KUOW MEDIA kit 2021
TRUST DRIVES RESULTS.

CONTACT:
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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.

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.

1. Nielsen Jan.-Dec. 2020 1% AQH
2. Nielsen Oct.-Dec. 2020, M-Su 6a-12m 18+
The KUOW/NPR Audience
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

¹: LightSpeed Research, NPR Sponsorship Survey, March 2019
Kuow delivers an audience of influential, thought leaders that is difficult to reach with other media.

<table>
<thead>
<tr>
<th>EDUCATED</th>
<th>61%</th>
<th>MORE LIKELY TO HOLD A FOUR-YEAR DEGREE</th>
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<tbody>
<tr>
<td></td>
<td>144%</td>
<td>MORE LIKELY TO HOLD A GRADUATE DEGREE</td>
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<tr>
<td>affluent</td>
<td>49%</td>
<td>MORE LIKELY TO ENJOY INCOMES OF $100K+</td>
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<tr>
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<td>74%</td>
<td>MORE LIKELY TO ENJOY INCOMES OF $250K+</td>
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<tr>
<td>professional</td>
<td>92%</td>
<td>MORE LIKELY TO WORK IN PROFESSIONAL OCCUPATIONS</td>
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<td></td>
<td>72%</td>
<td>MORE LIKELY TO PARTICIPATE IN TECHNOLOGY PURCHASING DECISIONS</td>
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<td>cultured</td>
<td>57%</td>
<td>MORE LIKELY TO TRAVEL ABROAD</td>
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<td>73%</td>
<td>MORE LIKELY TO ATTEND LIVE THEATER</td>
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<tr>
<td>engaged</td>
<td>66%</td>
<td>MORE LIKELY TO PAY MORE FOR ECO-FRIENDLY PRODUCTS OR SERVICES</td>
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<tr>
<td></td>
<td>90%</td>
<td>MORE LIKELY TO DONATE TO ENVIRONMENTAL CAUSES</td>
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<td></td>
<td>65%</td>
<td>MORE LIKELY TO CONTRIBUTE TO SOCIAL WELFARE ORGANIZATIONS</td>
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1. Scarborough-R2 2019
Seattle is a hub for one of the most cultured and tech-savvy urban population in America.

- Population and Growing: 3.5 million
- Median Household Income: $85,562
- Top ranked Tech Talent Market in the US: #2
- Highest economic growth of any state: 5.2%
- Of adults have a four-year degree or higher: 63%

The Region's Largest Employers:
- Boeing
- Microsoft
- University of Washington
- Amazon

1. CBRE Research Scoring Tech Talent Report, 2018
2. WA State Economic Security Department, 2017
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.**

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**Broadcast**
- 416,000+ average weekly cumulative listeners
- 3.75 hours average per week spent listening

**Digital**
- 108 million+ average monthly page views
- 442,000 average monthly unique users

**Email**
- 70,500+ total newsletter subscribers

**24/7 Audio streaming**
- 19 million+ average monthly streaming sessions
- 50 minutes average time spent listening per session

**Virtual**
- 34 events community events in 2020

**Podcasts**
- 408,162 average monthly downloads

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1. Nielsen Oct. - Dec. 2020, M-Su for 12m 18+
2. Triton 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)
Kuow broadcast map

NORTH PUGET SOUND
EVERETT, BELLENGHAM, SNOHOMISH, SKAGIT & ISLAND COUNTIES

CENTRAL PUGET SOUND
SEATTLE, EAST KING COUNTY, CASCADE FOOTHILLS & OLYMPIC PENINSULA

SOUTH PUGET SOUND
OLYMPIA, PIERCE, THURSTON, MASON & PACIFIC COUNTIES

High impact messaging / MEDIA KIT 2021 /
Diverse programming
Kuow has strategically expanded its newsroom and community engagement to bring you a deeply connected and loyal audience.

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

**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.

**DIVERSE PROGRAMMING**
- **THE RECORD**
- **WEEK IN REVIEW**
- **SEATTLE NOW**
- **THE WILD**
- **RADIOACTIVE**
- **SOUNDQS**
- **PRIME(d)**
- **BATTLE TACTICS**
- **SPEAKERS FORUM**
- **SEATTLE NOW**

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- **THE RECORD**
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- **SPEAKERS FORUM**
- **SEATTLE NOW**
Kuow complements its local focus with award-winning national news, talk and entertainment programs from top media producers.

**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

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
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<tbody>
<tr>
<td>Midnight</td>
<td>BBC World Service</td>
<td>1A with Jenn White</td>
<td>BBC World Service</td>
<td>Healthcare Stories</td>
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<td>1:00 am</td>
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<td>1A with Jenn White</td>
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<td>BBC World Service</td>
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<td>3:00 am</td>
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<td>BBC World Service</td>
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<td>4:00 am</td>
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<td>BBC World Service</td>
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<td>5:00 am</td>
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<td>BBC World Service</td>
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<tr>
<td>6:00 am</td>
<td>NPR’s Morning Edition</td>
<td>Weekend Edition</td>
<td>Weekend Edition</td>
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<td>7:00 am</td>
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<td>8:00 am</td>
<td>The Takeaway</td>
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<td>9:00 am</td>
<td>Hidden Brain</td>
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<td>10:00 am</td>
<td>NPR’s Here &amp; Now</td>
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<td>11:00 am</td>
<td>Ravel</td>
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<tr>
<td>Noon</td>
<td>KUOW’s The Record</td>
<td>Week in Review</td>
<td>Live Wire!</td>
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<td>Noon</td>
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<td>1:00 pm</td>
<td>BBC NewsHour</td>
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<td>2:00 pm</td>
<td>The Daily from The New York Times</td>
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<td>MarketPlace</td>
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<td>NPR’s All Things Considered</td>
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**Monday Specials:**
- It’s Been a Minute
- Radiolab
- Freakonomics Radio
- TED Radio Hour
- NPR’s World Cafe
- Speaker’s Forum
- Travel with Rick Steves
- Selected Shorts
- Sound Opinions
- LA Theatre Works
- BBC World Service
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.

Seattles university
BRETT A. PRIM, DIRECTOR OF MARKETING AND RECRUITMENT
Thank You

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