

KCPRV

CONNECT WITH
THE PEOPLE
WHO SHAPE
SANTA BARBARA

CREATING A MEANINGFUL
CONNECTION WITH
SANTA BARBARA
THROUGH RELEVANT,
CREDIBLE CONTENT
ACROSS NEWS,
MUSIC AND THE ARTS

WE'RE REDEFINING NEWS
SANTA BARBARA, CALIFORNIA

KCRW REACHES THOUGHT AND OPINION LEADERS — THE CREATIVE CLASS THAT FORMS THE TRENDS THAT BECOME THE NATION'S HABITS

Recognized as one of the nation's most influential public radio stations, KCRW brings the world to Southern California and Southern California to the world. Our nonprofit status and broad base of listener support help us sustain a breed of journalism that feeds the soul of a democratic society.

SUPER-SERVING SANTA BARBARA

Addressing the nuanced interests of Santa Barbara listeners, KCRW localizes NPR's *Morning Edition* (AM Drive) and *All Things Considered* (PM Drive) with Santa Barbara hosts and news reports from studios located at Antioch University.

KCRW Santa Barbara airs 100+ weekly hours of KCRW's originally produced, award-winning content and syndicated public radio programming such as *Marketplace*, *The World*, *This American Life*, *The New Yorker Radio Hour* and *The Moth Radio Hour*.

SANTA BARBARA BENEFITS FROM KCRW SANTA BARBARA

- KCRW community engagement programs and digital initiatives help build local partnerships with arts and cultural institutions
- Expansion of Fringe Benefits program to Santa Barbara
- Santa Barbara-specific content available on KCRW.com
- Two Santa Barbara residents on KCRW's foundation board
- Formation of an advisory board, including philanthropic, arts and culture, academic and political leaders from the Santa Barbara community



Reach a high concentration of Influencers

The KCRW audience drives trends across corporate and social networks with significant impact on:

BUSINESS 226%
more likely to be a business owner/
partner, president or vice president

THE ARTS 250%
more likely to contribute to
arts/cultural organizations

COMMUNITY 162%
more likely to engage in eco-friendly
activities on a regular basis

ECONOMY 240%
more likely to have a household
income of \$250K+

EDUCATION 231%
more likely to have an
advanced degree

Source: Scarborough R2 2015: Aug14-Jul15; Metro; P 18+



UNDERWRITING GENERATES MARKETING RESULTS

By virtue of supporting KCRW, the connection you build with listeners instills a 'halo effect' that predisposes their desire to do business with you

78%
take direct action in response to hearing a sponsorship message

81%
hold a more positive opinion of companies that support public media

65%
prefer to buy products and services from public media sponsors

81%
consider public media "personally important to them"

The 'halo effect' provides clear benefits to sponsors, including perceptions of quality, credibility, and community connection

Association with KCRW builds positive brand perceptions. Listeners commonly describe sponsors/sponsorships as:

- Giving Back
- Low-key
- A Different Tone
- Unobtrusive
- Public Information
- Community-focused
- Smart Marketers
- Supporters
- Forward-leaning
- Kindred Spirits

Sources: NPR Sponsorship Survey, Lightspeed Research, 2013 and 2016.



UpClose: Author Jamaica Kincaid and Bookworm Host Michael Silverblatt.
Photo by Caught in the Moment Photography

Underwriting on KCRW Santa Barbara reaches an exceptionally devoted audience that is hard to capture through traditional media.

Your KCRW Santa Barbara representative will work with you and your budget to customize an underwriting campaign that includes announcements in Morning and/or Afternoon Drive.

Broadcast Announcements: 15 seconds in length, written in an objective style that listeners expect and appreciate. (30-second announcements available to nonprofit organizations)

KCRW creates and curates a unique mix of content centered around music discovery, NPR news, cultural exploration and informed public affairs. Driven by the spirit of Southern California, KCRW connects in innovative ways — on the radio, digitally and in person — to diverse, curious communities around the corner and around the world.

KCRW Santa Barbara 88.7 FM
Broadcasting from Antioch University

Market Engineuity® manages sponsorship sales for KCRW with the mission of linking the station and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

