



Murray State's NPR Station

BUSINESS SPONSORSHIP

ENHANCE YOUR CORPORATE IMAGE AND YOUR BOTTOM LINE

Tune in to a better kind of marketing

**25,000
weekly
regional
listeners**

**150,000
monthly
web page
views**

**10,000
weekly
stream
sessions**

**60,000+
podcast
down
loads**

As a public radio station, the vision of WKMS is to inspire and empower a diverse audience by being a trusted and essential resource for information, culture, community, and regional growth.

With a noncommercial format, WKMS has the perfect multi-media platform to reach your best customers. Whether it's on-air or online, a Business Sponsorship connects you to an engaged, affluent, and loyal audience of influencers.

With more news and less noise, get started and get noticed with WKMS today.

Why WKMS?

1. Break through the media clutter

There are **2.5 minutes of sponsorship messages** per hour on public media



Compare that to **15-18 minutes of commercials** per hour on mainstream radio



Many listeners go out of their way to take their business to public radio sponsors. Not only do they share a common bond, but they respond with gratitude for the noncommercial format and low-clutter environment, with sponsorship messages that don't insult their intelligence or intrude their lives and listening habits.

2. Align your brand with a trusted source of news, culture, community & entertainment



When price and quality are equal, 69% of listeners prefer to buy from businesses that support public radio

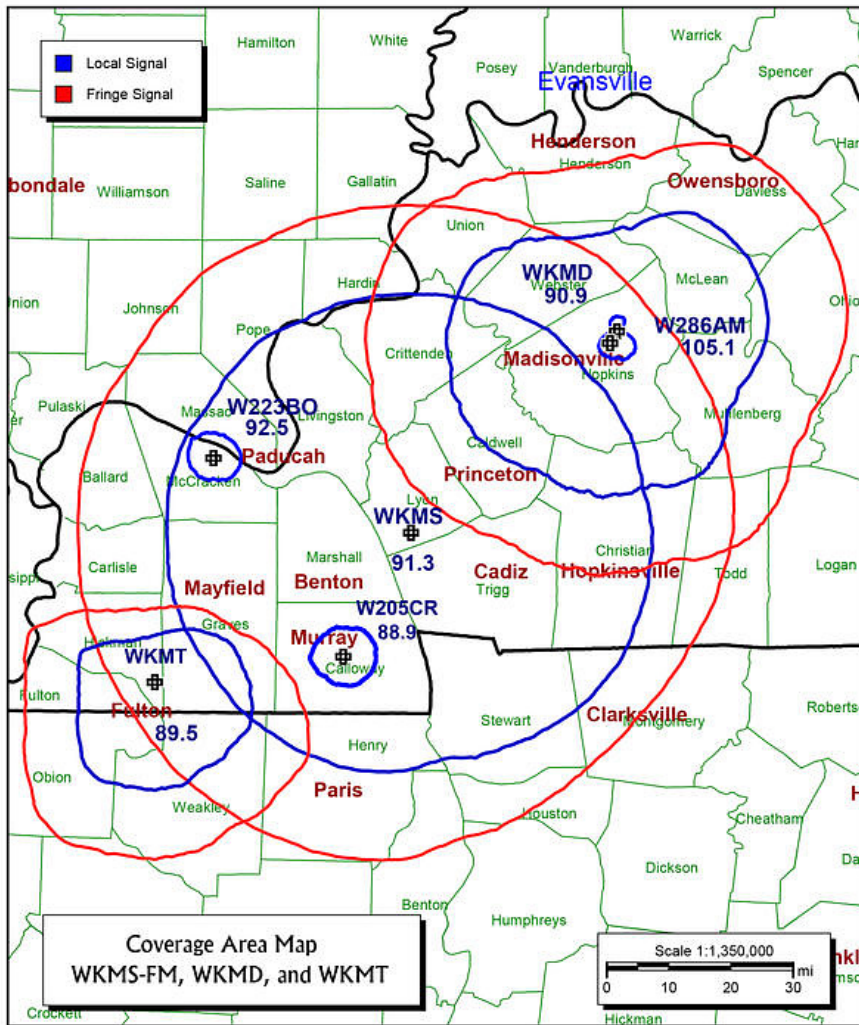


Based on the WKMS 2021 listener survey, 91% report having a higher opinion of local businesses that support WKMS

“ People actually came in to thank me for my underwriting. That doesn't happen with other forms of advertising. ”

Scott Underwood, UPS Store of Murray

3. Reach smart and community- minded influencers that shape the Four Rivers Region



Listener Facts

Compared to the Average U.S. Adult, NPR News listeners nationally are:

Well Educated

- 75% more likely to have a Bachelor's
- 175% more likely to have a Master's
- 331% more likely to have a Doctorate

Affluent

- 85% more likely to have a household income of \$250,000+
- 129% more likely to own a home valued at \$500,000+
- 99% more likely to have \$150,000+ current market value investments

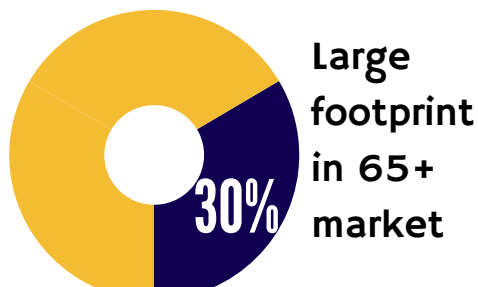
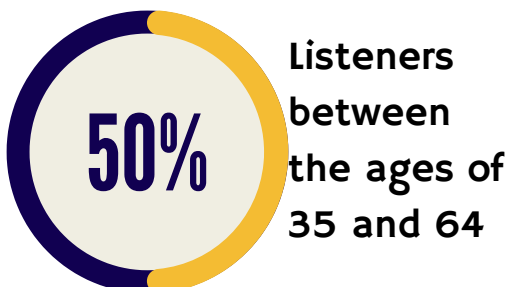
Influential

- 71% more likely to own or be a partner in their own business
- 110% more likely to be in top management
- 154% more likely to serve as an officer or some club or organization

WKMS listeners are also more likely to have higher disposable income. They're strong supporters of fine arts, education, and culture.

They're active with hobbies and enjoy travel and outdoor recreation.

They shop locally, dine out, and appreciate wine, spirits, and craft beers. These are your best customers!



Fastest growing audience ages 18 to 24

4. Support the community that supports you

More than just radio!

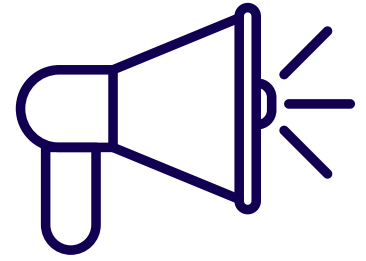
WKMS is Murray State's NPR Station, but it is also an outlet for local music, arts & cultural organizations, community nonprofits, local history, and so much more.

Your business sponsorship helps fuel local journalism, eclectic music, and educational programming that is freely available to all. Make your impact today!



How business sponsorship works

We create custom on-air underwriting messages based on your marketing goals



Our highly engaged audience hears your underwriting message



Our loyal listeners act upon your underwriting message and support your brand



What's an underwriting message?

Underwriting is what the FCC calls the **messages on public radio that acknowledge program sponsors from the community**. While listener contributions are a large part of WKMS funding, an additional source of funding comes from businesses and organizations in our region that want to support the non-profit work of WKMS and have their message heard by the station's influential audience.

Your message includes information to educate and inspire listeners

- Business name, location, website/ social media
- Mission statement, event, products, services
- Non-commercial format (no pricing or comparative language)
- 20 second live-reads by trusted hosts (no production cost)

Be in *good company!*
Join these Business Sponsors and others
that support WKMS.



PADUCAH PARKS & RECREATION
ALWAYS SOMETHING TO DO!



To see the full list of WKMS Business Sponsors, visit wkms.org/underwriting

**For more on the impact of Business Sponsorships,
please contact:**

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