

BOISE STATE PUBLIC RADIO

CONNECTING THE COMMUNITY



BOISE STATE
PUBLIC RADIO



1910 University Drive
Boise, ID 83725-1916
boisestatepublicradio@boisestate.edu
BoiseStatePublicRadio.org
(208) 426-3663



Our Purpose

Be at the civic, cultural and intellectual forefront of our community to create an informed, engaged public.



Our Reach

Boise State Public Radio broadcasts to more than 100,000 listeners throughout Southern and Central Idaho's metropolitan and rural areas. Our listeners make up one of the most educated and affluent audiences in Idaho media. Public radio listeners place a high value on creativity, curiosity and social consciousness, and they have a strong attachment to nature and the environment. They are open to trying new products and services but are less likely to be influenced by usual means of reaching consumers.



Our Support

Boise State Public Radio is commercial free, supported by members and business supporters.

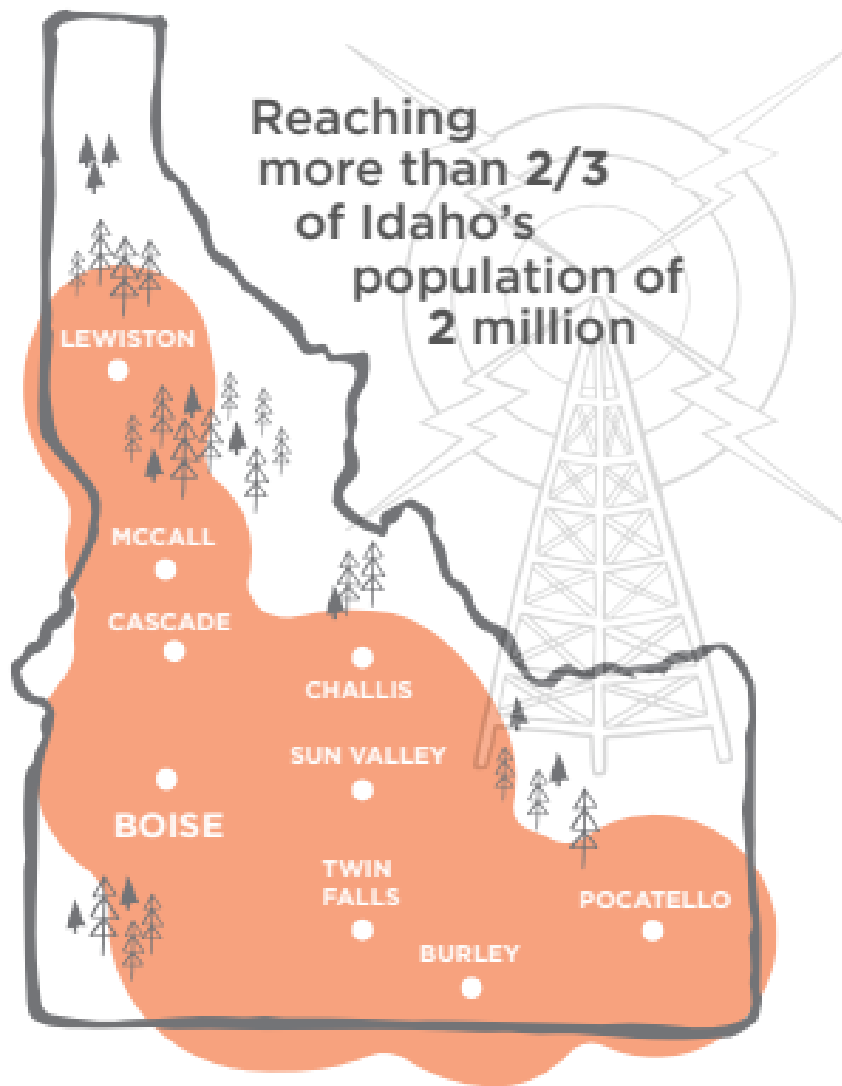


Our Format

As the only sources of quality public radio news, classical music, jazz and unique cultural programming, Boise State Public Radio stations are distinct in their mission, their audience and their partnerships.



Stations and Coverage



NPR and Local News

Boise 91.5 FM
Bellevue 100.3 FM
Burley 88.5 FM
Cambridge 93.5 FM
Challis 89.7 FM
Jackpot 91.3 FM
Lewiston 88.9 FM
McCall 90.7 FM
Salmon 91.9 FM
Stanley 89.1 FM
Sun Valley 91.1 FM
Twin Falls 91.7 FM

Music

Boise 90.3 FM
Cambridge 91.9 FM
Cascade 90.9 FM
Challis 91.3 FM
McCall 91.7 FM
Pocatello 107.5 FM
Salmon 88.5 FM
Stanley 90.7 FM
Sun Valley 91.9 FM

Jazz

Challis 88.1 FM
McCall 89.9 FM
Salmon 91.9 FM
Stanley 95.7 FM
Sun Valley 93.5 FM
Sun Valley 90.5 FM

Live streaming on BoiseStatePublicRadio.org and **Boise State Public Radio App**



Weekly Schedules

MUSIC

MONDAY - FRIDAY

12AM-10AM CLASSICAL MUSIC
10AM-12PM PERFORMANCE TODAY
12PM-6PM CLASSICAL MUSIC
6PM-8PM WORLD CAFE
8PM-10PM ECHOES

MONDAY

9AM-10AM BOISE PHILHARMONIC SHOWCASE
10PM-11PM THE NEON BROWN RADIO HOUR
11PM-12AM THE MANY MOODS OF BEN VAUGHN

TUESDAY

10PM-12AM HEARTS OF SPACE

WEDNESDAY

2PM-3PM BOISE PHILHARMONIC SHOWCASE
10PM-11PM E-TOWN
11PM-12AM BEALE STREET CARAVAN

THURSDAY

7PM-8PM IDAHO MUSIC
10PM-12AM FLUID DRIVE

FRIDAY

5PM-6PM TINY DESK RADIO
10PM-11PM PUBJAZZ
11PM-12PM OFFICIAL TAPES (DEAD AIR)

SATURDAY

12AM-6AM PUBJAZZ
6AM-10AM OPEN RANGE
10AM-2PM PRIVATE IDAHO
2PM-4PM MOUNTAIN STAGE
4PM-6PM AMERICAN ROUTES
6PM-7PM AFROPOP WORLDWIDE
7PM-8PM JAZZ NIGHT IN AMERICA
8PM-9PM THE JAZZ MISSION WITH SANDON MAYHEW
9PM-11PM JAZZ AND THE AMERICAN DREAM
11PM-12AM BLUES BEFORE SUNRISE

SUNDAY

12AM-4AM BLUES BEFORE SUNRISE
4AM-7AM CLASSICAL MUSIC
7AM-11AM SUNDAY BAROQUE
11AM-12PM CLASSICAL MUSIC
12PM-1PM BOISE PHILHARMONIC SHOWCASE
1PM-2PM FROM THE TOP
2PM-6PM SUNDAY CONCERT HALL
6PM-7PM CLASSICAL GUITAR ALIVE
7PM-9PM PERFORMANCE TODAY WEEKEND
9PM-11PM PIPEDREAMS
11PM-12AM CLASSICAL MUSIC



Weekly Schedules

NEWS

MONDAY - FRIDAY

12AM-4AM	BBC WORLD SERVICE
4AM-9AM	MORNING EDITION
9AM-10AM	1A
10AM-12PM	HERE AND NOW
12PM-1PM	IDAHO MATTERS
1PM-2PM	BBC NEWS HOUR
2PM-3PM	FRESH AIR
3PM-3:30PM	MARKETPLACE
3:30PM-4PM	TODAY, EXPLAINED
4PM-6PM	ALL THINGS CONSIDERED
6PM-6:30PM	THE DAILY
6:30PM-7PM	MARKETPLACE
7PM-8PM	FRESH AIR
8PM-9PM	IDAHO MATTERS
9PM-10PM	1A
10PM-11PM	VARIETY
11PM-12AM	BBC WORLD SERVICE

THURSDAY

1PM-2PM	THE MIDDLE
---------	------------

FRIDAY

1PM-2PM	SCIENCE FRIDAY
6PM-6:30PM	READER'S CORNER

SATURDAY

12AM-6AM	BBC WORLDSERVICE
6AM-10AM	WEEKEND EDITION
10AM-11AM	WAIT, WAIT...DON'T TELL ME!
11AM-12PM	IT'S BEEN A MINUTE
12PM-1PM	RADIOLAB
1PM-2PM	THIS AMERICAN LIFE
2PM-3PM	PLANET MONEY & HOW I BUILT THIS
3PM-4PM	TED RADIO HOUR
4PM-5PM	THE SPLENDID TABLE
5PM-6PM	ALL THINGS CONSIDERED
6PM-8PM	LATINO USA
8PM-9PM	SNAP JUDGMENT
9PM-10PM	SOUND OPINIONS
10PM-11PM	FRESH AIR WEEKEND
11PM-12AM	BBC WORLD SERVICE

SUNDAY

12AM-6AM	BBC WORLD SERVICE
6AM-10AM	WEEKEND EDITION SUNDAY
10AM-11AM	HIDDEN BRAIN
11AM-12PM	READER'S CORNER & BIONEERS
12PM-2PM	TO THE BEST OF OUR KNOWLEDGE
2PM-3PM	WAIT, WAIT...DON'T TELL ME!
3PM-4PM	ON THE MEDIA
4PM-5PM	CODE SWITCH & LIFE KIT
5PM-6PM	ALL THINGS CONSIDERED
6PM-7PM	THROUGHLINE
7PM-8PM	REVEAL
8PM-9PM	CITY CLUB OF BOISE
9PM-10PM	SPECIALS & DOCUMENTARIES
10PM-11PM	TRAVEL W/ RICK STEVES
11PM-12AM	BBC WORLD SERVICE

JAZZ

MONDAY - SATURDAY

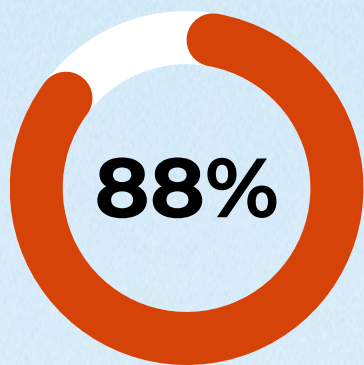
12AM-12AM	PUBJAZZ
-----------	---------

SUNDAY

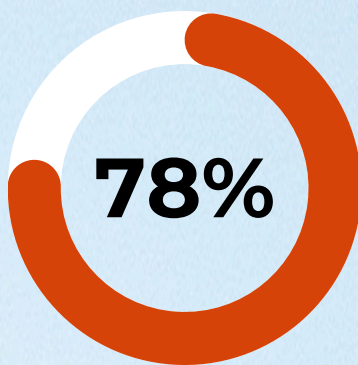
12AM-9AM	PUBJAZZ
9AM-11AM	THE JAZZ MISSION WITH
11AM-12PM	SANDON MAYHEW
12PM-12AM	JAZZ AND THE AMERICAN SPIRIT
	PUB JAZZ

Business Support is Called Underwriting

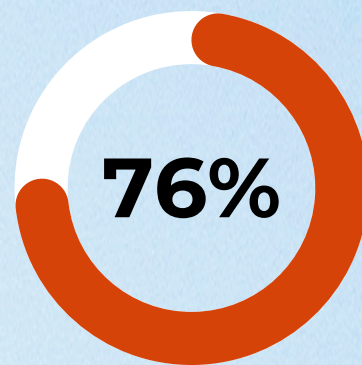
Business and corporate support messages are our thanks to organizations for providing financial and in-kind contributions to our programs and programming. Having a business' name associated with a member-supported radio station like BSPR builds brand loyalty and recognition.



88% of listeners have acted in response to a public radio sponsorship message. ¹



78% of listeners hold a more positive opinion of a company that supports public radio. ¹



76% of listeners prefer to purchase products and services from public radio sponsors. ¹

Sources: (1) Kantar, NPR State of Sponsorship Survey 2025



Your Message Stands Out

As a public radio station, we don't clutter up our airwaves with a lot of needless or distracting chatter. We air an average of four local spots per hour, so your message is in the spotlight and not lost in the crowd. Compare this to commercial radio, which might have as many as 18 ads per hour.

Your Message Is Unobtrusive

Business support messages are informational and are often perceived as endorsements by the station.

Get Results

The bottom line is that underwriters get results on Boise State Public Radio.

Support on Boise State Public Radio is not only good for business, but also provides support for a valued community resource.

88%

of NPR's 21.7M weekly radio listeners do not listen to commercial news/talk stations in a typical week. ²

83%

of listeners agree that the programming on their NPR station is personally important to them, and that they would miss it if it went away. ³

83%

of listeners agree that NPR provides them with information that other media outlets do not provide. ³

Sources: (2) ACT 1/Nielsen Audio Nationwide, Spring 2023, Persons 12+
(3) Kantar, NPR State of Sponsorship Survey 2025



Listener Profile and Location



At Home

News 39%
Music 55%



In the Car

News 55%
Music 38%



At Work

News 6%
Music 6%



Men

News 59%
Music 53%

Women

News 41%
Music 47%



Age 35-64

News 64%

Age 35+

Music 72%



Average Time Spent Listening (35+)

NEWS 5.25 Hours Per Week

MUSIC 4 Hours Per Week

Source: Nielsen Media Fall 2025/Spring 2026



The background of the entire page is a scenic photograph. It shows a calm blue lake in the foreground, with a rocky shoreline and some green shrubs at the bottom left. In the distance, there are dark, forested mountains under a clear blue sky. Pine branches with green needles and small cones are visible in the upper left and right corners, framing the scene.

The Fine Print

Compared to commercial radio, Boise State Public Radio provides our audience with a media environment free of clutter so your concise message keeps listeners engaged with voices they trust.

We work with you to create a 20-second or less announcement to best reflect your community relations and marketing goals. Announcements are produced at no additional cost using the Boise State Public Radio voices our listeners know best.

Boise State Public Radio supports the FCC (Federal Communications Commission) guidelines for underwriting announcements. The FCC permits underwriting announcements which identify, but do not promote, the products, services or facilities of a for-profit entity.

FCC Guidelines Prohibit The Use Of:

- price information
- calls to action
- inducements to buy, sell, rent or lease
- comparative or qualitative language
- more than three trade names, products or service listings

Boise State Public Radio Encourages Announcements That...

- state the name of the underwriter
- describe the featured business, organization or special event
- offer listeners a means to contact the underwriter (location or website)
- are written in an objective style that listeners expect and appreciate

Our Underwriting Team Is Ready To Help

Have questions about how Boise Public Radio fits into your marketing budget? Our underwriting team will work with you to design a plan that reaches your target audience and fits your budget.

Contact

Kristin Jackson

Development Director
(208) 426-1558
kristinjackson2@boisestate.edu

Patty Trent

Corporate Support Associate
(208) 426-3618
pattytrent@boisestate.edu

Christian Koppenhafer

Corporate Support Associate
(208) 426-3771
christiankoppenhafer@boisestate.edu

1910 University Dr, Boise, ID 83725-1916
boisestatepublicradio@boisestate.edu
BoiseStatePublicRadio.org
(208) 426-3663

