



KUOW MEDIA KIT 2022

TRUST DRIVES RESULTS.

CONTACT:

KAREN A. TURNER,
BUSINESS SUPPORT COORDINATOR

Business@kuow.org
206.685.5869
1.866.820.9919



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

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.'*

82%

*OF LISTENERS HAVE TAKEN ACTION
BASED ON NPR SPONSORSHIP
ANNOUNCEMENTS*¹

71%

*OF LISTENERS HOLD A MORE POSITIVE
OPINION OF COMPANIES THEY HEAR ON
NPR*²

80%

*OF LISTENERS CONSIDER PUBLIC
RADIO PERSONALLY IMPORTANT*³

74%

*OF LISTENERS DISCUSS CONTENT WITH
FRIENDS, FAMILY AND COLLEAGUES
AT LEAST WEEKLY*⁴

1. Kantar, NPR State of Sponsorship Survey, April 2021

2. Kantar, 2020 NPR State of Sponsorship Survey

3. Kantar, 2020 NPR State of Sponsorship Survey

4. Kantar, 2020 NPR State of Sponsorship Survey

KUOW DELIVERS AN
AUDIENCE OF **INFLUENTIAL,**
THOUGHT LEADERS THAT IS
DIFFICULT TO REACH WITH
OTHER MEDIA.

EDUCATED

77% MORE LIKELY TO HOLD A FOUR-YEAR DEGREE
126% MORE LIKELY TO HOLD A GRADUATE DEGREE

AFFLUENT

47% MORE LIKELY TO ENJOY INCOMES OF \$100K+
81% MORE LIKELY TO ENJOY INCOMES OF \$250K+

PROFESSIONAL

245% MORE LIKELY TO WORK IN A LEGAL FIELD
49% MORE LIKELY TO WORK IN FINANCIAL OPERATIONS

PURCHASING DECISIONS

106% MORE LIKELY TO PAY FOR A NEW VEHICLE IN NEXT 12 MOS WORTH \$45,000 OR MORE
60% MORE LIKELY TO MAKE IT PURCHASING DECISIONS ON BEHALF OF A COMPANY IN PAST 12 MOS

PROFESSIONAL SERVICES USED

60% MORE LIKELY TO USE ACCOUNTANT SERVICES
48% MORE LIKELY TO USE A FINANCIAL PLANNER

CULTURED

60% MORE LIKELY TO TRAVEL ABROAD
133% 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
56% 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.



4.04 MILLION

MARKET POPULATION
AND GROWING¹



\$94,974

KING COUNTY MEDIAN
HOUSEHOLD INCOME²



#3

TOP RANKED TECH
TALENT MARKET IN
THE US³

63%

*OF ADULTS HAVE A FOUR-
YEAR DEGREE OR HIGHER*

(TWICE THE NATIONAL AVERAGE)

THE REGION'S LARGEST EMPLOYERS

BOEING

MICROSOFT

UNIVERSITY OF
WASHINGTON

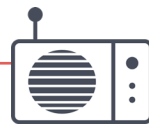
AMAZON⁴



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

397,700

AVG WEEKLY
CUMULATIVE
LISTENERS

3.15 HRS

AVG PER WEEK SPENT
LISTENING¹



DIGITAL

842,511

KUOW.ORG
AVG MONTHLY
PAGE VIEWS³

417,692

KUOW.ORG
AVG MONTHLY
UNIQUE USERS³



EMAIL

70,500+

TOTAL
NEWSLETTER
SUBSCRIBERS⁴



24/7 AUDIO STREAMING

2 MILLION+

AVG MONTHLY
STREAMING SESSIONS

50 MINS

AVG TIME SPENT
LISTENING PER SESSION²



VIRTUAL & IN-PERSON

19 EVENTS

COMMUNITY
EVENTS IN 2021



PODCASTS

357,290

AVG MONTHLY
DOWNLOADS²

1. Nielsen Ranker Jan-Dec 2021 M-Su 6a-12m 18+

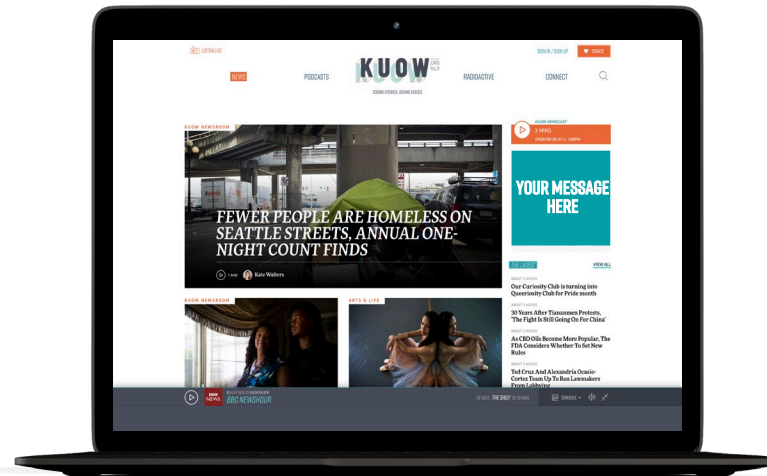
2. Triton Jan-Dec 2021

3. Google Analytics Jan-Dec 2021

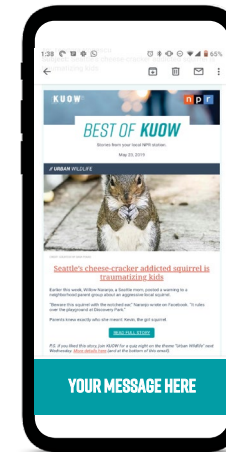
4. KUOW Internal Records

THE UNIQUE
CLUTTER-FREE
SOUND OF KUOW
KEEPS LISTENERS
ENGAGED.

DIGITAL



EMAIL



EVENTS



AUDIO MESSAGES

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



BROADCAST



STREAMING



PODCASTS

KUOW

BROADCAST MAP

NORTH PUGET SOUND

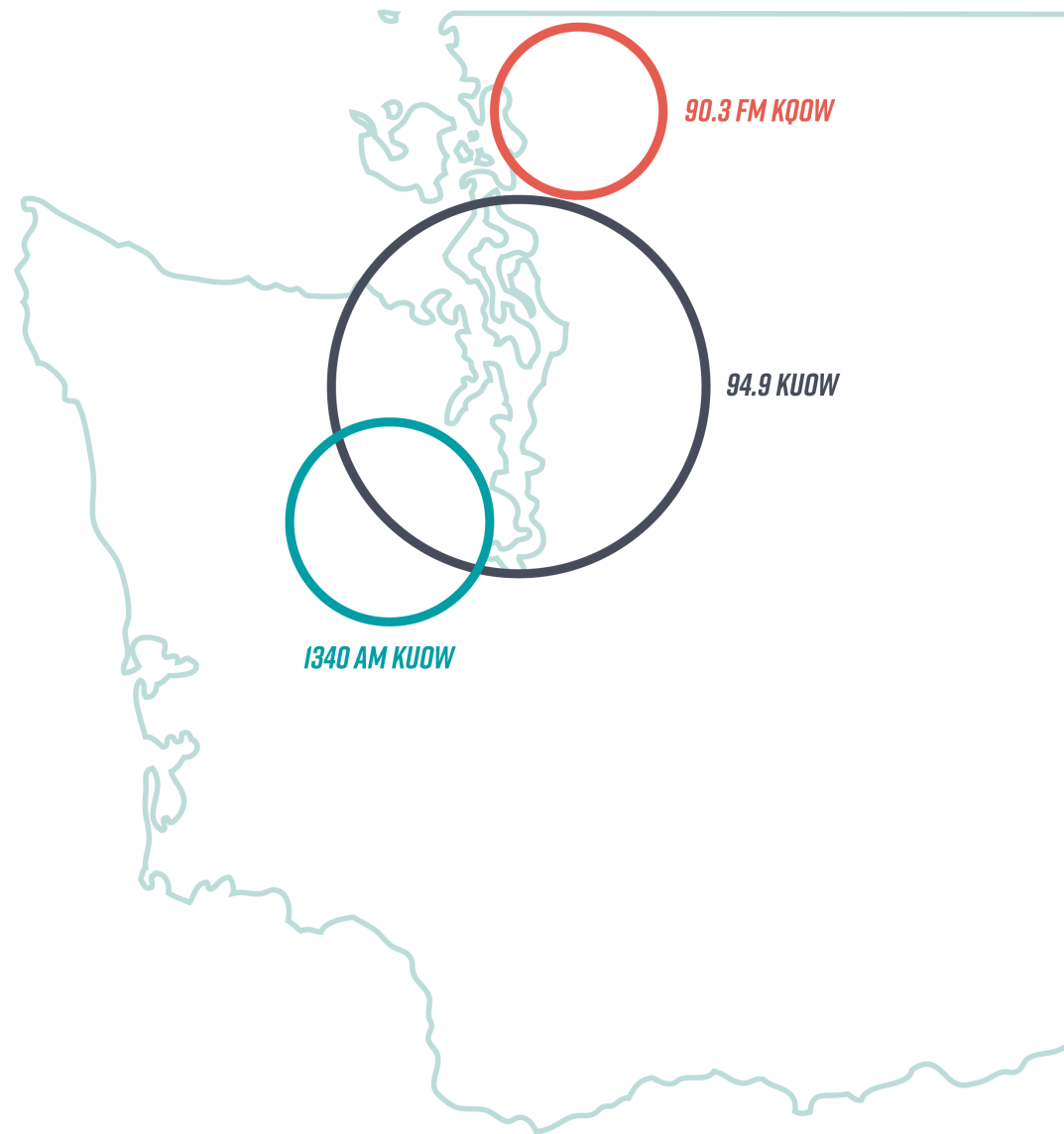
EVERETT, BELLINGHAM, SNOHOMISH, SKAGIT
& ISLAND COUNTIES

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



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.



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.



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.



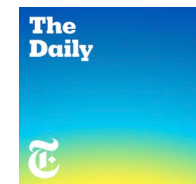
MARKETPLACE
Marketplace is the leading
business news program
in the nation. Host Kai
Ryssdal and team explore
how economic news
affects you.



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:



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

TIME	MONDAY - THURSDAY		FRIDAY	SATURDAY	SUNDAY
12:00 AM - 3:00 AM	BBC World Service BBC WORLD SERVICE				
4:00 AM	Morning Edition NPR / KUOW / APM			BBC World Service BBC WORLD SERVICE	
5:00 AM				Weekend Edition NPR	Weekend Edition NPR
6:00 AM					
7:00 AM					
8:00 AM					
9:00 AM	Here and Now WBUR			Hidden Brain Hidden Brain Media	Code Switch & Life Kit NPR
10:00 AM				Wait, Wait Don't Tell Me WBEZ / NPR	
11:00 AM	On Point WBUR			This American Life WBEZ	Wait, Wait Don't Tell Me WBEZ / NPR
12:00 PM	Soundside KUOW		Week in Review KUOW	Live Wire Radio INDEPENDENT	It's Been a Minute NPR
1:00 PM	BBC Newshour BBC WORLD SERVICE			The New Yorker Radio Hour WNYC	The Moth Radio Hour THE MOTH
2:00 PM	The Daily NYT			Week In Review KUOW	Snap Judgment SNAP JUDGEMENT STUDIOS
2:30 PM	Marketplace APM				

TIME	MONDAY - THURSDAY		FRIDAY	SATURDAY	SUNDAY
3:00 PM	All Things Considered <small>NPR / KUOW</small>			Throughline <small>NPR</small>	Radiolab <small>WNYC</small>
4:00 PM				Freakonomics Radio <small>WNYC</small>	TED Radio Hour <small>NPR</small>
5:00 PM				All Things Considered <small>NPR</small>	
6:00 PM	Today, Explained <small>Vox</small>			The Splendid Table <small>APM</small>	On the Media <small>WNYC</small>
6:30 PM	Marketplace <small>APM</small>				
7:00 PM	Fresh Air <small>WHYY</small>		Week in Review <small>KUOW</small>	KUOW Spotlight <small>VARIES</small>	Latino USA <small>FUTURO MEDIA GROUP</small>
8:00 PM	Soundside <small>KUOW</small>		Reveal <small>CENTER FOR INVESTIGATIVE REPORTING</small>	Fresh Air Weekend <small>WHYY</small>	Travel with Rick Steves <small>RICK STEVES</small>
9:00 PM	The Takeaway <small>WNYC</small>			BBC Arts Hour <small>BBC</small>	Sound Opinions <small>INDEPENDENT</small>
10:00 PM	As It Happens <small>CBC</small>			LA Theatre Works <small>INDEPENDENT</small>	BBC World Service <small>BBC WORLD SERVICE</small>
11:00 PM	Q from CBC <small>CBC</small>				



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*

CONTACT:
KAREN A. TURNER,
BUSINESS SUPPORT COORDINATOR

katurner@kuow.org
206.685.5869
1.866.820.9919