

KALW Public Media
91.7 FM Bay Area
KALW.org

This is
KALW's
media kit
and rate
card.

PAUL BIRDWELL
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OUR PAST + FUTURE

Public media with an edge. That's KALW.

KALW has been at the forefront of high-quality, socially minded media for 80 years. We remain deeply rooted in the Bay Area. We continue to nurture the next generation of talent, and we will always lean into the future.



KALW began broadcasting in 1941 (that's a full 30 years before the creation of NPR). Along the way, there have been a lot of firsts.

- KALW is the first FM station west of the Mississippi.
- KALW started the first radio training program in the country (and during World War II, we were the first to train women in radio broadcasting).
- KALW is the first station in the Bay Area to air Fresh Air, This American Life, Snap Judgement, and The Daily.
- KALW is the birthplace of 99 Percent Invisible, Ear Hustle and, arguably, the podcast revolution.



Innovation and public service is in our DNA, but we can only do it with the investment of like-minded businesses, non-profits, foundations, and individuals.

- Your support will allow us to inform, uplift, and activate more of the Bay Area, more of the time.
- It will allow us to continue to take chances — on new formats, voices, and shows.
- It will help us transform the public media landscape locally and across the country.

OUR LISTENERS

**Artists and activists, culture lovers and political changemakers.
That's who listens to KALW.**

KALW listeners love where they live and look for new ways to make it better. They embrace innovation and create the future. These Bay Area dreamers and doers have a deep connection to KALW. Because, like them, we are civically minded, endlessly curious, and always original.

OUR LISTENERS ARE CULTURE LOVERS

- 101%** more likely to have attended live shows, theater, art galleries and museums in the past year
- 60%** agree travel is one of their passions and are more likely to visit cultural sites while traveling internationally

OUR LISTENERS ARE CONNECTED

- 104%** more likely to work in top management — whether in private or public sector or their own ventures
- 90%** more likely to work in a technology-related role

OUR LISTENERS VALUE YOUR SUPPORT

- 71%** hold a more positive opinion of a company that supports public radio
- 66%** prefer to purchase products and service from public radio sponsors
- 82%** take action in response to something heard on public radio



OUR LISTENERS ARE ENGAGED

- 159%** more likely to make financial contributions to arts, cultural, or environmental organizations
- 193%** more likely to have served on a committee for a local organization, or to have contacted a politician at the state, local or national level

Source: Kantar, NPR State of Sponsorship Survey, April 2020

OUR PROGRAMMING

Spend 24 hours with KALW — and you'll hear the difference.

We understand the power of our words and platforms to inform and advance the conversation. We feature music that stirs your soul and stories that move the needle. We champion everyday voices and focus on solutions. That's why we sound a little different.



FORMAT

News, Music, Culture, Public Affairs

COVERAGE AREA

Bay Area's nine counties: San Francisco, San Mateo, Santa Clara, Alameda, Contra Costa, Solano, Napa, Sonoma, Marin

CONTENT PARTNERS

KALW is an NPR affiliate, featuring acclaimed programming from NPR, BBC, CBC, alongside locally produced programming.

NEWS PROGRAMS

From newscasts throughout the day to local public affairs shows and documentaries, KALW is renowned for its in-depth, award-winning local news productions, including Crosscurrents, Your Call, Your Legal Rights, and State of the Bay. It's also home to the ten-month, tuition-free Audio Academy journalism training program.

MUSIC + CULTURE PROGRAMS

KALW has been a beloved part of the local music scene for decades. In 2021, we doubled down on our legacy: We added 20 hours of new and eclectic music programming, and we began a partnership with the legendary 25th Street Recording in Oakland. We also continue to cover the best of local culture with Sights & Sounds, hosted by Jenee Darden.

PODCASTS

Uncuffed, The Spiritual Edge, tbh, Bounce, The Intersection, New Arrivals

AWARDS

KALW has received dozens of national and regional awards over the years, recent awards and highlights include: Public Media Journalists Association national awards, Edward R. Murrow regional awards, Society of Professional Journalists regional awards.

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OUR REACH

One of the most sought-after media markets. That's KALW.

Our mix of news, music, and public affairs programming reaches all nine Bay Area counties and can be heard by 4.4 million people in the region — not to mention anyone with access to internet and cell service.



LISTENERS

120K weekly cumulative listeners with average listening time of 45 minutes

WEBSITE TRAFFIC

270K monthly page views with 122K monthly users and 100K monthly streaming sessions

PODCAST + ON-DEMAND

53K monthly on-demand listeners
231K unique digital listeners

MEMBERSHIP

7,500 members

SOCIAL MEDIA

Instagram - 1,800
Twitter - 6,000
Facebook - 10,500
SoundCloud - 55,000

E-MAIL NEWSLETTER LIST

12,000 subscribers

OUR RATES

STANDARD ON-AIR RATES

Number of weeks	01 - 12	13 - 25	26 - 38	39 - 52
Cost per spot	\$250	\$240	\$230	\$220
Drive time per spot	\$300	\$285	\$275	\$265

SMALL BUSINESS + NON-PROFIT ON-AIR RATES

Number of weeks	01 - 12	13 - 25	26 - 38	39 - 52
Cost per spot	\$180	\$170	\$160	\$150
Drive time per spot	\$200	\$190	\$180	\$170

THE FINE PRINT

- DRIVE TIME: Monday – Friday, 5AM – 10AM and 3PM – 7PM
- FIXED PLACEMENT OF SPOT IN SCHEDULE: Add 30%
- RATES ARE FOR RUN OF PROGRAM + NET TO KALW
- Prices valid through June 30, 2022

DIGITAL RATES

E-NEWSLETTER

Subscribers: 12,000

Cost: \$1000 per placement

WEBSITE DISPLAY AD

1 week - \$750

2 - 4 weeks - 10% discount

4+ weeks – 20% discount

SOCIAL PLACEMENT

Followers across Facebook, Twitter and Instagram: 20K

Cost: \$1000 per placement on all three platforms

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NEXT STEP

LET'S TALK

Want to get your company, small business, non-profit, or organization, on the most exciting radio station in the Bay Area? KALW can help.

We can get your brand, mission, or idea in front of KALW's engaged, connected, and supremely loyal listeners.

To continue the conversation, call Paul Birdwell at 415.840.5777 or email him at paul@kalw.org