

Build a Strategic Marketing Partnership Focused on Your Goals

Underwriting on public radio delivers dual marketing benefits to your organization. Your message reaches an exceptionally devoted audience that is hard to capture through traditional media, and your support of a respected nonprofit public service exhibits good will.

Ready to connect with clients? Your TSPR representative will work with you to develop a plan that fits your needs and your budget. You will customize an effective underwriting campaign that may include:

Broadcast announcements, 15 seconds in length, that are written in an objective style that listeners expect and appreciate.

Web Marketing

Challenge grants to support our nonprofit pledge drives.

Special events to help you connect with listeners directly.



Contact

Tri States Public Radio
Western Illinois University
1 University Circle
Macomb, IL 61455
<http://www.tspr.org>
Email: publicradio@wiu.edu
(800) 895-2912

TSPR is an outreach service of the College of Fine Arts and Communication at Western Illinois University



Connecting YOU to Clients and Community

Tri States Public Radio is the region's source for award-winning programs and news from NPR, APM and the BBC. We are the region's source for award-winning local news together with locally and nationally produced music programming.

Providing broadcasts to Macomb (91.3fm), Keokuk (89.5fm), Galesburg (90.7fm) and Burlington (106.3fm), we are the area's premier public media service, catering to a group of discerning listeners.

TSPR offers a non-intrusive, clutter-free environment for program sponsors. The concise and straightforward underwriting messages cultivate clients, build loyalty, and create community connection.

Public Radio Support

- Delivers Return on Your Investment
- Cultivates Clients and Consumers
- Builds Brand Loyalty and Trust
- Shows Your Good Corporate Citizenship

Why Tri States Public Radio?

- **Programming Environment**

The environment on public radio is free of clutter. With an average of less than 3 minutes per hour devoted to local messages, there is virtually no tune-out. Your message will be heard.

- **Quality Audience**

The Tri States Public Radio audience is highly educated, affluent, and influential. They have significant discretionary income and are politically and culturally engaged in their communities.

- **Beneficial Relationship**

Just by virtue of supporting Tri States Public Radio, the connection you build with listeners predisposes their desire to do business with you.

Audience Demographics

TSPR attracts devoted listeners from all walks of life. They are educated, culturally passionate and concerned about the issues facing their community and the world around them.

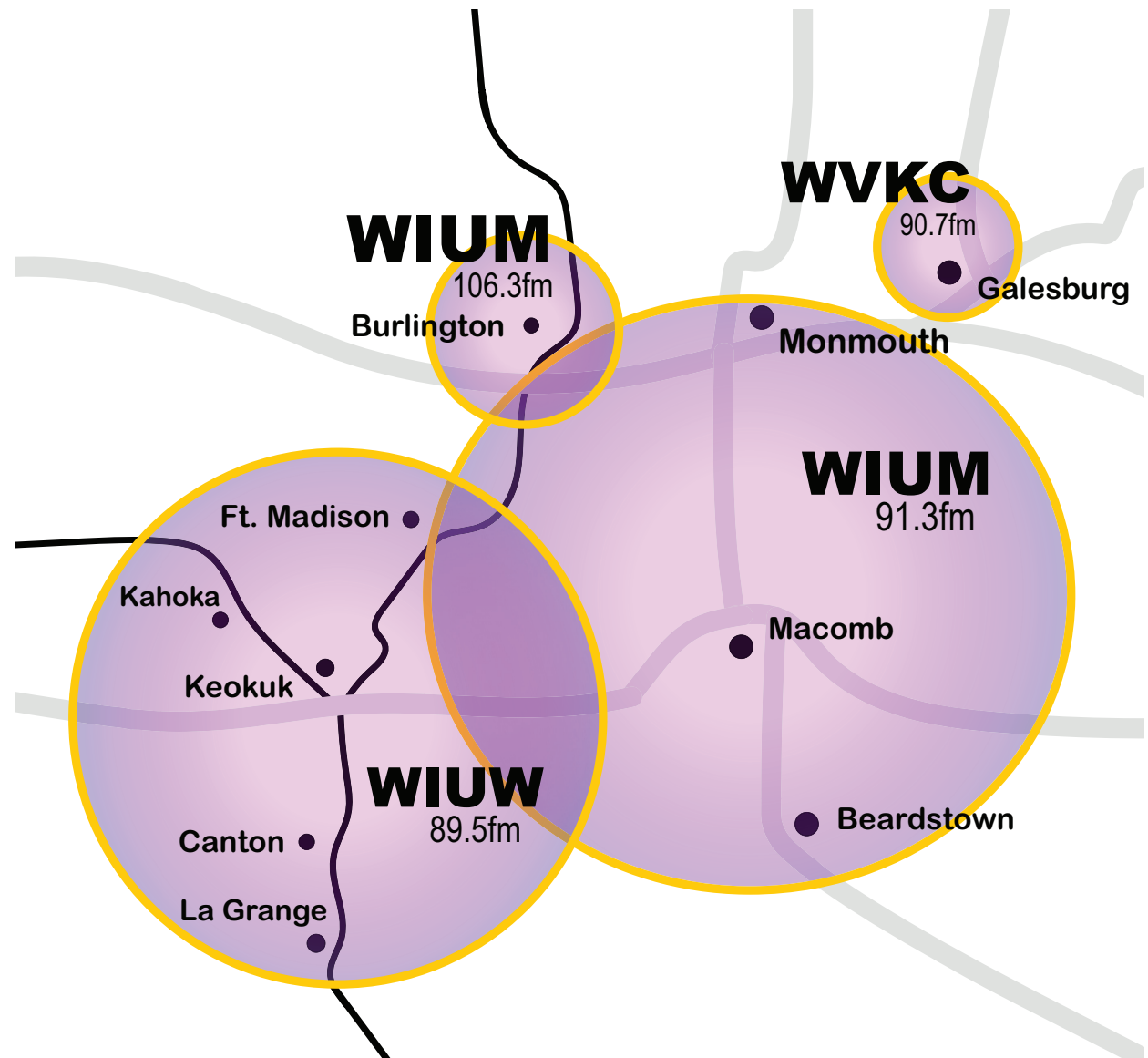
71% of listeners hold a more positive view of sponsors that support public radio

66% prefer to buy products or services from public radio sponsors

60% pay attention to sponsorship messages they hear on public radio

53% think that public radio sponsors are more credible than those heard on commercial radio

Kantar/ Lightspeed Research, State of Sponsorship Survey, April 2020



Household Income

\$75,000+: 52%
\$50K - \$74,999: 19%
\$30K - \$49,999: 17%
Less Than \$30K: 11%

*NPR Small Market Profile 2020

Gender

Male 52%
Female 48%

Ages

18 - 24: 8%
25 - 34: 15%
35 - 44: 13%
45 - 54: 15%
55 - 64: 21%
65+: 28%

Education

53% hold
College Degrees