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

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>141%</td>
<td>more likely to have an advanced degree</td>
</tr>
<tr>
<td>55%</td>
<td>more likely to earn $250k+ in annual household income</td>
</tr>
<tr>
<td>33%</td>
<td>more likely to bank online</td>
</tr>
<tr>
<td>103%</td>
<td>more likely to have a professional career</td>
</tr>
<tr>
<td>121%</td>
<td>more likely to be an opinion leader</td>
</tr>
<tr>
<td>2%</td>
<td>more likely to use Facebook</td>
</tr>
</tbody>
</table>

Affluent Shoppers

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2%</td>
<td>more likely to eat at family restaurants</td>
</tr>
<tr>
<td>68%</td>
<td>more likely to buy green / eco-friendly regularly</td>
</tr>
<tr>
<td>3%</td>
<td>more likely to plan to buy auto insurance</td>
</tr>
<tr>
<td>37%</td>
<td>more likely to recycle</td>
</tr>
<tr>
<td>7%</td>
<td>more likely to purchase a product online</td>
</tr>
<tr>
<td>14%</td>
<td>more likely to sell and / or buy a house</td>
</tr>
</tbody>
</table>

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.
“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
“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