

WKNO

Public Media



WKNO PBS 10.1	 Broadcast & Livestream
WKNO PBS 10.2	 Broadcast
WKNO PBS Kids	 Broadcast & Livestream



WKNO-FM 91.1	 Broadcast & Livestream
WKNP-FM 90.1	 Broadcast & Livestream

Digital

WKNO-FM Streaming Pre-roll	
WKNO App	 E-Newsletters
WKNO.org	 WKNOFM.org

CORPORATE SUPPORT & SPONSORSHIP

WKNO.ORG/SPONSORSHIP



TRUSTED. VALUED. ESSENTIAL.

2023

For 20 years,
PBS is #1 in public trust.

74%
of Americans say PBS is
the most
trusted institution.



PBS has an important
role in providing
AMBER alerts, along
with other emergency
alerts, to the public.

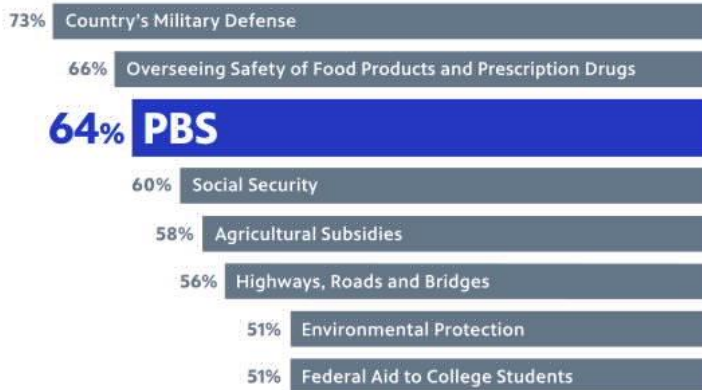


PBS is the
most trusted
news and public
affairs network.

Americans rate PBS highly in terms of value for tax dollars.



PBS stations
provide an
excellent value
to communities.



Graph indicates "excellent" and "good."

80%
believe PBS features a
diverse range of people.



This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) fielded 27 questions during the window of January 5-16, 2023. The survey was conducted among a sample of 1,022 adults ages 18+, 490 men, 526 women, and 6 respondents preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.

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BEHIND THE HEADLINES

Guests on BEHIND THE HEADLINES delve into major stories in Memphis and the region with local journalists, business executives, community leaders, and politicians, as well as journalists analyzing the major stories from the Memphis area.



THE FAMILY PLOT

THE FAMILY PLOT is a show where horticulture experts share their garden wisdom, answer gardening questions from viewers, and take field trips throughout the Mid-South to help viewers keep their gardens green and growing.



THE SPARK

THE SPARK is a monthly television series that features civic-minded business leaders, local non-profits, and other education and community leaders who are leading by example to ignite change in the Mid-South.



A CONVERSATION WITH...

A half-hour interview series, A CONVERSATION WITH... is host to discussions with an eclectic group of guests of interest to the Mid-South.

Including many other WKNO favorites: **MEMPHIS MEMOIRS**, **NEWSMAKERS**, **SUN STUDIO SESSIONS**, **THE BEST TIMES**, & more!

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NATURE

Experience the splendors and compelling stories of the natural world from all over the globe. As one of the most watched documentary film series on public television, NATURE delivers the best in original natural history films to audiences nationwide.



MASTERPIECE

For more than 50 years, MASTERPIECE has enthralled audiences with the works of the finest classic and contemporary writers interpreted by the world's foremost actors.



ANTIQUES ROADSHOW

Part adventure, part history lesson, and part treasure hunt, ANTIQUES ROADSHOW has specialists from the country's leading auction houses and independent dealers offer free appraisals of antiques and collectibles.



FRONTLINE

FRONTLINE is investigative journalism that questions, explains, and changes our world. Investigations have helped breathe new life into terrorism cold cases, freed innocent people from jail, and spurred both policy and social change.

Including many other PBS favorites: **GREAT PERFORMANCES**, **INDEPENDENT LENS**, **NOVA**, **KEN BURNS DOCUMENTARIES**, **AMERICAN EXPERIENCE**, & more!

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Join the conversation.

Across platforms, public media engages larger, more diverse audiences than ever before — audiences looking for stories of today and a vision of tomorrow.

And WKNO-FM 91.1 Memphis / WKNO-FM 90.1 Jackson offers brands the opportunity to be there with the best sponsorship options across local and national programming.

INVOLVED

105% more likely to be a member of a charitable organization

ATTENTIVE

74% are more attentive when listening to NPR than when watching TV*

INFLUENTIAL

97% more likely to be in Top Management at a company

ACTIVE

81% more likely to go backpacking or hiking

EDUCATED

99% more likely to have a Bachelor's degree or higher

AFFLUENT

41% more likely to have a HHI of \$100K+

NPR listeners aren't only tuning in; they're making NPR part of their lives —

80% agree that NPR is personally important to them.

The unwavering commitment to high-quality journalism and storytelling is what sets NPR apart, attracting a loyal, curious and influential audience.

And listener engagement extends to sponsors —

66% of NPR listeners prefer to buy products from companies that support NPR Stations.

Place your brand's message in an **uncluttered environment** where your message is not only heard, it resonates.

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Public radio attracts an audience distinguished by its educational excellence and professional success.

Listeners are choice consumers, savvy business leaders, and influentials who are active in their communities.

Demographics

51% Men

49% Women

42% Aged 25 to 54

15% Aged 18 to 34

50% Aged 35 to 64

67% College degree or beyond

37% Post graduate degree

82% HHI \$50,000+

68% HHI \$75,000+

Median HHI: \$106,000

59% Married

23% Never married

58% Employed

44% View job as a "career"

24% Professional occupation

12% Involved in business
purchases of \$1,000 or more

Lifestyles*

94% Public activities

83% Vote

60% Consider themselves
somewhat or very liberal

15% Somewhat/Very conservative

25% Middle of the road

29% Theatre/concert/dance
attendance

58% Dine out

25% Went to zoo or museum

65% Regular fitness program

44% Walk for exercise

47% Have any financial investments

23% Own stock mutual funds

61% Domestic travel in past 12
months

44% Foreign travel past 3 years

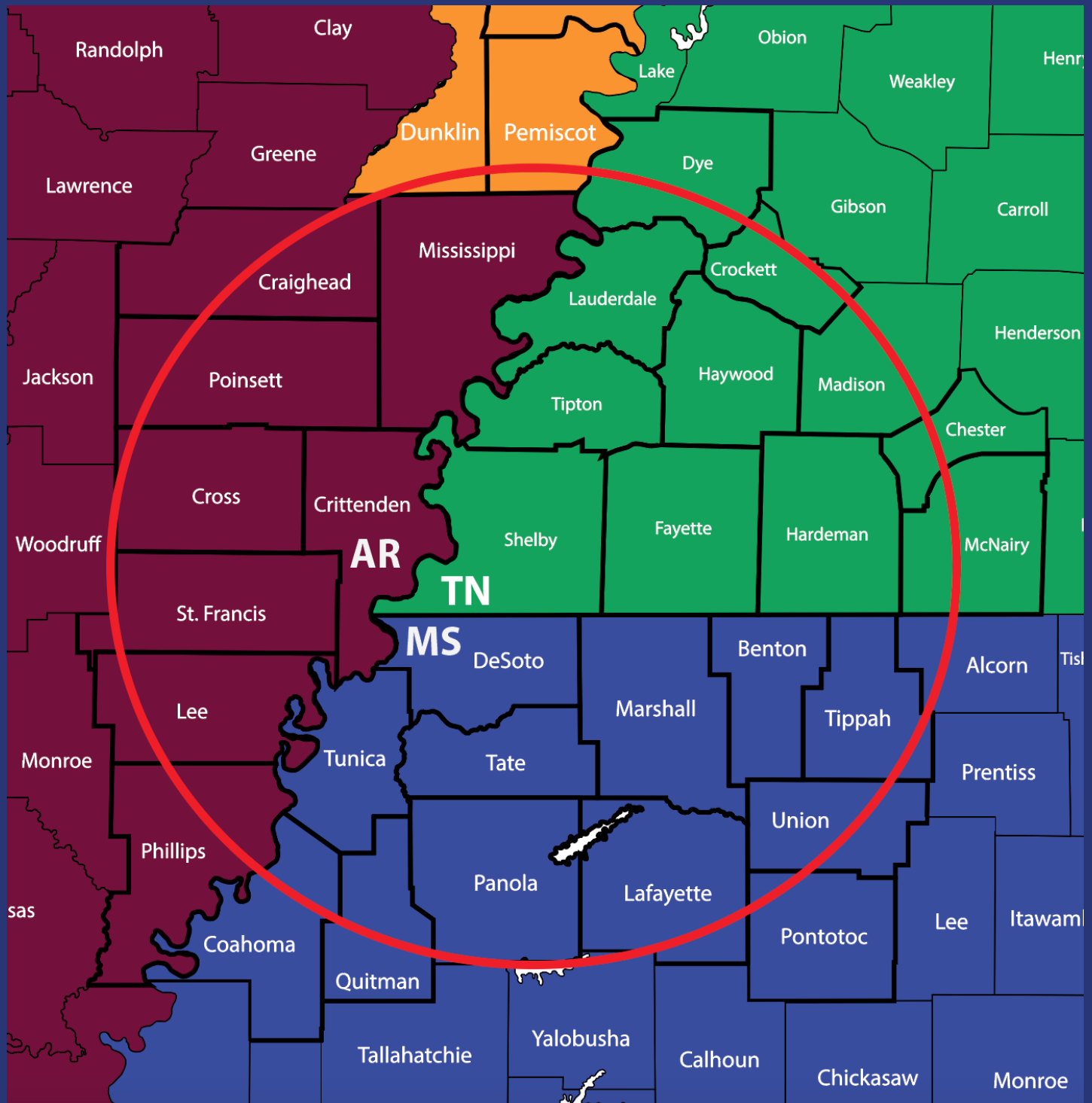
READS: More than half (51%) of NPR-CPB listeners are men. BASE: Adults 18+ who listen to a public radio station.

SOURCE: MRI-Simmons Doublebase Fall 2021 *past year activities.

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WKNO's coverage extends beyond Memphis, serving a radius that includes west Tennessee, portions of north Mississippi, east Arkansas, and the bootheel of Missouri.



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WKNO 91.1

n p r for the Mid-South • WKNP 90.1

PROGRAMMING LOCAL & NATIONAL NEWS



morning edition

America's #1 news/talk radio program combines insightful commentary, hard-hitting interviews and stories from around the world.



ALL THINGS CONSIDERED

NPR's flagship evening drive time program features the news of the day with thoughtful commentaries and insightful features.



npr news now

NPR News Now brings hourly updates from across the globe to keep listeners informed.

WKNO • FM
91.1
n p r

WKNO-FM News focuses on reporting and commentary on local and national politics.



Through stories and newsworthy numbers, *Marketplace* helps listeners understand the economic world around them.



FRESH AIR

WHYY

Terry Gross engages in intimate conversations about contemporary arts and issues in one of public radio's most popular programs.

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CHECKING ON THE ARTS



Each weekday, WKNO-FM presents **CHECKING ON THE ARTS**, the Mid-South calendar of area arts events.

Immediately following *Morning Edition* at 9:01 A.M. and each afternoon immediately preceding *All Things Considered* at 3:45 P.M., hosts Darel Snodgrass and Kacky Walton interview local and visiting artists and gallery owners, musicians, conductors, composers, authors, publishers, and others who make the arts happen in our community.

MEMPHIS MOMENTS

MEMPHIS MOMENTS are locally produced segments which air weekdays on WKNO-FM during NPR's *Morning Edition* and *All Things Considered*. These reflections are hosted by well-known, Memphis-area personalities and cover business, food, health, music, and all things Memphis.

BUSINESS COMMENTARY
JOHN MALMO

MUSIC MINUTE
MICHAEL STERN

THE WEEKLY DISH
JENNIFER CHANDLER

LIFE MATTERS
CHURCH HEALTH

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Ashley Bonds
Realtor, Marx-Bensdorf Realtors

I've been an underwriting partner with WKNO-FM since 2017 and during that time I've been so pleased to hear recognition from my friends, clients, and prospective clients. These spots have helped reinforce my presence in the market, aligned me with a trusted brand, set me apart from other similarly producing agents, and otherwise reinforced my commitment to sustaining public radio here in the Midsouth. I'm proud of my partnership with WKNO and grateful for the many, many returns on this investment.

Marcus Cox
Director of Community Relations, Playhouse on the Square

Supporting WKNO just makes sense for us. Their commitment to the arts and humanities of Memphis and the Mid-South has fostered generations of learners and lovers of the arts. As the Mid-South's largest professional regional theatre, we find the value in partnering with WKNO, as it allows us to extend our brand and message across a vast and viable market of listeners. That in turn, translates to new and sustained patrons and subscribers.



Brett Norman
Owner, Urban Earth

Urban Earth is proud to support a great community resource in WKNO through underwriting. Our sponsorship also helps us build brand awareness and good will with our target market. We have customers (and employees) come in all the time and say, "I just heard your spot on WKNO".

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**WKNO-FM
STREAMING
PRE-ROLL**

15-second audio message
played before each streaming
session

**WKNOFM.ORG
WKNO.ORG**

728 x 90 Banner

300 x 250 Tile

Combined

**WKNO
MOBILE APP**

640 x 100 Banner

300 x 300 Tile

640 x 960 Full Screen

Combined

**WKNO
NEWSLETTERS**

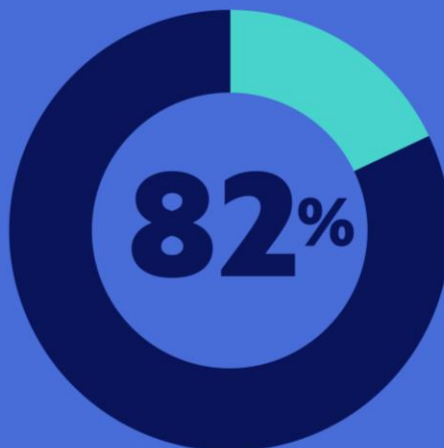
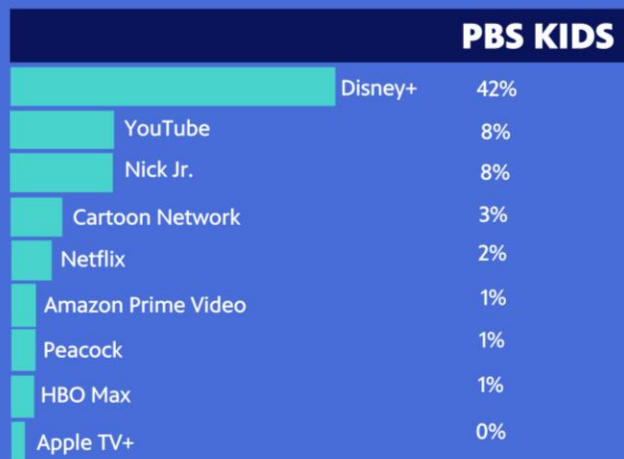
850 x 315 Banner

RUN-OF-DIGITAL

Choose three options

PBS KIDS named MOST EDUCATIONAL MEDIA BRAND

**PBS
KIDS**



of parents agree that **PBS KIDS** is a safe and trusted source for kids to watch television and play digital games and apps.

Graph indicates "most educational" and "second most educational".

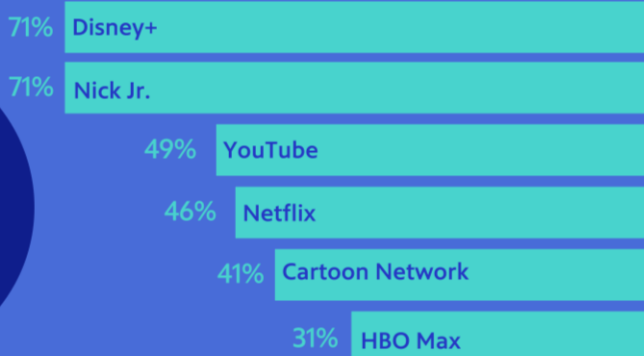
Source: This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) fielded 27 questions during the window of January 7-19, 2022. The survey was conducted among a sample of 1,108 adults ages 18+, 535 men, 572 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.



Parents Say PBS KIDS® HELPS PREPARE CHILDREN FOR SUCCESS IN SCHOOL

84% **PBS KIDS**

Which network best prepares children for success in school?



Graph indicates "agree strongly" and "agree somewhat"

Source: This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) fielded 27 questions during the window of January 7-19, 2022. The survey was conducted among a sample of 1,108 adults ages 18+, 535 men, 572 women, and 1 respondent preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.



**PBS STATIONS REACH MORE
CHILDREN, AND MORE
PARENTS OF YOUNG
CHILDREN, IN
LOW-INCOME
HOMES**

THAN ANY CHILDREN'S TV NETWORK

(Source: Nielsen NPOWER, 9/21/2020 - 9/19/2021, L+7 M-Su 6A-6A TP reach, 50% unif., 1+min., K2-11 in HH w/Inc <\$25K, Adults 18-49 in HH w/Inc <25K, PBS stations, children's cable networks.)



**PBS STATIONS REACH MORE
Hispanic, Black, and Asian American
CHILDREN
AGES 2-8**

THAN ANY OF THE CHILDREN'S TV
NETWORKS IN ONE YEAR

(Source: Nielsen NPOWER, 9/21/2020 - 9/19/2021, L+7 M-Su 6A-6A TP reach, K2-8, 50% unif., 1+min., K2-8 Hispanic, Black, Asian/Pacific Islander, All PBS Stations, children's cable TV networks.)



**TRUSTED. VALUED. ESSENTIAL.
FOR OVER FIFTY YEARS.**



WKNO PBS KIDS

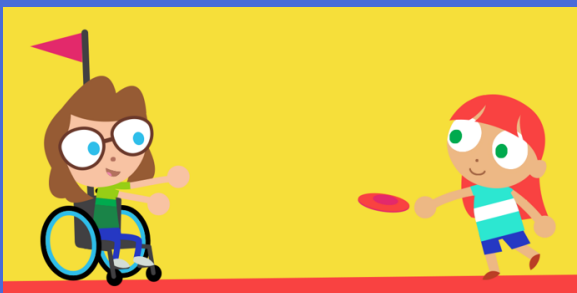
Sponsorship Opportunities

COMMITMENT TO EDUCATION

Aligning your brand with the **undisputed leader in children's programming** gives you access to an engaged audience. Our viewers, listeners, and members are loyal to WKNO and consciously choose to support our sponsors.

PBS KIDS is the official resource for educators, librarians, and other education organizations. PBS serves all Americans with content and services that educate, inform, and inspire. **WKNO PBS KIDS** covers a wide variety of learning content and opportunities.

The **WKNO PBS KIDS** whole child educational ecosystem addresses core needs in areas such as social-emotional learning, math, engineering, literacy, and science.



PROGRAMMING & CONTENT

WKNO PBS KIDS programming is broadcast on **two channels** and is available to stream online – all for free.

WKNO Channel 10.1

Weekdays from 6:00 A.M. until 1:00 P.M.

Weekends from 5:00 A.M. until 7:00 A.M.

WKNO Channel 10.3 & PBSKIDS.org

24/7, all day, every day!

Available to stream for free!

Your sponsorship message now reaches a larger audience of **kids and their parents** throughout the day and into the evening.

Aligning your brand with **WKNO PBS KIDS** gives you access to an engaged audience across our community every day!

ROSIE'S RULES

For preschoolers starring 5-year-old Rosie Fuentes, a Mexican-American girl just beginning to learn about the wow-mazing world beyond her family walls. ROSIE'S RULES aims to teach children concrete social studies lessons about how a community works, helping them develop an awareness of themselves as individuals and as part of a broader society.



DANIEL TIGER'S NEIGHBORHOOD

DANIEL TIGER'S NEIGHBORHOOD, for preschooler's ages 2-4, builds on the pioneering PBS series, "Mister Rogers' Neighborhood." One of the key ingredients that sets the new series apart is its groundbreaking use of catchy, musical strategies that reinforce each theme and that preschoolers and parents will both sing – and use – together in their daily lives.



ALMA'S WAY

ALMA'S WAY celebrates and explores the thinking process — Alma's "way" is to think things through! As she shares her observations and feelings and works through challenges, she speaks directly to young viewers, offering them a window into her life. The series follows 6-year-old Alma Rivera, a confident Puerto Rican girl who lives with her family and among a diverse group of friends and community members.



WORK IT OUT WOMBATS!

For kids ages 3-6, starring marsupial siblings Malik, Zadie and Zeke who live with their grandmother in a treehouse apartment complex. WORK IT OUT WOMBATS! introduces computational thinking concepts that will help kids solve meaningful problems, learn flexible thinking and how to express themselves — while using the practices and processes at the core of computer science.



WILD KRATTS

Creature teachers Chris and Martin Kratt take 6-8-year olds and their families along on extraordinary animal-powered adventures in WILD KRATTS. The show transforms the Kratt Brothers into animated versions of themselves, allowing the real-life zoologists to visit wild animals in their little-seen habitats and showcase key science concepts along the way.





WKNO PBS KIDS

Sponsorship Opportunities

WKNO PBS KIDS 24/7

**PBS KIDS
24/7 channel**

available to

95%+

of U.S. TV Households

SOURCE: Nielsen NPOWER, 1/1/2018 - 12/30/2018, L+7 M-Su 6A-6A TP reach, 50% unif., 1-min., LOH18-49w/C+6, LOH18-49w/C+6 of Hispanic Origin, All PBS Stations, children's cable TV networks.

PBS' free 24/7 multiplatform children's services include a TV channel and a live stream on digital platforms. Together, this supports our mission to reach all children with high-quality educational content.

WKNO broadcasts PBS KIDS 24 hours a day on broadcast WKNO 10.3 and via a live stream, making it easy for children to watch their favorite series during primetime and other after-school hours when viewing among families is high.

Viewers can watch **WKNO's** live stream through a localized **pbskids.org** site and on the **WKNO Mobile App** or **PBS KIDS Video App**, which is available on a variety of mobile devices, tablets, and over-the-top platforms such as Roku, Apple TV, Amazon Fire TV, and more!

COMMUNITY OUTREACH

WKNO PBS KIDS strives to be a provider of educational and cultural services for the Mid-South community.

One avenue of outreach is WKNO's Education and Outreach Department. The department is an accumulation of safety and educational materials for children, teachers, and parents.

Part of how WKNO relays information to children is through **WKNO's Teacher, Teacher**, a whimsical character that works to let all children know that no matter who they are or where they come from, they are loved.

WKNO's Teacher, Teacher reads books, tells stories, demonstrates engaging science experiments, and provides safety tips for children. One thing you can be sure of – she will surely share her love of learning with them all.



ENGAGEMENT AND OUTREACH**Extended Learning Engagement**

Virtual Lessons Developed and Recorded for Extended Learning Families.
(Pre-K – 5th Grade students)

Book Adventures

Monday through Friday Storytime for Early Learners
(Infant – 3rd grade primarily)

**Silly Science**

Science concepts
for Early Learners
(Pre-K – 3rd grade)



WKNO's
Teacher Teacher®

Tennessee Department of Education Partnership

WKNO and the PBS Stations across Tennessee support the Tennessee Department of Education with a dedicated block of daytime programming.

**Stay Safe Kids**

Short videos focusing on the safety of topics such as playgrounds, plants, guns, immunizations and more.

**Virtual Outreach Programs**

30-minute Teacher, Teacher led lessons using digital platforms.

Math Minute

Math concepts for Early Learners
(Pre-K – 3rd grade)



WKNO PBS KIDS

Sponsorship Opportunities

WKNO PBS KIDS 24/7

WKNO PBS' free 24/7 multiplatform children's services include a TV channel, a live stream on digital platforms, and an interactive gaming feature. Together, this triple play supports our mission to reach all children with high-quality educational content.

WKNO broadcasts PBS KIDS shows 24 hours a day on WKNO 10.3 and offers a live stream, making it easy for children to watch their favorite series during primetime and other after-school hours when viewing among families is high.

Viewers can watch WKNO's live stream through a localized pbskids.org site, on the WKNO App, and on the PBS KIDS Video App, which is available on a variety of mobile devices, tablets, and over-the-top platforms such as Roku, Apple TV, Amazon Fire TV, and more!

Across digital platforms, PBS KIDS averages 260 million streams per month* and PBS stations are continually ranked #1 in reaching children ages 2 -8 in low-income homes**.

WKNO PBS KIDS continues operating as partners to parents in children's educational success.

*SOURCE: Nielsen NPOWER, 1/1/2018 - 12/30/2018, L+7 M-Su 6A-6A TP reach, 50% unf., 1+min., LH18-49wC+6, LH18-49wC+6 of Hispanic Origin. All PBS Stations, children's cable TV networks.
**SOURCE: Google Analytics Apr '18 - Mar '19; includes pbskids.org, the PBS KIDS Video app on both mobile and OTT and the PBS KIDS Games app.

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