



KUOW Puget Sound Public Radio Media Kit

KUOW is proud to serve the Puget Sound region and Western Washington as a provider of National Public Radio (NPR) content and locally-produced public radio programming of the highest quality.

This media kit will convey the areas we cover, the audiences who listen and the benefits of building awareness and achieving marketing goals by program underwriting and other sponsorships on KUOW and kuow.org.

Contained in this kit is information from Arbitron® audience studies which quantifies the number of listeners. Scarborough® syndicated market research which offers insights into the KUOW audience's specific preferences and consumer behaviors.

Each year, over 400 local and national businesses and organizations select KUOW to achieve their marketing communications objectives.

KUOW PUGET SOUND PUBLIC RADIO MISSION STATEMENT

Our mission is to create and serve an informed public, one challenged and invigorated by an understanding and appreciation of events, ideas, and cultures.

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The Benefits of Underwriting On KUOW

[Reach More Than 344,000 Listeners Each Week](#)

KUOW reaches over 344,000 weekly listeners within a six-county area that includes Island, King, Kitsap, Pierce, Snohomish and Thurston counties. (1)

[Deliver Your Message With Greater Efficiency And Frequency](#)

For over 50% of listeners, KUOW is their primary source of radio. (2)
Your message will be heard multiple times by these dedicated listeners and become "actionable" sooner.

[Grow Your Business](#)

Establish top-of-mind awareness with KUOW's difficult-to-reach audience of educated, professional and discriminating consumers and decision-makers.

[Establish Or Add Luster To Your Brand](#)

Public radio listeners support business underwriters and view them as sharing the KUOW and NPR values of quality, integrity and social responsibility.

[Ensure Your Message Is Heard](#)

KUOW's news and information format requires "foreground" listening. Listeners hear your message as content not as background "wallpaper."

[Improve Client And Employee Relations](#)

Your clients, employees and prospective employees will appreciate the active and vital role your business plays in the community by supporting KUOW.

[Fulfill Your Philanthropic Goals](#)

KUOW is a registered 501(c)(3) organization. Your philanthropic dollars demonstrates your support of this valued community asset.

[Drive Website Traffic](#)

KUOW's audience makes more online purchases than any other radio audience in this market (3). Your on-air messages easily drive these computer-literate consumers to your website.

- (1) Arbitron Seattle-Tacoma Most Often Ratings, Persons 12+, Apr/May/June 2009.
- (2) Scarborough/Qualitap, Persons 18+, Seattle-Tacoma Metro Most Often Ratings, Average Persons, Mar08-Feb09.
- (3) Scarborough/Qualitap, Persons 18+, Seattle-Tacoma Metro Most Often Ratings, Average Persons, Mar08-Feb09.

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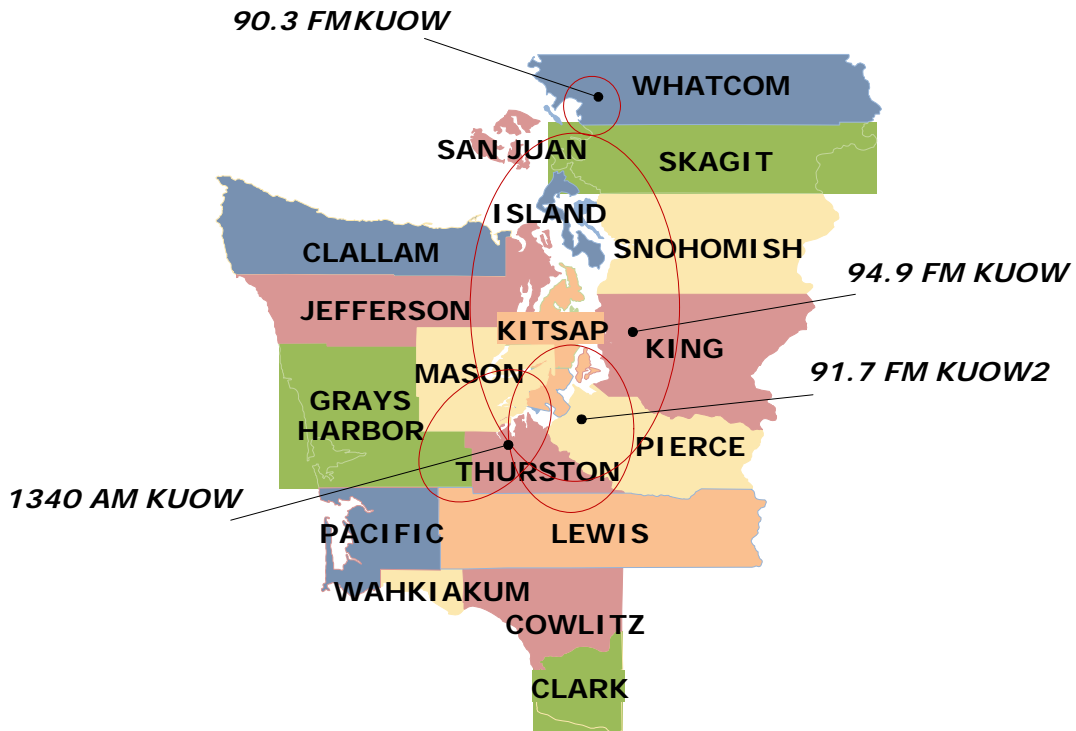
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KUOW Covers the Puget Sound



KUOW 94.9 FM, in conjunction with KUOW 1340AM, KUOW 90.3FM and KUOW2 91.7FM reaches ...

| | |
|-----------------------------|---|
| 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 |
| North Puget Sound: | Everett, Bellingham, Snohomish, Skagit and Island Counties |

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

"KUOW has been an integral part of our community marketing campaign to deliver the message that Renton is the center of opportunity in the Puget Sound region, where businesses and families thrive. With KUOW, we've been able to showcase to the region's community leaders why Renton is 'Ahead of the Curve'."

**Alex Pietsch, Economic Development Administrator,
Neighborhoods and Strategic Planning, City of Renton**

The Positive Impact of KUOW Underwriting:

- More than 90% of public radio listeners have taken a direct action as a result of hearing an underwriting message.
- 77% of listeners feel that when price and quality are equal, they prefer the public radio underwriter.
- 69% of listeners feel public radio programming is unique when compared to other radio.
- 79% of listeners feel public radio is personally important to them and they would miss it if it were gone.
- 84% of listeners' opinion of a company is more positive when it supports public radio.
- 68% feel a public radio underwriters' culture and values fit their own.

SOURCE: JACOBS MEDIA 2007

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KUOW Audience Profile

| | KUOW (%) | INDEX TO MARKET |
|--|----------|-----------------|
| MALE | 53.1 | 107 |
| FEMALE | 46.9 | 93 |
| EDUCATION | | |
| High School Graduate | 9.9 | 37 |
| College Graduate | 23.6 | 134 |
| Post Graduate Degree | 31.7 | 295 |
| College Graduate or more | 62.3 | 197 |
| HOUSEHOLD INCOME | | |
| \$75K+ | 61.3 | 133 |
| \$100K+ | 41.8 | 155 |
| \$150K+ | 17.6 | 179 |
| OCCUPATION | | |
| Professional/Related Occupations | 34.9 | 208 |
| Management/Business/Financial | 17.7 | 137 |
| Computer and Mathematical | 4.9 | 149 |
| Architecture and Engineering | 3.0 | 136 |
| Legal | 3.4 | 368 |
| Education, Training and Library | 9.4 | 244 |
| Healthcare practitioners and techs | 6.5 | 203 |
| Financial Specialists | 2.5 | 115 |
| <i>Source: Scarborough® Mar08-Feb09, persons 18+</i> | | |

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"We find the opportunity to share information with KUOW listeners is very worthwhile, especially because the listeners are such an educated, thoughtful group."

Thomas Mercer, Chief Operating Officer, Innate Health Services

Compared to the average Greater Puget Sound adult, KUOW listeners are:

- 91% more likely to have attended the symphony or opera in the past year.
- 175% more likely to have read the *Puget Sound Business Journal* in the past six months.
- 65% more likely to have visited Europe in the past three years.
- 74% more likely to have visited the Bahamas in the past 3 years.
- 268% more likely to be in the legal profession.
- 37% more likely to be in management.
- 96% more likely to participate in snow skiing.
- 53% more likely to participate in yoga or Pilates classes.
- 208% more likely to work in downtown Seattle.
- 181% more likely to purchase groceries at the Pike Place Market during a week.
- 281% more likely to make a yearly financial contribution to public radio of \$100 or more.
- 307% more likely to have read last Sunday's *New York Times*.
- 203% more likely to have attended a Women's National Basketball Association games in the previous year.
- 56% more likely to have attended a University of Washington basketball game in the previous year.

SOURCE: SCARBOROUGH MAR08-FEB09 MARKET TARGET PROFILE REPORT, PERSONS 18+

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KUOW Underwriting Guidelines

KUOW/Puget Sound Public Radio provides all underwriting credits on an equal opportunity basis.

GENERAL 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.

DEADLINES: Allow three business days for production of credits aired on KUOW. The deadline for receipt of copy is 12 noon Pacific Time.

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.
- Website URL.

All copy is accepted at the discretion of KUOW.

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 two mentions of a company's name.

"A key objective of our re-branding effort is to build greater brand and eligibility awareness among consumers in the Puget Sound region. Supporting KUOW helps provide outstanding radio programming while increasing BECU's brand awareness among their listeners."

Tom Berquist, Senior Vice President of Member Strategies, BECU

KUOW Underwriting Copy Examples

SUPPORT FOR KUOW COMES FROM ...

ELLIOTT BAY BOOK COMPANY, welcoming Seattle's Ivan Doig to read from his new novel set in Montana, "The Whistling Season" published by Harcourt. Ivan Doig appears Thursday June 1st, at 7:30 p.m. at Elliott Bay Book Company in Pioneer Square.

FRAN'S CHOCOLATES offering hand-dipped artisan chocolates since 1982. For Valentine's Day giving - truffles, caramels, and "Pure Chocolate" the new cookbook from Fran Bigelow. Retail stores in University Village, Bellevue and online at franschocolates.com.

ETTA'S SEAFOOD, Chef Tom Douglas' updated seafood diner, located a block north of the Pike Place Market on Western Avenue. Etta's pit-roasted salmon and Tom's crab cakes are two of the dishes to be found on the menu at Etta's Seafood.

The national law firm of **DAVIS WRIGHT TREMAINE**, offering a wide range of global commerce experience. On the web at dtw.com.

CEDAR GROVE COMPOSTING, pioneering sustainability since 1989 by making all-natural soil amendments from local green waste and food trimmings. Do-it-yourselfers and professional landscapers can find local bag and bulk dealers online at [C-G Compost.com](http://C-GCompost.com).

ADHOST INTERNET, specializing in server colocation, including quarter, half and full cabinets. Tours are available of their newest secure data center in the Fisher Plaza in downtown Seattle. Information online at [adhost](http://adhost.com) - spelled a-d-h-o-s-t - dot com.

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Partial List of KUOW Underwriters – 2008/2009

| | |
|--------------------------------------|--|
| ACT Theatre | National Multiple Sclerosis Society |
| Adhost | Native Root Designs |
| Air France | Nature Conservancy |
| Amgen | New Seattle Massage |
| Bamboo Hardwoods | Nordic Heritage Museum |
| Bedrooms & More | North Olympic Land Trust |
| Bellingham Festival of Music | Travel Oregon |
| Bob Byers Volvo | PCC Natural Markets |
| Cedar Grove Composting | Peterson Sullivan, PLLC |
| CFA Society of Seattle | Port of Seattle |
| City University of Seattle | Puget Sound Energy Green Power Program |
| Crisis Clinic | RiverCity Blue Grass Festival |
| Custom Pure | Rosario Resort |
| Daisywagen Foreign Car Service | Sage and Stone |
| Doug Fox Travel | Sasquatch Books |
| Dunn Lumber Co. | Schwabe, Williamson & Wyatt |
| Earth Justice | Seattle Aquarium |
| Eastside Arts Coalition | Seattle Children's |
| Elliott Bay Book Company | Seattle Peace Chorus |
| EMS Marine | Seattle Theatre Group |
| Evergreen Healthcare | Seattle University Albers School of Business |
| Facere Jewelry Art Gallery | SME Electrical Contractors |
| FareStart | Swedish |
| Fran's Chocolates | Swenson Say Faget |
| Friends of the Cedar River Watershed | Tacoma Philharmonic |
| Good Belly | Third Place Books |
| Gordon Tilden Thomas & Cordell LLP | United Way of King County |
| High Road Automotive | University Book Store |
| Hyperion Books | US Federal Housing Administration |
| In Harmony | UW Educational Outreach |
| Izilla Toys | UW Foster School of Business |
| Jorve Corporation | Valley Medical Center |
| Kenmore Air | Victoria Clipper |
| King County Library System | Washington Credit Union League |
| Kirkland Performance Center | Washington Energy Services |
| LeMaster Daniels PLLC | Washington State Dept. of Energy |
| Madison Market | Washington State University |
| Mercy Corps | Washington Women In Trades |
| Merriman | Wildland Adventures |
| Methow Valley Lodging Association | Wing Luke Asian Museum |
| Milliman | Woodland Park Zoo |
| Mountains to Sound Greenway | Woods and Associates |

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KUOW Underwriting Case Study:

BECU

Boeing Employees' Credit Union was founded in 1935 to serve the financial needs of the Boeing Company employees and their families. The credit union needed to reach a broader customer base with its message: all Washington residents are eligible to join and that the credit union offered the same scope of financial services as banks.

This message was incorporated into a branding campaign that, for the first time, created public visibility for the organization across a variety of print and broadcast media. Logos and collaterals were redesigned and a name change was effected: Boeing Employees' Credit Union became its acronym, BECU.

As an initial and important part of its branding initiative, BECU established a broadcast presence on KUOW Public Radio that has been on-going for several years.

Tom Berquist, Senior Vice President of Member Strategies, says;

"A key objective of our re-branding effort is to build greater brand and eligibility awareness among consumers in the Puget Sound region. Supporting KUOW helps provide outstanding radio programming while increasing BECU's brand awareness among their listeners."

By maintaining an annual presence on KUOW, BECU is able to consistently reach the largest average quarter hour radio audience in the market. BECU benefits by association with the quality and integrity of KUOW's programming and from sharing a common core value of community service.

BECU is now one of the top five financial cooperatives in the United States with assets of more than \$7.3 billion.

KUOW Underwriting Case Study:

IBS Treatment Center

The IBS (Irritable Bowel Syndrome) Treatment Center is a unique medical clinic that provides patients with resolutions of a common medical condition generally considered difficult or impossible to treat.

The founders of the IBS Treatment Center were KUOW supporters and they sought to reach out to the KUOW community to offer their unique medical services. An audience analysis of KUOW revealed a match with the target market for the new clinic.

By working within the client's budget and crafting messages respecting the sensitive nature of the medical issue, an initial schedule was developed. Messages were placed during the highly popular Saturday morning current events game show *Wait, Wait ... Don't Tell Me!* Initial response met goals and the IBS Treatment Center chose to continue their investment in KUOW.

The partnership between KUOW and the IBS Treatment Center has been a success. The sponsorship has enabled a growing group of listeners to receive care that has significantly improved their health and quality of life. The IBS Treatment Center experienced a successful launch and two years of subsequent growth.

Thomas Mercer, Chief Operating Officer of Innate Health Services (IBS Treatment Center's parent company), had this to say about KUOW:

"We find the opportunity to share information with KUOW listeners is very worthwhile, especially because the listeners are such an educated, thoughtful group."

KUOW Underwriting Case Study:

The City of Renton

The City of Renton is uniquely situated within the Seattle/Puget Sound market and home to a major aerospace manufacturing facility. The city had an image of a middle class bedroom community with limited appeal as a destination.

In order to drive growth, an economic development partnership was formed with six stakeholders: Renton Community Marketing Campaign, Renton Chamber of Commerce, Valley Medical Center, Renton School District, Renton Technical College, Renton Visitor's Connection and the City of Renton. They sought to build awareness of the city's attributes which would make Renton attractive to companies seeking to relocate.

Additionally, it was important to convey information about the current and planned growth in the government, health care, education and consumer service areas which would enhance the desirability of the city as a place to live.

A branding and awareness campaign targeting C-level executives in a broad swath of industries with responsibility for business location decisions was developed by the stakeholders' advertising agency.

The agency selected KUOW as the primary broadcast outlet; the station's NPR news and information format had a strong reach into their target audience. KUOW's lack of commercial messages insured that the messages would be heard in a credible and trusted environment. Additionally, web tiles were posted on KUOW.org to reach online listeners and provide a direct link to the city's website.

Since 2004, month-long flights of messages with high frequency were aligned with the station's business news coverage and have been placed regularly throughout the year.

Alex Pietsch, Economic Development Administrator, Neighborhoods and Strategic Planning, had this to say about effectiveness of KUOW:

"KUOW has been an integral part of our community marketing campaign to deliver the message that Renton is the center of opportunity in the Puget Sound region, where businesses and families thrive. With KUOW, we've been able to showcase to the region's community leaders why Renton is 'Ahead of the Curve'."

Renton has emerged as one of the fastest growing cities in Washington State and has been the site of multi-billion dollar business development.

KUOW 94.9 FM and 1340 AM Program Guide

Monday - Friday

| | |
|--------------|---|
| MID-1AM | <u>The Diane Rehm Show</u> Friday: Mid-2AM |
| 1AM - 5AM | <u>BBC World Service</u> |
| 5AM - 9AM | NPR's <u>Morning Edition</u> with KUOW's Derek Wang |
| 9AM - 11AM | KUOW'S <u>Weekday</u> with Steve Scher |
| 11AM - NOON | NPR's <u>To the Point</u> |
| NOON - 1PM | NPR's <u>Day to Day</u> 12:30 <u>Writer's Almanac</u> |
| 1PM - 2PM | KUOW'S <u>The Conversation</u> with Ross Reynolds |
| 2PM - 3PM | KUOW'S <u>Sound Focus</u> with Dave Beck, Megan Sukys and Jeannie Yandel |
| 3PM - 4PM | <u>The World</u> |
| 4PM - 6:30PM | NPR's <u>All Things Considered</u> with KUOW's Patricia Murphy |
| 6:30PM - 7PM | <u>Marketplace</u> |
| 7PM - 8PM | Monday - Thursday: <u>BBC World Service</u> Friday: <u>This American Life</u> |
| 8PM - 9PM | Monday: <u>KUOW Presents</u> Tuesday: <u>WireTap</u> Wednesday: <u>Alternative Radio</u> Thursday: <u>KUOW's Speaker's Forum</u> Friday: <u>To the Best of Our Knowledge</u> (8-10PM) |
| 9PM - 10PM | Monday - Thursday: <u>KUOW Presents</u> |
| 10PM - 11PM | Monday: <u>Living on Earth</u> Tuesday: <u>Selected Shorts</u> Wednesday: <u>Changing World</u> Thursday: <u>Latino USA</u> (10-10:30PM) <u>Humankind</u> (10:30-11PM) Friday (10PM - Mid): <u>Radio Drama</u> |
| 11PM - MID | Monday - Thursday: <u>CBC's As it Happens</u> |

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KUOW 94.9 FM and 1340 AM Program Guide

CONTINUED

SATURDAY

| | |
|-------------|---|
| MID - 5AM | BBC World Service |
| 5AM - 9AM | NPR's Weekend Edition with Scott Simon |
| 9AM - 10AM | NPR's Car Talk |
| 10AM - 11AM | NPR's Wait, Wait... Don't Tell Me! |
| 11AM - NOON | This American Life |
| NOON - 2PM | Weekend America |
| 2PM - 3PM | Travel with Rick Steves |
| 3PM - 5PM | A Prairie Home Companion |
| 5PM - 6PM | NPR's Weekend All Things Considered |
| 6PM - 7PM | Says You! |
| 7PM - MID | KUOW's The Swing Years and Beyond with Amanda Wilde |

SUNDAY

| | |
|-------------|---|
| MID - 5AM | BBC World Service |
| 5AM - 10AM | NPR's Weekend Edition with Liane Hansen |
| 10AM - NOON | A Prairie Home Companion |
| NOON - 1PM | The Vinyl Café |
| 1PM - 2PM | Marketplace Money |
| 2PM - 3PM | The Splendid Table |
| 3PM - 5PM | The Tavis Smiley Show |
| 5PM - 6PM | NPR's Weekend All Things Considered |
| 6PM - 7PM | On The Media |
| 7PM - 8PM | Studio 360 |
| 8PM - 10PM | American Routes |
| 10PM - 11PM | Sound Opinions |
| 11PM -- MID | New Dimensions |

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