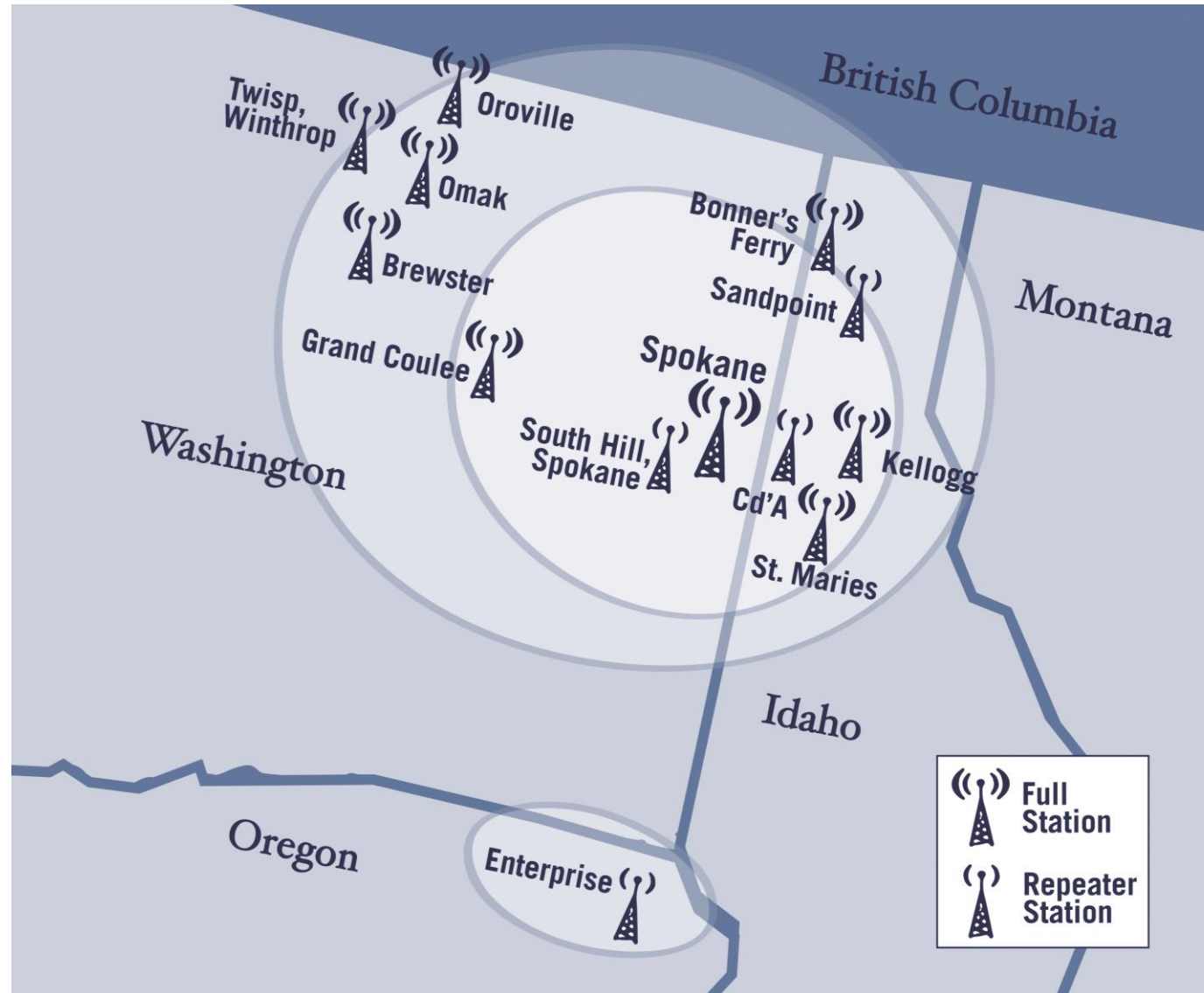


# REACH YOUR TARGET AUDIENCE WHERE THEY LIVE



# QUALITY OVER QUANTITY

That small business mantra relates to underwriting of local public media KPBX. Underwriting does not require a huge budget; just consistency. Many service businesses, restaurants and retailers have made small investments over many years to build a loyal and appreciative following among KPBX audiences.

## Influential Decision Makers

- 141% more likely to have an **advanced degree**
- 55% more likely to earn **\$250k+ in annual household income**
- 33% more likely to **bank online**
- 103% more likely to have a **professional career**
- 121% more likely to be an **opinion leader**
- 2% more likely to use **Facebook**

## Affluent Shoppers

- 2% more likely to eat at **family restaurants**
- 68% more likely to buy **green / eco-friendly** regularly
- 3% more likely to **plan to buy auto insurance**
- 37% more likely to **recycle**
- 7% more likely to **purchase a product online**
- 14% more likely to **sell and / or buy a house**



**Three key advantages of public media underwriting stretch marketing dollars.**

1. Loyal audience who is inclined to support underwriters
2. Clutter-free environment aids message recall
3. Association with credible media boosts positive image

Source: NPR Profile 2020





# GAIN AFFINITY THAT TIGHTENS CUSTOMER CONNECTIONS

KPBX underwriting helps overcome two common challenges:  
building credibility and standing out among a long list of competitors in local search.

## Affluent Consumers Who Influence Word-of-mouth Referrals

- 44% more likely to earn an annual **household income of \$150k+**
- 110% more likely to **own a home worth \$500k+**
- 103% more likely to have a **professional career**
- 35% more likely to be a **proprietor or manager**
- 97% more likely to be a **B2B decision maker**
- 121% more likely to be an **opinion leader**

## They Enjoy Creature Comforts and Eco-friendly Products

- 29% more likely to be **planning to remodel their home**
- 2% more likely to make something **than buy it**
- 10% more likely to be **planning to buy furniture**
- 37% more likely to **recycle products**
- 68% more likely to **buy green / eco-friendly** regularly
- 99% more likely to be **remodel their home with environmentally friendly products**

Source: NPR Profile 2020



# MULTIPLE WAYS TO REACH OUR LISTENERS

Your target audience has multiple ways to listen to Spokane Public Radio.

## **Reach Listeners from the Radio**

Listeners can tune to our stations on the radio to listen.

## **Reach Listeners from the Web**

Listeners can stream KPBX online from our website.

## **Reach Listeners from Our App**

Listeners can tune in on their mobile device or tablet using the NPR One App.

## **Reach Listeners from Smart Speakers**

Listeners can hear us on their smart speaker.





# TESTIMONIALS

“We like to underwrite on Spokane Public Radio because listeners seem like our kind of customers. They understand the importance of shopping local and shopping small.”

— Pottery Place Plus

“We decided to become an SPR underwriter with a referral from a client of our Wine Club. That paired with the fact that we are avid listeners was an opportunity for a business that relies so much on the community to give back to that community.”

— Brendon Townshend, Townshend Cellar

“Underwriting SPR programing fulfills for us both our desire to reach our target market and really an aspiration to support organizations that make our community vital.”

— Paul Read, Journal of Business





# TESTIMONIALS

“My marketing goals when working with KPBX are less about promoting the gallery and more about promoting the arts and humanities as a whole throughout our region.”

— Blair Williams, The Art Spirit Gallery

“I think it’s a win-win because I can support public radio and also build brand awareness for my law firm. Plus it remind people that we’re out there -- . thoughtful people who take time and consideration in hiring a professional to help them. SPR listeners fit our demographic perfectly.”

— Steve Graham, Law Office of Steve Graham

“I appreciate the stations’ reach as a business owner. My service range is all of Eastern Washington and North Idaho. I appreciate the stations quality programming and their deep roots in Spokane.”

—Gavin Tenold, Northwest Renewables





# COPY THAT INFORMS AND CONNECTS

Writing your copy is part of the service when you work with SPR. Your partnership with SPR builds awareness of your brand. Gain a positive reputation with an audience you can't afford to leave out of your marketing mix.

## Spots May Include

- The underwriter's complete name.
- A factual 10-second statement describing your business, mission, or event.
- Three products or services that identify you, including brand names.
- One way to contact you – your address, phone number, or web site address

## Spots Cannot Include

- A call to action that directs listeners to buy, see, consider, call, etc.
- Comparative or qualitative language including adjectives, prices, promotional language or personal pronouns like "you" or "yours."
- Awards or industry recognition.
- Reference to cost or prices of any kind.

Research shows that public radio listeners respond best to factual, short announcements with non-commercial language. SPR follows FCC rules for public radio, along with practices established by NPR.

Source: NPR Profile 2020

