



NPR · BBC WORLD SERVICE · ALL THINGS CONSIDERED · MORNING EDITION · CAR TALK · HERE & NOW · WORLD CAFE
· A PRAIRIE HOME COMPANION · FIRST CONCERT · OPEN AIR · JEFFERSON EXCHANGE · SISKIYOU MUSIC HALL ·

Program Underwriting Opportunities

It's a cluttered world out there.

Cable TV. Newspaper. The Internet.

Sponsoring programming on Jefferson Public Radio cuts through this chaos and is a proven way to distinguish your business or organization.

Jefferson Public Radio

1250 Siskiyou Blvd.
Ashland, OR 97520
www.ijpr.org
800.782.6191

Announcement guidelines

Underwriting announcements identify businesses, individuals and organizations that sponsor programming on Jefferson Public Radio and describe the goods/services they provide. The Federal Communications Commission has established guidelines that distinguish underwriting messages from commercial advertising.

Sponsors crafting a message to be broadcast on JPR should keep in mind that the non-commercial nature of JPR's service is highly valued by listeners. A sponsorship announcement will create the most positive impression possible in the listener's mind if care is taken to reflect that value in the content and tone of the message.

Announcements generally include 3 sentences:

- 1 The first sentence includes JPR's standard intro identifying the name of the business or organization that is providing underwriting support.
- 2 The second sentence includes a value neutral description of the sponsor's products and/or services and may include up to 4 primary products and/or services.
- 3 The third sentence outlines the location of the sponsor and may include street address, phone number, web address and/or a slogan that identifies but does not promote.

[The total time of the final two sentences must not exceed 20 seconds.]

SAMPLE ANNOUNCEMENTS

:30 Support for JPR comes from our listeners, and from Asante. Asante Rogue Regional Medical Center in Medford and Asante Three Rivers Medical Center in Grants Pass have been healing the hearts of the community with innovation and compassion for 40 years. Asante's heart and vascular teams offer comprehensive care from diagnostic procedures to open heart surgery. Information at Asante dot org.

:30 Jefferson Public Radio recognizes the non-profit community support of the Oregon Community Foundation. The Oregon Community Foundation helps individuals and organizations rain kindness and compassion on the Oregon causes the community cares about. The Oregon Community Foundation, a tradition of community caring dedicated to improving life in Oregon through philanthropy. On the web at O C F ONE dot org.

ANNOUNCEMENTS MAY NOT INCLUDE

- Superlative, qualitative, or comparative descriptions designed to promote a company and/or its products or services
- A call to action
- Price or value information
- An inducement to buy, sell, rent, or lease (such as a sale)

*As a non-commercial broadcast licensee JPR has the responsibility
of approving all copy broadcast on JPR.*

Public Radio Audience Profile

Public radio attracts an audience notably distinguished by its educational excellence and professional success. Listeners are choice consumers, savvy business leaders, and influentials who are active in their communities.

Demographics

- 53% Men**
47% Women
- 54% Aged 25 to 54**
23% Aged 18 to 34
38% Aged 35 to 54
- 61% College degree or beyond**
29% Post graduate degree
- 76% HHI \$50,000+**
60% HHI \$75,000+
Median HHI: \$88,400
- 61% Married**
24% Never married
- 69% Employed**
52% View job as a "career"
27% Professional occupation
23% Involved in business purchases of \$1,000 or more
8% Top management

Lifestyles*

- 92% Public activities**
67% Vote
23% Fund raising
- 45% Theatre/concert/dance attendance**
60% Dine out
52% Read books
36% Went to zoo or museum
- 53% Regular fitness program**
40% Walk for exercise
21% Swim
- 46% Own any financial securities**
19% Own stock or bond mutual funds
14% Own common or preferred stocks
- 93% Household owns computer**
92% Used Internet in past month
- 70% Domestic travel in past 12 months**
40% Foreign travel over past three years

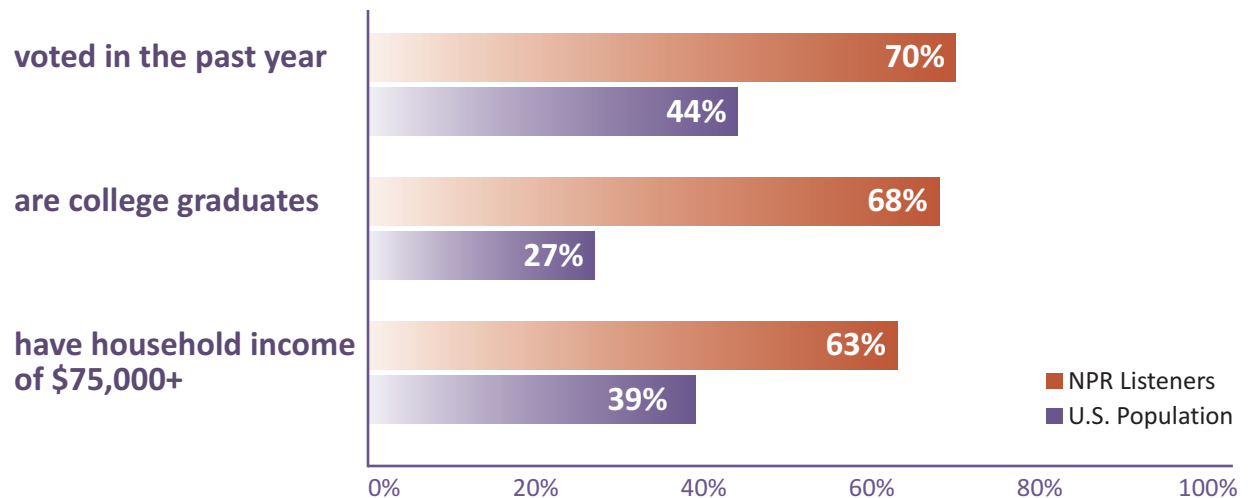
READS: Over half (53%) of NPR-CPB listeners are men.

BASE: Adults 18+ who listen to a public radio station.

SOURCE: GfK MRI Doublebase 2012

* past year activities

Compared to the U.S. Population as a Whole, NPR Listeners...



Other attributes that define the NPR audience:

- **Curious about the world around them—**
59% more likely than the broader population to own a passport , and
29% more likely to like to learn about art, culture and history*
- **Influential in business—**
94% more likely to be the president of a company, and
more than twice as likely to work in top management
- **Planning for the future—**
135% more likely to own at least \$150,000 in investments,
87% more likely to use a financial planner or personal money manager

Base: Adults 18+ who listen to an NPR News Station

Source: GfK MRI Doublebase 2012

*Weighted by Value Statements; recalibrated to make up for low respondent rate

The Halo Effect

Association with JPR builds positive brand perceptions including quality, credibility, and community connection...

- **60% of listeners hold a more positive opinion of sponsors that support NPR**
- **54% of listeners agree NPR is selective about companies that sponsor its programming**
- **52% of listeners prefer to buy products or services from NPR sponsors**

SOURCE: Lightspeed Research, NPR Sponsorship Survey, November 2012

Reach Your Audience

JPR's coverage area includes 13 counties in Southern Oregon and Northern California potentially reaching a total population of over 1 million people.



Listeners have a positive opinion of sponsors of public radio

"Nimbus has been a JPR underwriter for more than 30 years, supporting the amazing programming JPR provides to the State of Jefferson. This support has helped create one of the most valued cultural assets in our region while on-air recognition keeps our 'brand' at the forefront of our customers' minds and helps build our business."

Ken Silverman / Owner, Nimbus - Ashland, OR

"JPR is a widely respected source of information in our region, with educated and influential listeners. In addition to supporting a community asset, underwriting has been an effective means of telling the Medical Eye Center story as we have grown significantly over the past 15 years."

Keith Casebolt / CEO Medical Eye Center - Medford, OR