

KUOW .ORG
94.9

STIR EMOTION, GAIN TRACTION, DRIVE RESULTS

MEDIA KIT

2019



PHOTO CREDIT: KUOW

KUOW is where the people of the Puget Sound region come together around the power of story.

As the largest NPR affiliate in Western Washington, KUOW is uniquely positioned to reach 450,100 weekly listeners* and a broad digital audience. This is a diverse, engaged, and inspired community like no other.

JOIN THE HUNDREDS OF LOCAL AND NATIONAL BUSINESSES THAT COUNT ON KUOW TO AMPLIFY THEIR MESSAGES AND MAKE CONNECTIONS THAT COUNT.

PHOTO CREDIT: KUOW

*Source: Nielsen Seattle-Tacoma Oct/Nov/Dec 2018



// THE HALO EFFECT

BY PARTNERING WITH KUOW, YOU BUILD
A POSITIVE CONNECTION WITH A HARD
TO REACH AND LOYAL AUDIENCE.

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.

// THE “it” CROWD

BY SUPPORTING KUOW, YOUR MESSAGE WILL BE BEAMED STRAIGHT INTO THE CONSCIOUSNESS OF AN INFLUENTIAL AND TUNED-IN AUDIENCE.

KUOW LISTENERS ARE MORE:

Market Average: 100 (by index)

EDUCATED & INFORMED

153 Bachelor’s degree

248 Post graduate degree

AFFLUENT

165 Household Income \$100k+

267 Home Value \$1,000,000 or more

PROFESSIONAL

157 Professional and Related Occupations

338 Legal

159 Management, Business and Financial Operations

CULTURED

280 Read the New York Times

151 Travel outside the US on business

214 Attended the opera or symphony in the past year

ENVIRONMENTALLY CONCIOUS

191 10+ Environmentally-friendly activities in the past year

COMMUNITY MINDED

190 Contributed to an arts/cultural organization in the past year

173 Contributed to a social welfare organization in the past year

// LOYAL LISTENERS, LOYAL DONORS

IT'S NOT JUST 'RADIO'; IT'S NPR.

KUOW's spoken word format means that underwriting announcements are foreground listening, not perceived as interruptions in programming content.

Our listeners are loyal and we're not just saying that. **Of 13,400 Average Quarter Hour Listeners**, 81% prefer KUOW to any other station. *

And it doesn't stop there: listener loyalty also translates into financial support. Last year, 47,600 active donors made individual gifts and 400 businesses and organizations supported the station. **



*Nielsen Dec 17 – Dec 18 P6+ M-Sun 6am-Mid

**KUOW Internal Records

// ON THE AIR

KUOW 94.9FM, IN CONJUNCTION WITH KUOW 1340 AM AND KQOW 90.3 FM REACHES:

NORTH PUGET SOUND

Everett, Bellingham, Snohomish, Skagit and Island Counties

CENTRAL PUGET SOUND

Seattle, the Eastside, King County, the Cascade Foothills and the Olympic Peninsula

SOUTH PUGET SOUND

Olympia, Pierce, Thurston, Mason and Pacific Counties



This map is a representation of signal coverage - Federal Communications Commission (FCC). Coverage maps are available on request.

// MULTIPLATFORM

RADIO ISN'T JUST AM/FM ANYMORE. THE STORY DOESN'T STOP WHEN YOU GET OUT OF THE CAR. WE'VE GOT PLENTY OF WAYS TO REACH YOUR TARGET.



BROADCAST

451,800

Weekly Cume Listeners*

4:30

Hours per Week
Spent Listening*



DIGITAL

1,829,760

Average Monthly Streaming Sessions**

284,405

Stream listeners**

741,653

KUOW.org Monthly Page Views***

312,897

KUOW.org Monthly Unique Users***

SOURCES: *Nielsen Dec 17 - Dec 18 M-Su 6a-12m Persons 6+ **Triton Oct - Dec 18
***Google Analytics Oct/Nov/Dec 18

A diverse group of people, including a man with a beard, a woman with blue hair, a man with glasses, and a woman in a red hijab, are smiling and celebrating at a social event. The background is dark, suggesting an indoor setting with low lighting.

// COMMITTED TO LOCAL VOICES

LOCALLY PRODUCED CONTENT GIVES US VOICE AND CHARACTER THAT IS UNIQUE TO THE PUGET SOUND.

WEEK IN REVIEW

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

THE RECORD

A daily, locally-produced news magazine that delivers a distinct mix of local, national and international stories.

RADIOACTIVE

A media program at KUOW where youth delight in discovering and creating public radio journalism.

SPEAKERS FORUM

We record talks all over the Puget Sound region, from uber-famous intellectuals to lesser-knowns. From soldiers to urban farmers to humorists; we tape it, then air it on Speakers Forum.

PHOTO CREDIT: KUOW

// ON AIR COPY GUIDELINES

KUOW/PUGET SOUND PUBLIC RADIO PROVIDES ALL UNDERWRITING CREDITS ON AN EQUAL OPPORTUNITY BASIS.

GUIDELINES

CONTENT

The goal of underwriting language is to convey the most effective connection between the client's product, service or event and our listeners.

LENGTH

Each credit, including its introduction ("Support for KUOW comes from ..."), may be up to 15 seconds in length. This is approximately 67 syllables after the support credit.

DEADLINES

Please allow three business days for production of credits aired on KUOW and five business days for production of streaming copy and artwork. The deadline for receipt of copy is 12 noon Pacific Time.

Continued on following page



// ON AIR COPY GUIDELINES (CONTINUED)

APPROPRIATE CREDIT LANGUAGE

- Primary information: name, location, years in business
- Informational descriptions of product line, service or event
- Brand and trade names
- Day(s) or date(s) of event
- Slogan which is trademarked and identifies, but does not promote, a product or business
- Telephone number

PROHIBITED CREDIT LANGUAGE

- Comparative, qualitative or overtly promotional language
- Calls to action
- Inducement to buy
Price or value information
- Third party endorsements
- First person words which imply endorsement by the station/announcer
- More than three mentions of a company's name

KUOW BUSINESS SUPPORT EXAMPLES

Support for KUOW comes from...

The Seattle Symphony, presenting Go Tell It On The Mountain: The Blind Boys of Alabama Christmas show. Traditional Gospel favorites to contemporary spiritual music. December 17th at Benaroya Hall. Tickets at Seattle Symphony dot org.

Fenwick and West, a national law firm handling complex intellectual property litigation matters from offices in Seattle, Silicon Valley and San Francisco. More information is available at fenwick dot com.

BECU, a member-owned, not-for-profit credit union that offers financial services to its members and supports the communities where they live. Providing members a network of local branches, ATMS and multiple digital banking services. More online at B-E-C-U dot org. Federally insured by NCUA.

// **LIVE STREAMING, PODCAST AND DIGITAL COPY GUIDELINES**

APPROPRIATE CREDIT LANGUAGE

- Name, Location, years in business
- Description of produce, service or event
- Trademarked slogan
- Phone or URL
- Third party endorsements (ranking, awards)
- Pricing, including free offers, discounts,
- Financing information
- Calls to action

PROHIBITED CREDIT LANGUAGE

- Language implying endorsement by KUOW
- Views on a matter of public importance
- Advocacy

SAMPLE STREAMING COPY

Support for streaming comes from KUOW listeners and New Seasons Market...

Now open on Mercer Island. This holiday season, New Seasons will prepare the entire Thanksgiving meal and have it ready in time for the big day.

Reserve your bird now.

Pre-order today at New Seasons Market dot com slash reserve.

// THE EMERALD CITY

THE CITY OF SEATTLE IS A HUB FOR ONE OF THE MOST CULTURED AND TECH-SAVVY URBAN POPULATIONS IN AMERICA.

4,067,000

POPULATION
Puget Sound Regional Council, 2017

\$74,458

MEAN HOUSEHOLD INCOME
US Census 2017

FASTEST GROWING

BIG CITY SINCE 2010
US Census, 2016

#3 HOTTEST

HOUSING MARKET
Zillow, 2018

FASTEST GDP GROWTH –

ALL U.S.

US Bureau of Economic Analysis 2010-2016

Largest Area Employers

1. The Boeing Company 2. Microsoft Corp. 3. University of Washington 4. Amazon
WA State Economic Security Department, 2016

60.4%

OF ADULTS HAVE A FOUR-YEAR DEGREE OR HIGHER, TWICE THE NATIONAL AVERAGE
US Census, 2017

PHOTO CREDIT: Gil Aegerter



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