



KUOW MEDIA kit 2021

TRUST DRIVES RESULTS.

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TRUST.

The most valuable commodity in the information age. Each week thousands of people rely on kuow for news that matters most.

KUOW'S *mission is to create and serve a more informed public.*

Why kuow?

Of the 10,800 average listeners, every quarter hour, 78% prefer kuow to any other station.¹

AS A MISSION DRIVEN, MEMBER SUPPORTED STATION, KUOW DELIVERS A HIGHLY-ENGAGED, INFLUENTIAL AND TUNED-IN AUDIENCE. THIS HARD TO REACH AUDIENCE HAS MADE KUOW THE REGION'S MOST LISTENED TO NPR STATION.



416,000+

AVG WEEKLY
CUMULATIVE
LISTENERS²



1.9 million+

AVG MONTHLY
STREAMING
SESSIONS³



multiple

PLATFORMS FOR
MESSAGING

The KUOW/NPR Audience



IT STARTS WITH LISTENING, BUT IT DOESN'T STOP THERE.

*The goodwill and trust
kuow/npr shares with
audiences is transferred to
business supporters,
CREATING A 'HALO EFFECT.'*

77%

Of listeners take action
IN RESPONSE TO SOMETHING
THEY HEARD ON NPR

75%

*Of listeners hold a more
positive opinion of sponsors*
THAT SUPPORT NPR

85%

*Of listeners consider NPR
personally important*
TO THEM

78%

Of listeners discuss content
WITH FRIENDS, FAMILY,
AND COLLEAGUES¹

Kuow delivers an audience of influential, thought leaders that is difficult to reach with other media.

EDUCATED

- 61% MORE LIKELY TO HOLD A FOUR-YEAR DEGREE
- 144% MORE LIKELY TO HOLD A GRADUATE DEGREE

affluent

- 49% MORE LIKELY TO ENJOY INCOMES OF \$100K+
- 74% MORE LIKELY TO ENJOY INCOMES OF \$250K+

professional

- 92% MORE LIKELY TO WORK IN PROFESSIONAL OCCUPATIONS
- 72% MORE LIKELY TO PARTICIPATE IN TECHNOLOGY PURCHASING DECISIONS

cultured

- 57% MORE LIKELY TO TRAVEL ABROAD
- 73% MORE LIKELY TO ATTEND LIVE THEATER
- 123% MORE LIKELY TO CONTRIBUTE TO ARTS/CULTURAL ORGANIZATIONS

engaged

- 66% MORE LIKELY TO PAY MORE FOR ECO-FRIENDLY PRODUCTS OR SERVICES
- 90% MORE LIKELY TO DONATE TO ENVIRONMENTAL CAUSES
- 65% MORE LIKELY TO CONTRIBUTE TO SOCIAL WELFARE ORGANIZATIONS¹

Seattle is a hub for one of the most cultured and tech-savvy urban population in America.



3.5 million

POPULATION
AND GROWING



\$85,562

MEDIAN
HOUSEHOLD INCOME



#2

TOP RANKED TECH
TALENT MARKET IN
THE US¹

63%

*Of adults
have a four-year
degree or higher*
(TWICE THE NATIONAL AVERAGE)

5.2%

*Highest economic
growth of any
state*
FOR THE THIRD
YEAR IN A ROW

THE REGION'S LARGEST EMPLOYERS

BOEING

MICROSOFT

UNIVERSITY OF
WASHINGTON

AMAZON²



High impact messaging

As the media landscape evolves, kuow continues to reach new audiences

KUOW REACHES ITS AUDIENCES THROUGH BROADCAST, ONLINE, PODCASTS, SMART SPEAKERS AND EVENTS.



BROADCAST

416,000+

AVG WEEKLY CUMULATIVE LISTENERS

3.75 hrs

AVG PER WEEK SPENT LISTENING¹



DIGITAL

1.08 Million+

KUOW.ORG AVG MONTHLY PAGE VIEWS³

442,000

KUOW.ORG AVG MONTHLY UNIQUE USERS³



email

70,500+

TOTAL NEWSLETTER SUBSCRIBERS⁴



24/7 Audio streaming

1.9 million+

AVG MONTHLY STREAMING SESSIONS

50 Mins

AVG TIME SPENT LISTENING PER SESSION²



virtual

34 events

COMMUNITY EVENTS IN 2020



podcasts

408,162

AVG MONTHLY DOWNLOADS²

1. Nielsen Oct.-Dec. 2020, M-Su 6a-12m 18+

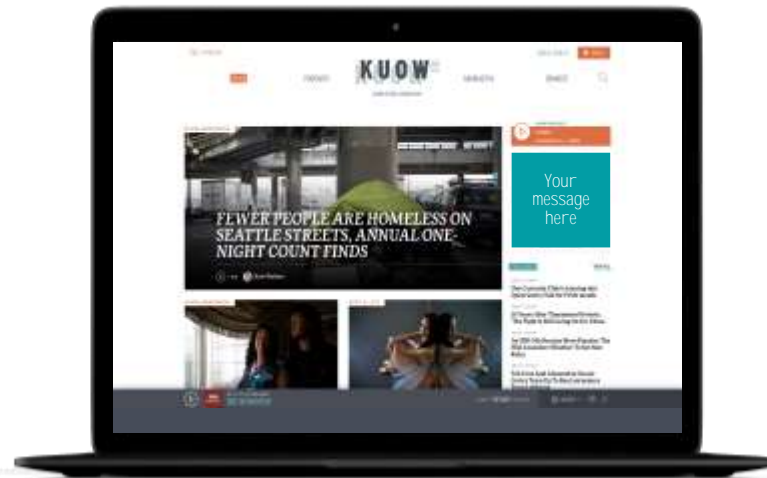
2. Triton Oct.-Dec. 2020

3. Google Analytics Oct.-Dec. 2020

4. KUOW Internal Records

The unique clutter-free sound of kuow keeps listeners engaged.

DIGITAL



EMAIL



EVENTS



AUDIO MESSAGES

(LISTEN AT: [KUOW.ORG/BUSINESS](https://kuow.org/business))



BROADCAST



STREAMING



PODCASTS

Kuow broadcast map

NORTH PUGET SOUND

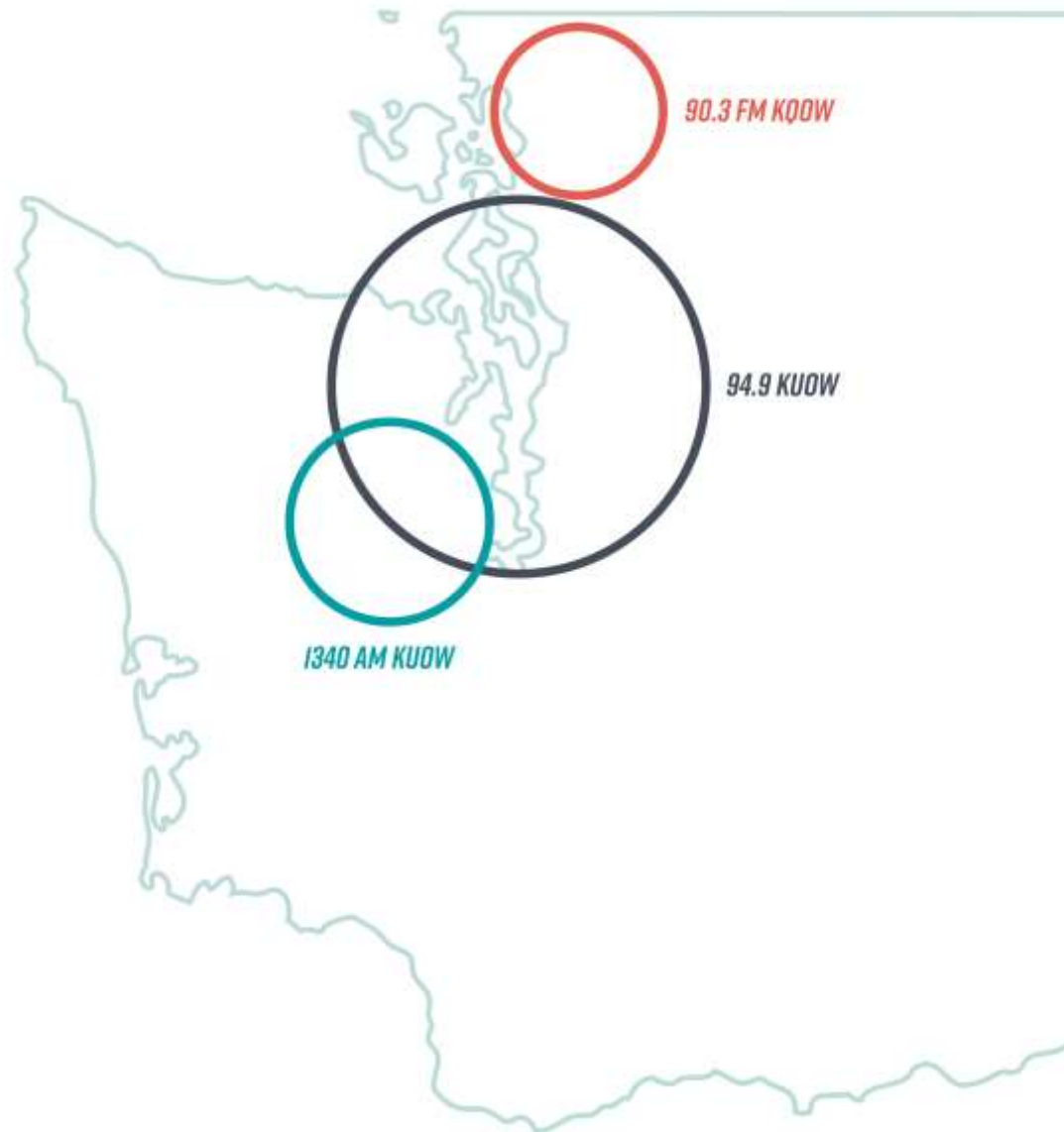
EVERETT, BELLINGHAM, SNOHOMISH, SKAGIT
& ISLAND COUNTIES

CENTRAL PUGET SOUND

SEATTLE, EAST KING COUNTY, CASCADE
FOOTHILLS & OLYMPIC PENINSULA

SOUTH PUGET SOUND

OLYMPIA, PIERCE, THURSTON, MASON
& PACIFIC COUNTIES



Diverse programming



KUOW PROGRAMMING REFLECTS THE VOICE AND CHARACTER OF THE PUGET SOUND REGION.

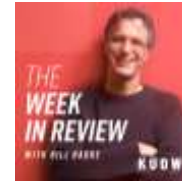
Kuow has strategically expanded its newsroom and community engagement to bring you a deeply connected and loyal audience.

KUOW ORIGINAL PROGRAMS & PODCASTS



THE RECORD

A Monday through Thursday local news magazine that delivers a distinct mix of local and national stories, hosted by Bill Radke.



WEEK IN REVIEW

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



SEATTLE NOW

A 10-minute daily news podcast. KUOW's Patricia Murphy gives a rundown of the local headlines and one in-depth look at a story shaping the city.



RADIOACTIVE

Stories produced by students participating in our youth media program.



SOUNDQS

SoundQs is a podcast fueled by listener curiosity and answers questions about Seattle and the Puget Sound region.



BATTLE TACTICS FOR YOUR SEXIST WORKPLACE

Yes, your workplace is sexist. Let's laugh/cry together while figuring out what we can do about it.



PRIME(D)

Prime(d) explores what happened when Amazon set up shop in Seattle and how this iconic company is changing life as we know it.



THE WILD

Chris Morgan takes listeners around the world to explore the beauty and wonder of the outdoors and its inhabitants.



SPEAKERS FORUM

Hear fascinating talks by authors, intellectuals, officials and regular folks with important stories recorded live all around Seattle.

*Kuow complements
its local focus with award-
winning national news, talk
and entertainment programs
from top media producers.*

NATIONAL PROGRAMS & PODCASTS



**ALL THINGS
CONSIDERED**
Local host Kim Malcolm
guides listeners through
the day's national and
regional news.



MORNING EDITION
Monday through Friday
KUOW's Angela King
brings you local and
national news during
NPR's Morning Edition
programming.



MARKETPLACE
Marketplace is the leading
business news program
in the nation. Host Kai
Ryssdal and team explore
how economic news
affects you.



MARKETPLACE TECH
Host Molly Wood helps
listeners understand
the business behind the
technology that's rewiring
our lives.



**THE NEW YORKER
RADIO HOUR**
The New Yorker's editor,
David Remnick, presents
a weekly mix of in-depth
interviews, profiles, and
short bursts of humor.



THE DAILY
Twenty minutes a day,
five days a week, hosted
by Michael Barbaro and
powered by The New York
Times journalism.

KUOW LIVE EVENTS SUCH AS:



INSIDE 2020 WITH NPR

A look behind the scenes with NPR's political reporters and KUOW journalists. The seven-part live virtual event series attracted over 2,000 audience members.



STAND WITH THE FACTS

The eight-part series in partnership with University of Washington's Center for an Informed Public explored the nature and spread of mis- and disinformation and provided tools to practice media literacy.



YEAR IN REVIEW LIVE

Bill Radke virtually welcomed special guests to reflect on 2020 through conversation, insights, lessons learned, humor and of course audience questions.

PARTNER EVENTS SUCH AS:



STORIES FROM THE WILD

The only in-person event of 2020 brought audiences into the story-making of one of KUOW's most popular podcasts in partnership with Chris Morgan.



PRESIDENTIAL DEBATE PREVIEW

KUOW and University of Washington Alumni Association teamed up for a virtual conversation with KUOW journalists and local experts ahead of each presidential debate.



ARE WE GOING TO BE OKAY?

KUOW's Jeannie Yandel and Zaki Hamid joined with community members to check in and explore tips and tricks for how to navigate our new reality.

Broadcast schedule

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
Midnight	BBC World Service	1A with Jenn White				BBC World Service		
1:00 am	BBC World Service					1A with Jenn White	BBC World Service	
2:00 am								
3:00 am								
4:00 am	NPR's Morning Edition (Marketplace Morning Report 4:50, 6:50, 7:50 a.m.)					BBC World Service		
5:00 am								
6:00 am								
7:00 am								
8:00 am	The Takeaway					Weekend Edition		Weekend Edition
9:00 am								
10:00 am	NPR's Here & Now					Hidden Brain		Fresh Air Weekend
11:00 am	Reveal	NPR's Here & Now				Wait, Wait Don't Tell Me		
Noon		KUOW's The Record			Week in Review	This American Life	Wait, Wait Don't Tell Me	
1:00 pm	BBC Newshour				Live Wire!	Ask Me Another		
2:00 pm	The Daily from The New York Times					New Yorker Radio Hour	The Moth Radio Hour	
	Marketplace							Week in Review

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
3:00 pm	NPR's All Things Considered					It's Been a Minute	Radiolab
4:00 pm						Freakonomics Radio	TED Radio Hour
5:00 pm						All Things Considered Weekend	
6:00 pm						Marketplace	
7:00 pm	Fresh Air with Terry Gross				Week in Review	NPR's World Cafe	Speaker's Forum
8:00 pm	1A with Jenn White						Travel with Rick Steves
9:00 pm	As It Happens					Selected Shorts	Sound Opinions
10:00 pm	CBC's Q					LA Theatre Works	BBC World Service
11:00 pm	Spotlight	Latino USA	Alternative Radio	Speaker's Forum	Reveal		



Business testimonials

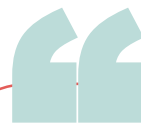
Hundreds of local and national businesses trust KUOW to amplify their messages and make connections that count.



Underwriting at KUOW really gets out the word! When we opened our new Main Street store in Edmonds last month, we had people stopping by to say they heard about it first on KUOW. Plus, we know our loyal shoppers appreciate our ongoing commitment to public radio—together we build strong, informed communities.



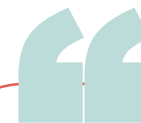
Soaring heart natural beds
MIKE SCHAEFER,
OWNER AND PRESIDENT



We were not getting great ROI in internet ad spends. Now that we are a business sponsor on KUOW, we honestly have too much business, and the people that are contacting us now are our ideal clients.



Phinney ridge painting
NIK PALLADINO,
CO-OWNER



KUOW's reach and reputation help [the College of Science and Engineering] find a new generation of engineers, scientists, and computer scientists to continue our region's growth and development.



Seattle university
BRETT A. PRIM,
DIRECTOR OF MARKETING AND
RECRUITMENT



Thank You

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