KUOW

MEDIA KIT 2019

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 13,400 AVERAGE LISTENERS, EVERY QUARTER HOUR, 81% 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.

443,300+ WEEKLY CUMULATIVE LISTENERS²

1.7 MILLION+ MONTHLY LIVE STREAMING SESSIONS³

MULTIPLE PLATFORMS FOR MESSAGING

¹ Nielsen, March-May, 2019
² Nielsen, 12 book average July18 – June19, M-Su 6a-12m 6+
³ Triton 12-month average July18-July19
THE KUOW/NPR AUDIENCE
IT STARTS WITH LISTENING, BUT IT DOESN’T STOP THERE.

THE GOODWILL AND TRUST KUOW/NPR SHARED WITH AUDIENCES IS TRANSFERRED TO BUSINESS SUPPORTERS, CREATING A ‘HALO EFFECT.’

83% OF LISTENERS TAKE ACTION IN RESPONSE TO SOMETHING THEY HEARD ON NPR

71% OF LISTENERS HOLD A MORE POSITIVE OPINION OF SPONSORS THAT SUPPORT NPR

86% OF LISTENERS CONSIDER NPR PERSONALLY IMPORTANT TO THEM

87% OF LISTENERS DISCUSS CONTENT WITH FRIENDS, FAMILY, AND COLLEAGUES

1. NPR Impact Study, NPR Listens, January 2017
KUOW DELIVERS AN AUDIENCE OF INFLUENTIAL, THOUGHT LEADERS THAT IS DIFFICULT TO REACH WITH OTHER MEDIA.

| EDUCATED     | 45% MORE LIKELY TO HOLD A FOUR-YEAR DEGREE |
|             | 136% MORE LIKELY TO HOLD A GRADUATE DEGREE |
| AFFLUENT    | 61% MORE LIKELY TO ENJOY INCOMES OF $100K+ |
|             | 110% MORE LIKELY TO ENJOY INCOMES OF $250K+ |
| PROFESSIONAL| 73% MORE LIKELY TO WORK IN PROFESSIONAL OCCUPATIONS |
|             | 67% MORE LIKELY TO PARTICIPATE IN TECHNOLOGY PURCHASING DECISIONS |
| CULTURED    | 60% MORE LIKELY TO TRAVEL ABROAD |
|             | 69% MORE LIKELY TO ATTEND LIVE THEATER |
|             | 133% MORE LIKELY TO CONTRIBUTE TO ARTS/CULTURAL ORGANIZATIONS |
| ENGAGED     | 68% MORE LIKELY TO PAY MORE FOR ECO-FRIENDLY PRODUCTS OR SERVICES |
|             | 99% MORE LIKELY TO DONATE TO ENVIRONMENTAL CAUSES |
|             | 71% MORE LIKELY TO CONTRIBUTE TO SOCIAL WELFARE ORGANIZATIONS |
Seattle is a hub for one of the most cultured and tech-savvy urban population in America.

- Population and Growing: 4,134,600
- Median Household Income: $79,565
- Hottest Housing Market in the US: #3
- Highest Economic Growth of Any State: 4.7%
- Of adults have a four-year degree or higher (twice the national average): 61.7%
- The region's largest employers:
  - Boeing
  - Microsoft
  - University of Washington
  - Amazon

1. 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.

Broadcast

443,300+
weekly cumulative listeners

4:30 hrs
per week spent listening\(^1\)

Digital

741,653
KUOW.org monthly page views

312,897
KUOW.org monthly unique users

Email

45,000+
total newsletter subscribers

24/7 Audio Streaming

1.2 million+
average monthly streaming impressions\(^2\)

In Person

48 events
community events in 2018

Podcasts

263,181
monthly downloads

1. Nielsen 12 book average July 18-June 19, M-Su 6a-12m 6+
2. KUOW internal records

High Impact Messaging / Media Kit 2019 / 9
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, 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
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.

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.

SPEAKER’S 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.

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:**

**WEEK IN REVIEW LIVE**
KUOW takes its weekly news roundup, hosted by Bill Radke and featuring journalists and community leaders, on the road to audiences from Bellingham to Olympia.

**EXPERIENCE THE WILD**
In-person events such as Stories from The Wild bring audiences into the story-making of some of KUOW’s most popular podcasts.

**THAT’S DEBATABLE**
A good old fashion Oxford-style debate, with a public radio twist, brings important topics to the forefront during That’s Debatable events.

**PARTNER EVENTS SUCH AS:**

**LIVEWIRE**
A weekly one-hour variety show that combines the excitement of a live show and the reach of a radio broadcast to entertain, inspire, and inform listeners, hosted by Luke Burbank.

**ASK ME ANOTHER**
Packed with trivia, comedy and celebrity guests, Ask Me Another is like an amusement park for your brain. Hosted by Ophira Eisenberg with music by Jonathan Coulton.

**WAIT WAIT... DON’T TELL ME**
Wait Wait... Don’t Tell Me is NPR’s weekly hour-long quiz program where listeners can test their knowledge against some of the best and brightest in the news and entertainment world while figuring out what’s real news and what’s made up. Hosted by Peter Sagal.

DIVERSE PROGRAMMING / MEDIA KIT 2019 / 16
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<th>MONDAY</th>
<th>TUESDAY</th>
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<th>SATURDAY</th>
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**Diverse Programming**

**Broadcast Schedule**

**Monday**
- 3 PM: All Things Considered
- 4 PM: All Things Considered
- 5 PM: All Things Considered
- 6 PM: All Things Considered
- 7 PM: Marketplace
- 8 PM: Fresh Air
- 9 PM: 1A
- 10 PM: As it Happens
- 11 PM: CBC's q
- 1 AM: Spotlight
- 2 AM: BBC World News
- 3 AM: BBC World News
- 4 AM: BBC World News

**Tuesday**
- 3 PM: All Things Considered
- 4 PM: All Things Considered
- 5 PM: All Things Considered
- 6 PM: All Things Considered
- 7 PM: Marketplace
- 8 PM: Fresh Air
- 9 PM: 1A
- 10 PM: As it Happens
- 11 PM: CBC's q
- 1 AM: Spotlight
- 2 AM: BBC World News
- 3 AM: BBC World News
- 4 AM: BBC World News

**Wednesday**
- 3 PM: All Things Considered
- 4 PM: All Things Considered
- 5 PM: All Things Considered
- 6 PM: All Things Considered
- 7 PM: Marketplace
- 8 PM: Fresh Air
- 9 PM: 1A
- 10 PM: As it Happens
- 11 PM: CBC's q
- 1 AM: Spotlight
- 2 AM: BBC World News
- 3 AM: BBC World News
- 4 AM: BBC World News

**Thursday**
- 3 PM: All Things Considered
- 4 PM: All Things Considered
- 5 PM: All Things Considered
- 6 PM: All Things Considered
- 7 PM: Marketplace
- 8 PM: Fresh Air
- 9 PM: 1A
- 10 PM: As it Happens
- 11 PM: CBC's q
- 1 AM: Spotlight
- 2 AM: BBC World News
- 3 AM: BBC World News
- 4 AM: BBC World News

**Friday**
- 3 PM: All Things Considered
- 4 PM: All Things Considered
- 5 PM: All Things Considered
- 6 PM: All Things Considered
- 7 PM: Marketplace
- 8 PM: Fresh Air
- 9 PM: 1A
- 10 PM: As it Happens
- 11 PM: CBC's q
- 1 AM: Spotlight
- 2 AM: BBC World News
- 3 AM: BBC World News
- 4 AM: BBC World News

**Saturday**
- 3 PM: All Things Considered
- 4 PM: All Things Considered
- 5 PM: All Things Considered
- 6 PM: All Things Considered
- 7 PM: Marketplace
- 8 PM: Fresh Air
- 9 PM: 1A
- 10 PM: As it Happens
- 11 PM: CBC's q
- 1 AM: Spotlight
- 2 AM: BBC World News
- 3 AM: BBC World News
- 4 AM: BBC World News

**Sunday**
- 3 PM: All Things Considered
- 4 PM: All Things Considered
- 5 PM: All Things Considered
- 6 PM: All Things Considered
- 7 PM: Marketplace
- 8 PM: Fresh Air
- 9 PM: 1A
- 10 PM: As it Happens
- 11 PM: CBC's q
- 1 AM: Spotlight
- 2 AM: BBC World News
- 3 AM: BBC World News
- 4 AM: BBC World News
BUSINESS TESTIMONIALS
Hundreds of local and national businesses trust KUOW to amplify their messages and make connections that count.

Arts West has been a KUOW supporter for close to 10 years. It’s a really clear decision … KUOW has the kind of reach and listenership that is interested in arts and issues. We produce theater that starts conversations. It’s such a solid pairing.

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.

We get comments weekly, sometimes daily, from prospective clients that say, “I heard you on KUOW.” We love that connection, and we love the fact that they know how to pronounce our name!
Thank You

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