

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.

WKNO 91.1

n p r for the Mid-South · WKNP 90.1

MID-SOUTH PUBLIC RADIO SPONSORSHIP OPPORTUNITIES



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

WKNO · FM

91.1

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.



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 3:50 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

WEEKLY DISH
JENNIFER CHANDLER

LIFE MATTERS
CHURCH HEALTH

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