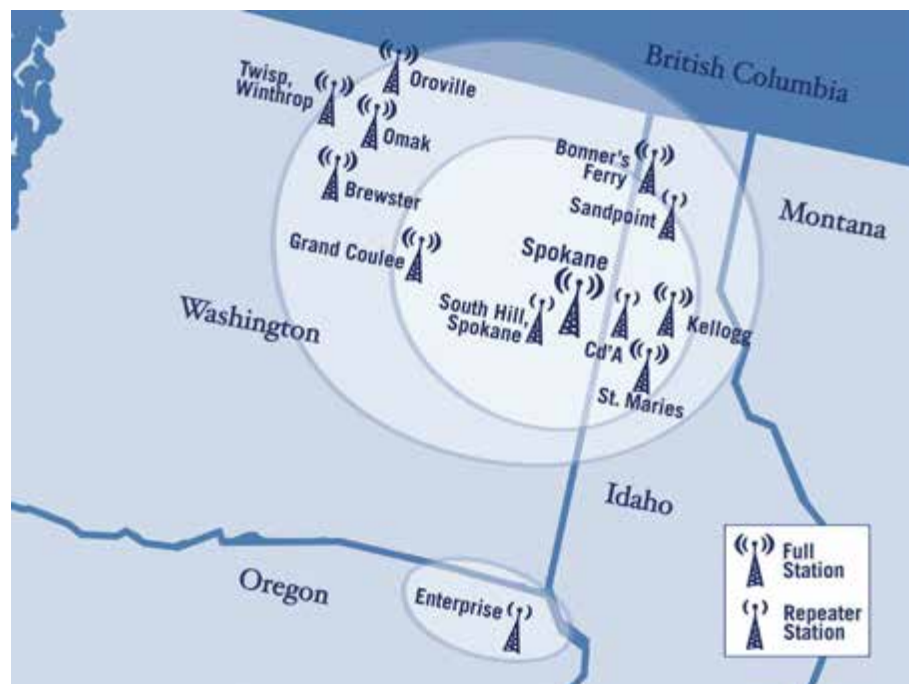




# Serving the Inland Northwest

**SPR delivers news, arts, public affairs and more to more than 1 million residents in 750 communities.**

All stations broadcast in HD and stream 24/7 to anywhere in the world through digital platforms – computers, cell phones, tablets, and more – at [SpokanePublicRadio.org](http://SpokanePublicRadio.org). Some programs are available as podcasts for on-demand listening.



## KPBX Broadcasts from Mica Peak to:

- 91.1 Spokane, Coeur d'Alene, Twisp/Winthrop
- 88.5 Omak
- 89.3 Enterprise, Kellogg
- 90.7 Spokane South Hill
- 90.9 Oroville
- 91.9 Brewster, Grand Coulee
- 92.1 Bonners Ferry
- 101.7 Sandpoint
- 103.9 Thompson Falls

## KSFC Broadcasts from Lookout Mountain to:

- 91.9 Spokane
- 88.5 Omak
- 89.3 Enterprise, Kellogg
- 90.7 Spokane South Hill
- 100.3 Coeur d'Alene

## Listeners Connect Through:

- HD Broadcast
- 24/7 Streaming at [SpokanePublicRadio.org](http://SpokanePublicRadio.org)
- Podcasts
- On Demand Audio
- Weekly Email Newsletter
- Facebook
- Twitter
- YouTube
- SPR Events

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# Reach Out to SPR Listeners

**More KPBX & KSFC listeners seek out public radio underwriters and take action because of underwriting announcements they hear.**

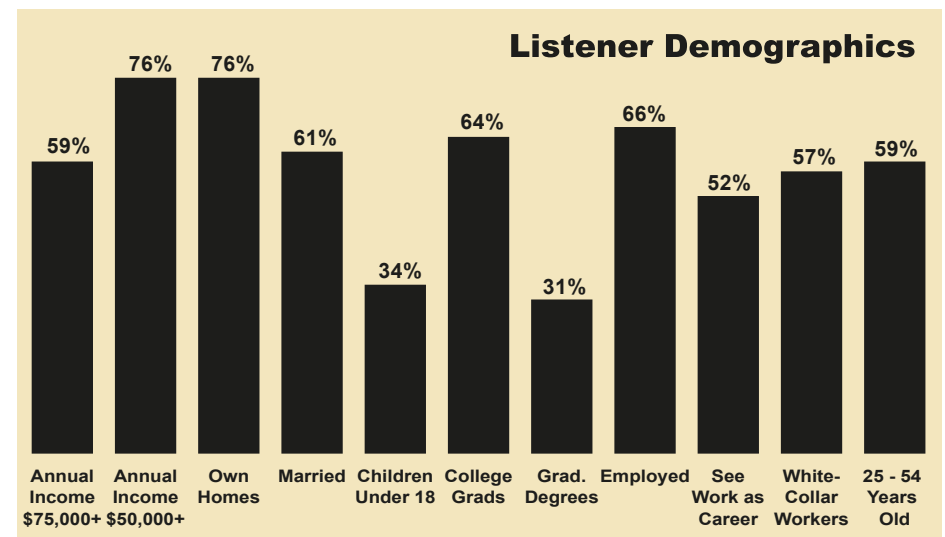
According to NPR research, listeners express extremely positive feelings toward public radio underwriters, a phenomenon known as “**The Halo Effect.**”

- 70% of listeners say their opinion of a company is more positive when they learn it sponsors public radio.
- 81% of listeners consider public radio “personally important” to them.

People trust the information they get from public radio - including your underwriting announcement. Your on-air message enhances your image while calling attention to your business. Underwriting gives you a glow with your own public radio ‘halo.’

## Public Radio listeners are:

- Actively **involved** in community life, social and environmental issues.
- **Curious** about the world and engage in **life-long learning**.
- Concerned with **lasting value**.
- Physically **active** and take responsibility for their health.
- Engaged with a variety of **experiences**, including traveling, attending events, seeing movies, dining out.
- Enjoying **interests** such as gardening, cooking, games, and reading.
- 45% **female**, 55% **male**



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