



# 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 conveys the areas we cover, the audiences listening and the benefits of building awareness and achieving marketing goals by program underwriting and other sponsorships on KUOW and [kuow.org](http://kuow.org).

Contained in this kit is information from Arbitron® audience studies which quantifies the number of listeners. Also included is 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.

Sharing insights. Building communities. Connecting people.

[kuow.org](http://kuow.org)

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# THE BENEFITS OF UNDERWRITING On KUOW

## Reach More Than 395,000 Listeners Each Week

KUOW reaches over 395,000 weekly listeners within a six-county area that includes Island, King, Kitsap, Pierce, Snohomish and Thurston counties.<sup>1</sup>

## Deliver Your Message With Greater Efficiency And Frequency

For over 50% of listeners, KUOW is their primary source of radio.<sup>2</sup>  
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 demonstrate your support of this valued community asset.

## Drive Website Traffic

KUOW’s audience ranks high in this market for making purchases online. (3). Your on-air messages easily drive these computer-literate consumers to your website.

- (1) Arbitron© PPM Analysis Seattle-Tacoma Metro Persons 6+, Oct/Nov/Dec 2011
- (2) Arbitron© PPM Analysis Seattle-Tacoma Metro Persons 6+, Oct/Nov/Dec 2011 Avg Wk Cume, P1 ranking
- (3) Scarborough/Qualitap©, Persons 18+, Seattle-Tacoma Metro Most Often Ratings, Average Persons, Sep 10-Aug11.

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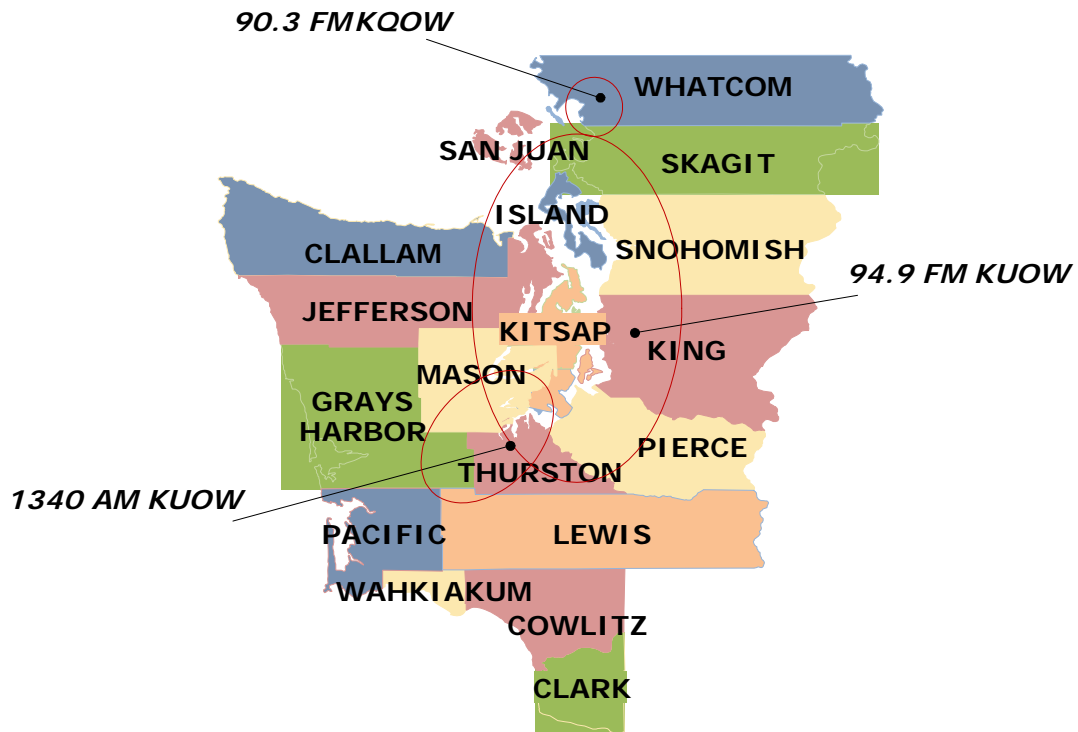
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# KUOW Covers the Puget Sound



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

<b>Central Puget Sound:</b>	Seattle, the Eastside, King County, the Cascade Foothills and the Olympic Peninsula
<b>South Puget Sound:</b>	Olympia, Pierce, Thurston, Mason and Pacific Counties
<b>North Puget Sound:</b>	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 85% of public radio listeners have taken a direct action as a result of hearing an underwriting message.
- 64% of listeners feel that when price and quality are equal, they prefer the public radio underwriter.
- 90% of listeners feel public radio programming is unique when compared to other radio.
- 83% of listeners feel public radio is personally important to them and they would miss it if it were gone.
- 74% of listeners' opinion of a company is more positive when it supports public radio.
- 63% feel a public radio underwriters' culture and values usually fit closely to their own.

SOURCE: KNOWLEDGE NETWORKS 2010

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# The KUOW Audience Profile

	KUOW (%)	INDEX TO MARKET
<b>MALE</b>	53.5	108
<b>FEMALE</b>	46.5	92
<b>AGE</b>		
18-24	6.2	57
25-34	13.8	77
35-44	22.1	115
45-54	24.7	123
55-64	21.0	127
65+	12.2	78
<b>EDUCATION</b>		
High School Graduate	8.8	34
College Graduate	27.0	150
College Degree or more	67.0	208
Post Graduate degree	31.4	279
<b>HOUSEHOLD INCOME</b>		
\$75K+	58.8	142
\$100K+	42.2	175
\$150K+	17.0	173
\$250K+	4.4	196
<b>OCCUPATION</b>		
Professional/Related Occupations	34.7	214
Management/Business/Financial	20.4	175
Computer and Mathematical	5.3	200
Architecture and Engineering	4.5	209
Legal	3.4	437
Education, Training and Library	7.0	198
Healthcare practitioners and techs	5.3	199
<i>Source: Scarborough© Sep10 - Aug11, 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:

- 122% more likely to have attended the symphony or opera in the past year.
- 49% more likely to have visited Japan, China & the Far East in the past three years.
- 129% more likely to have visited Central or South America in the past three years.
- 337% more likely to be in the legal profession.
- 135% more likely to be in management.
- 158% more likely to participate in snow skiing or snowboarding.
- 30% more likely to participate in yoga or Pilates classes.
- 131% more likely to work in downtown Seattle or on First Hill.
- 287% more likely to make a yearly financial contribution to public radio of \$100 or more.
- 184% more likely to have read Sunday's *New York Times*.
- 97% more likely to have attended a Seattle Sounders FC game in the previous year.
- 97% more likely to have attended a University of Washington basketball game in the past year.
- 137% more likely to have attended a Seattle Storm basketball game in the past year.

SOURCE: SCARBOROUGH SEP10 - AUG11 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 ...

**THIRD PLACE BOOKS.** Author and creator of Wine Library TV, Gary Vaynerchuck takes a look at the evolution of today’s marketplace in his book, "The Thank You Economy", from HarperCollins. He signs and reads on Saturday, March 19, 6:30pm at Third Place Books.

**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](http://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 [d-t-w.com](http://d-t-w.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-G-Compost.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.com](http://adhost.com) - spelled a-d-h-o-s-t - dot com.

**KROONTJE LAW OFFICE,** providing legal counsel to companies and individuals involved in civil lawsuits and disputes not yet in litigation. Located in downtown Seattle. More information at [Kroontje.net](http://Kroontje.net) - spelled k-r-o-o-n-t-j-e dot net.

## Partial List of KUOW Underwriters – 2010/2011

3rd Church of Christ, Scientist, Seattle	Pacific Science Center
5th Avenue Theatre	PATH
Adhost	PAWS
American Jewish Committee	PCC Natural Markets
Arboretum Foundation	Perkins Coie Foundation
Avalon Northwest Landscape	Port of Seattle - SeaTac Merchants Association
Bartlett Tree Experts	Pratt Fine Arts Center
Bedrooms and More	Puget Sound Energy
Brilliant Earth	Puget Sound Blood Center
Broadway Center for the Performing Arts	Rainier Precision - Dri-Z-Air
Cedar Grove Composting	Salal Credit Union
Central Washington University	Schwabe, Williamson & Wyatt
Charlie's Soap	Seattle Cancer Care Alliance
City of Kent Arts Commission	Seattle Children's
Cornell-Queen's Executive MBA	Seattle First Baptist Church
Cornish College of the Arts	Seattle Opera
Cupcake Royale	Seattle Public Utilities
Custom Pure	Seattle Repertory Theatre
Dairy Farmers of Washington	Seattle Theatre Group
Elliott Bay Book Company	Seattle University Albers School MBA
Facère Jewelry Art Gallery	Seattle Weekly
Fireworks Galleries	Shearer Painting
Flying House Productions	Skanska
Fran's Chocolates	Sound Seismic
Fred Hutchinson Cancer Research Center	Squaxin Museum
Friends of the Cedar River Watershed	Sterling Savings Bank
Full Circle Farm	Stewardship Partners
Green Trails Maps	Stoel Rives
Group Health Cooperative	Swedish
Guaranteed Education Tuition Program	Therapy Search.net
Herban Feast Catering	Third Place Books
Hillis, Clark, Martin & Peters PS	Total Reclaim
IBEW 77	Treehouse for Kids
Integrated Archive Systems	UNICEF
Jorve Corporation	University of Puget Sound
K & L Gates	University Book Store
Kaleidoscope Inc	UW Bothell
KeyBank	UW Foster School of Business
King County Library System	UW Medicine
Kroontje Law Office PLLC	Vacations by the Sea
Lake Washington Girls Middle School	Verity Credit Union
Lexus of Seattle	Virginia Mason Medical Center
Martinelli's Gold Medal Sparkling Cider	Walker's Renton Subaru
Medtronic Corporation	Washington Dental Service Foundation
Mercy Corps	Washington State Wine Commission
Mountains to Sound Greenway Trust	Westhill
Mt. St. Helens Institute	Wide World Books and Maps
Museum of History and Industry	Wilcox Farms
Nature Conservancy	Wing Luke Asian Museum
Olympic Peninsula Audobon Society	Women's Therapy Referral Service

# KUOW 94.9 FM and 1340 AM Program Guide

## Monday - Friday

<b>MID-1AM</b>	<a href="#">The Diane Rehm Show</a> Friday: Mid-2AM
<b>1AM - 5AM</b>	<a href="#">BBC World Service</a>
<b>5AM - 9AM</b>	NPR's <a href="#">Morning Edition</a>
<b>9AM - 11AM</b>	KUOW'S <a href="#">Weekday</a> with Steve Scher
<b>11AM - NOON</b>	NPR's <a href="#">To the Point</a>
<b>NOON - 1PM</b>	KUOW's <a href="#">The Conversation</a> with Ross Reynolds
<b>1PM - 2PM</b>	<a href="#">BBC News Hour</a>
<b>2PM - 3PM</b>	<a href="#">KUOW Presents</a> with Dave Beck, Megan Sukys and Jeannie Yandel 2:53 PM <a href="#">Writer's Almanac</a> with Garrison Keillor
<b>3PM - 4PM</b>	<a href="#">The World</a>
<b>4PM - 6:30PM</b>	NPR's <a href="#">All Things Considered</a> with KUOW's Patricia Murphy
<b>6:30PM - 7PM</b>	<a href="#">Marketplace</a>
<b>7PM - 8PM</b>	Monday - Thursday: <a href="#">BBC World Service</a> Friday: <a href="#">This American Life</a>
<b>8PM - 9PM</b>	Monday: <a href="#">KUOW Specials</a> Tuesday: <a href="#">WireTap</a> Wednesday: <a href="#">Alternative Radio</a> Thursday: <a href="#">KUOW's Speaker's Forum</a> Friday: <a href="#">The State We're In</a>
<b>9PM - 10PM</b>	Monday - Thursday: <a href="#">KUOW Presents</a> Friday: <a href="#">To the Best of Our Knowledge</a>
<b>10PM - 11PM</b>	Monday: <a href="#">Living on Earth</a> Tuesday: <a href="#">Selected Shorts</a> Wednesday: <a href="#">Changing World</a> Thursday: <a href="#">Latino USA (10-10:30PM)</a> <a href="#">Humankind (10:30-11PM)</a> Friday (10PM - Mid): <a href="#">L.A. Theatre Works</a>
<b>11PM - MID</b>	Monday - Thursday: <a href="#">CBC's As it Happens</a>

# KUOW 94.9 FM and 1340 AM Program Guide

CONTINUED

## SATURDAY

MID – 5AM	<a href="#">BBC World Service</a>
5AM – 9AM	NPR's <a href="#">Weekend Edition</a> with Scott Simon
9AM – 10AM	NPR's <a href="#">Car Talk</a>
10AM – 11AM	NPR's <a href="#">Wait, Wait... Don't Tell Me!</a>
11AM – NOON	<a href="#">This American Life</a>
NOON – 1PM	<a href="#">KUOW Presents</a>
1PM – 2PM	<a href="#">The Moth Radio Hour</a>
2PM – 3PM	<a href="#">Travel with Rick Steves</a>
3PM – 5PM	<a href="#">A Prairie Home Companion</a>
5PM – 6PM	NPR's <a href="#">Weekend All Things Considered</a>
6PM – 7PM	<a href="#">Says You!</a>
7PM – MID	KUOW's <a href="#">The Swing Years and Beyond</a> with Amanda Wilde

## SUNDAY

MID – 5AM	<a href="#">BBC World Service</a>
5AM – 10AM	NPR's <a href="#">Weekend Edition</a> with Liane Hansen
10AM – NOON	<a href="#">A Prairie Home Companion</a>
NOON – 1PM	<a href="#">The Vinyl Café</a>
1PM – 2PM	<a href="#">The Tobolowsky Files</a>
2PM – 3PM	<a href="#">Snap Judgement</a>
3PM – 4PM	<a href="#">The Splendid Table</a>
4PM – 5PM	<a href="#">Smiley And West</a>
5PM – 6PM	NPR's <a href="#">Weekend All Things Considered</a>
6PM – 7PM	<a href="#">On The Media</a>
7PM – 8PM	<a href="#">Studio 360</a>
8PM – 10PM	<a href="#">American Routes</a>
10PM – 11PM	<a href="#">Sound Opinions</a>
11PM – MID	<a href="#">New Dimensions</a>

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