



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

1. Nielsen Jan.-Dec. 2020 % P1 AOH
2. Nielsen Oct.-Dec. 2020, M-Su 6a-12m 18+
3. Triton Oct.-Dec. 2020

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.

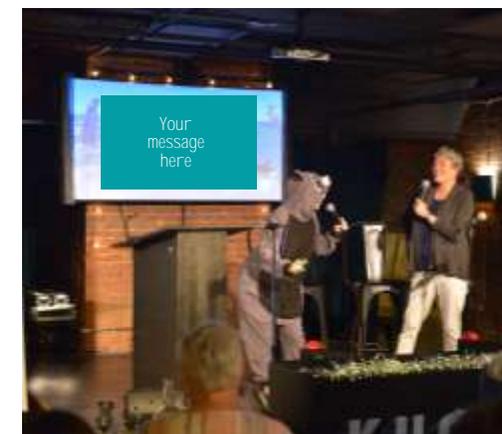
DIGITAL



EMAIL



EVENTS



AUDIO MESSAGES

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



BROADCAST



STREAMING



PODCASTS

Kuow broadcast map

NORTH PUGET SOUND

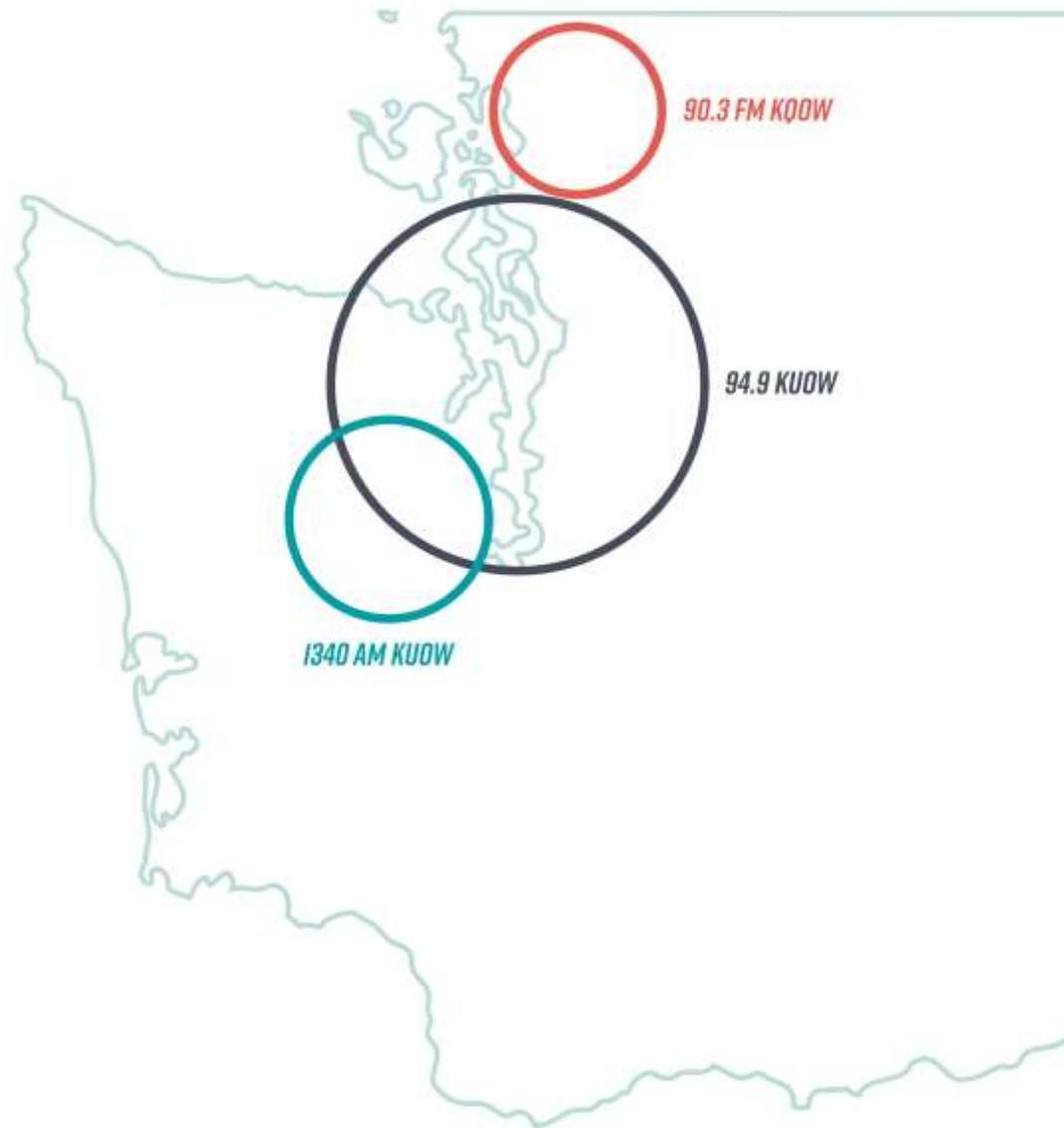
EVERETT, BELLINGHAM, SNOHOMISH, SKAGIT
& ISLAND COUNTIES

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.



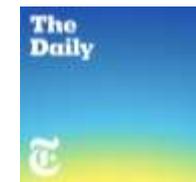
MARKETPLACE
Marketplace is the leading business news program in the nation. Host Kai Ryssdal and team explore how economic news affects you.



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

	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				Says You!	On The Media
7:00 pm					Fresh Air with Terry Gross			Week in Review		NPR's World Cafe
8:00 pm	1A with Jenn White				NPR's World Cafe		Travel with Rick Steves			
9:00 pm	As It Happens				Selected Shorts		Sound Opinons			
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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