KUOW MEDIA KIT 2022
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 10,400 AVERAGE LISTENERS, EVERY QUARTER HOUR, 78% PREFER KUOW TO ANY OTHER 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.

397,700+
AVG WEEKLY CUMULATIVE LISTENERS²

2.0 MILLION+
AVG MONTHLY STREAMING SESSIONS³

MULTIPLE
PLATFORMS FOR MESSAGING

1. Nielsen Jun.–Dec. 2021 P1 AQH
2. Nielsen Jun.–Dec. 2021, M-Su 6a-12m 18+
3. Triton Jan.–Dec. 2021
THE KUOW/NPR AUDIENCE
The goodwill and trust KUOW/NPR shares with audiences is transferred to business supporters, creating a ‘halo effect.’

- 82% of listeners have taken action based on NPR sponsorship announcements.
- 71% of listeners hold a more positive opinion of companies they hear on NPR.
- 80% of listeners consider public radio personally important.
- 74% of listeners discuss content with friends, family, and colleagues at least weekly.

1. Kantar, NPR State of Sponsorship Survey, April 2021
2. Kantar, 2020 NPR State of Sponsorship Survey
KUOW DELIVERS AN AUDIENCE OF INFLUENTIAL, THOUGHT LEADERS THAT IS DIFFICULT TO REACH WITH OTHER MEDIA.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>STATISTIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDUCATED</td>
<td>77%</td>
<td>MORE LIKELY TO HOLD A FOUR-YEAR DEGREE</td>
</tr>
<tr>
<td></td>
<td>126%</td>
<td>MORE LIKELY TO HOLD A GRADUATE DEGREE</td>
</tr>
<tr>
<td>AFFLUENT</td>
<td>47%</td>
<td>MORE LIKELY TO ENJOY INCOMES OF $100K+</td>
</tr>
<tr>
<td></td>
<td>81%</td>
<td>MORE LIKELY TO ENJOY INCOMES OF $250K+</td>
</tr>
<tr>
<td>PROFESSIONAL</td>
<td>245%</td>
<td>MORE LIKELY TO WORK IN A LEGAL FIELD</td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td>MORE LIKELY TO WORK IN FINANCIAL OPERATIONS</td>
</tr>
<tr>
<td>PURCHASING DECISIONS</td>
<td>106%</td>
<td>MORE LIKELY TO PAY FOR A NEW VEHICLE IN NEXT 12 MOS WORTH $45,000 OR MORE</td>
</tr>
<tr>
<td></td>
<td>60%</td>
<td>MORE LIKELY TO MAKE IT PURCHASING DECISIONS ON BEHALF OF A COMPANY IN PAST 12 MOS</td>
</tr>
<tr>
<td>PROFESSIONAL SERVICES USED</td>
<td>60%</td>
<td>MORE LIKELY TO USE ACCOUNTANT SERVICES</td>
</tr>
<tr>
<td></td>
<td>48%</td>
<td>MORE LIKELY TO USE A FINANCIAL PLANNER</td>
</tr>
<tr>
<td>CULTURED</td>
<td>60%</td>
<td>MORE LIKELY TO TRAVEL ABROAD</td>
</tr>
<tr>
<td></td>
<td>133%</td>
<td>MORE LIKELY TO CONTRIBUTE TO ARTS/CULTURAL ORGANIZATIONS</td>
</tr>
<tr>
<td>ENGAGED</td>
<td>66%</td>
<td>MORE LIKELY TO PAY MORE FOR ECO-FRIENDLY PRODUCTS OR SERVICES</td>
</tr>
<tr>
<td></td>
<td>90%</td>
<td>MORE LIKELY TO DONATE TO ENVIRONMENTAL CAUSES</td>
</tr>
<tr>
<td></td>
<td>56%</td>
<td>MORE LIKELY TO CONTRIBUTE TO SOCIAL WELFARE ORGANIZATIONS</td>
</tr>
</tbody>
</table>
Seattle is a hub for one of the most cultured and tech-savvy urban population in America.

- **Market Population and Growing**: 4.04 million
- **King County Median Household Income**: $94,974
- **Top Ranked Tech Talent Market in the US**: #3

- **63%** of adults have a four-year degree or higher (twice the national average)

**The Region's Largest Employers**

- Boeing
- Microsoft
- University of Washington
- Amazon

1. DMA Nielsen, Spring 2021
2. US Census Bureau
3. CBRE Research and Scoring Tech Talent, 2021
4. WA State Economic Security Department, 2017

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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.

1. Nielsen Ranker Jan-Dec 2021 M-Su 6a–12m 18+
2. Triton Jan–Dec 2021
3. Google Analytics Jan–Dec 2021
4. KUOW Internal Records

**Broadcast**
- 397,700 Avg weekly cumulative listeners
- 3.15 hrs Avg per week spent listening

**Digital**
- 842,511 KUOW.org Avg monthly page views
- 417,692 KUOW.org Avg monthly unique users

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

**24/7 Audio Streaming**
- 2 million+ Avg monthly streaming sessions
- 50 mins Avg time spent listening per session

**Podcasts**
- 357,290 Avg monthly downloads

**Virtual & In-Person**
- 19 events Community events in 2021
THE UNIQUE CLUTTER-FREE SOUND OF KUOW KEEPS LISTENERS ENGAGED.
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.

KUOW ORIGINAL PROGRAMS & PODCASTS

SOUNDside
Get to know the PNW and each other. Hosted by Libby Denkmann. Soundside airs for one hour Monday through Thursday at 12 p.m. and 8 p.m.

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.

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

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.

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.
KUOW LIVE EVENTS SUCH AS:

SEATTLE NOW TAPING
This fall, KUOW is debuting a new event: A live taping of the “Casual Friday” edition of KUOW’s popular Seattle Now morning news podcast.

UNPACK THE STORY
KUOW’s “Unpack the Story” events bring the community together for discussions on important issues affecting our community. Our most recent Unpack event, hosted at Seattle Central Library, focused on the overdose crisis.

YEAR IN REVIEW LIVE
This annual event is one of our most popular offerings! Every December, Bill Rake hosts a lively, humorous and interesting look-back at the year. The taping is aired the next day on Week in Review.

PARTNER EVENTS SUCH AS:

THE SPLENDID TABLE
In Spring 2022, KUOW partnered with The Splendid Table for an event on Seattle’s unique culinary scene. The event taping was later distributed nationally on The Splendid Table show and podcast.

BBC ARTS ON TOUR
KUOW, APM, and the BBC World Service collaborated for a standing room only live taping of “The Arts Hour” in Columbia City. The event featured a panel of local artists and was distributed internationally on the BBC World Service.

PMJA JOURNALISM TALK
KUOW and KNKX partnered for a special conversation featuring both station’s news directors and Tonya Mosely. The event was open to donors and attendees of the PMJA Journalism Conference.
# Broadcast Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday - Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 AM</td>
<td>BBC World Service</td>
<td>Weekday Edition</td>
<td>Weekday Edition</td>
<td>Weekday Edition</td>
</tr>
<tr>
<td>1:00 AM</td>
<td>Experts in the Field</td>
<td>Weekday Edition</td>
<td>Weekday Edition</td>
<td>Weekday Edition</td>
</tr>
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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 SCHAFFER, 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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