

CONNECT WITH THE MUSIC ENTHUSIASTS WHO SHAPE NORTH TEXAS

Reaching listeners who value discovering new things and demonstrate their interests through active engagement

KXT
91.7

KXT 91.7 PLAYS TO CURIOUS MUSICAL MINDS — LOTS OF THEM

KXT 91.7 is Independent Music Radio. One of the most listened-to public Triple-A music stations in the country, KXT feeds a North Texas community hungry for new music and ideas and hosts an online audience of listeners from around the world.

Throughout the day, KXT fans tune in to an eclectic blend of acoustic, alt-country, indie rock, alternative, blues and soul, classic rock and world music from new, local and legendary artists. In addition to exploring deep album cuts, *KXT Live Sessions* feature intimate performances from classic artists and new breaking acts on-site and in-studio.

TUNED IN — TURNED ON

Each week, KXT reaches over 260,000 unique listeners¹

Sponsorship elevates your brand and enhances corporate image

70% of listeners hold a more positive opinion of a company that supports public radio²

65% of listeners prefer to buy products or services from public radio sponsors²

Sources: 1 Nielsen Jul 15-Dec 15 Persons 6+, 2 NPR Sponsorship Survey, Lightspeed Research, 2016

SPONSORSHIP OF KXT REACHES EARLY ADOPTERS COMMITTED TO DISCOVERY AND **DEFINING WHAT'S NEXT**

EDUCATED

43% more likely to have a post-graduate degree/completed post-graduate work

INFLUENTIAL

95% more likely to hold a position in management, business, financial operations

AFFLUENT

130% more likely to earn an individual income of \$250k+

CULTURAL

82% more likely to attend live theatre

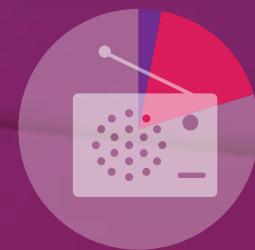
COMMUNITY-MINDED

45% more likely to donate money/time to an environmental cause

Source: Scarborough, Dallas/Ft. Worth, Release 2 2015 Sep 14 - Aug 15 Adults 18+

SPONSOR MESSAGES **STAND OUT** IN AN UNCLUTTERED ENVIRONMENT

KXT's clutter-free environment keeps audiences engaged. Concise sponsorship messages in a no-hype tone make the most of this high-credibility environment: 15-second radio announcements written in an objective style that the public media audience expects and appreciates.



TYPICAL RADIO HOUR: 2½ minutes of sponsor messages versus 13 minutes of advertising and promotion on commercial radio

A MULTIPLATFORM, MULTILAYERED SOLUTION

FURTHER YOUR MARKETING GOALS BY ENGAGING NORTH TEXAS MUSIC CONNOISSEURS THROUGH KXT'S MULTIPLE TOUCHPOINTS

kxt.org

provides measurable impressions, quick integration and visibility on pages of special interest

KXT Live Sessions and On the Road

connect with fans in an environment of deep affinity with a particular artist

Social Media

connect with KXT's Facebook fans and Twitter followers

Expand your reach by utilizing multimedia across the KERA family

KERA TV | KERA FM | KXT 91.7 | Art&Seek



MISSION

North Texas Public Broadcasting serves North Texans through public television, radio and multimedia resources that educate, engage, inspire, inform and entertain.

KERA and KXT Corporate Sponsorship

3000 Harry Hines Boulevard | Dallas, TX 75201

214.740.9230 | sponsorkxt.org

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

PHOTO CREDITS

Guitar in Deep Ellum by Steve Rainwater (Creative Commons) | Unity Thru Music by Steve Rainwater (Creative Commons) | Keyboard by Twestival (Creative Commons) | A Sharp/B Flat by Steve Rainwater (Creative Commons)