CONNECT WITH THE PEOPLE WHO SHAPE GREATER PHOENIX

A HIGHLY ENGAGED AUDIENCE GAINING CONTENT TO INFORM THEIR DECISIONS AND INSPIRATION TO FUEL THEIR CREATIVITY

**KJZZ** inspires lifelong learning with a mix of award-winning local productions and national programs from NPR® and other top quality producers. Information-seekers thrive on daily in-depth, rigorous reporting, and enjoy the counterbalance of witty entertainment and artfully curated evening set lists of jazz and blues.

**K-BACH** makes classical music accessible to a cross-generational audience with friendly and educational commentary. Connecting music lovers with local news and cultural events, K-BACH is the “Heart of the Arts” in the Valley.

The independent, educational missions of **KJZZ** and **K-BACH** anchor the passionate bond our community shares with us.
**Sponsorship Generates Results**

By virtue of support, the connection you build with the audience instills a Halo Effect that predisposes their desire to do business with you.

- **78%** of listeners have taken direct action as a result of sponsorship
- **71%** hold a more positive opinion of a company that supports public radio
- **70%** prefer to purchase products and services from public radio supporters when price and quality of those products / services are equal
- **56%** find sponsors of public radio to be more credible companies

**Source:** NPR Sponsorship Survey; Lightspeed Research, 2013 and 2017

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**Messages Stand Out and Prompt Action**

Public radio’s clutter-free environment keeps listeners in active listening mode.

- Less than **5 minutes** of sponsor messages per hour on public radio versus up to **18 minutes** of advertising per hour on commercial radio

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**Educated**

They make higher education and lifelong learning a priority for themselves and their families.

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**Influential**

They drive trends through word of mouth and influence corporate and social networks.

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**Affluent**

With discretionary income, they have immense purchasing power.

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**Cultural**

Explorers who are passionate about the arts, they relish music, theatre and museums.

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**Community-Minded**

They participate in local initiatives and are highly active leaders in the community.

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**Each month**

**900,000+ different people listen to KJZZ and K-BACH**

Source: Nielsen Audio, January 2017, P6+

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NPR® News and Classic Jazz

Fueled by great storytelling and rigorous reporting, NPR creates and distributes award-winning programs of in-depth news, cross-cultural perspectives, thought-provoking ideas and witty entertainment.

KJZZ brings Phoenix rich content and trusted programs including NPR’s Morning Edition, All Things Considered and BBC Newshour. KJZZ boasts the largest radio newsroom in the Southwest, and its original weekday production, The Show, presents local stories and examines the regional impact of national and global events.

On the weekends, listeners laugh and learn with the likes of Wait, Wait…Don’t Tell Me!, Weekend Edition and This American Life. In the evenings, this audience unwinds to classic jazz and blues.

Audience Attributes

Educated 146% more likely to hold a post-graduate degree
Influential 134% more likely to work in education, legal, community service, arts and media
Affluent 44% more likely to have a HHI of $250K+
Cultural 62% more likely to have attended a symphony or opera performance
Community Minded 93% more likely to contribute to a social care / welfare organization

The only NPR affiliate to host an international business desk, KJZZ provides expansive news reports from its Mexico City bureau that focus on business and commerce between Phoenix and Mexico.

Source: Scarborough R1 2017 & 2016 P18+

PHOTO CREDIT: Her Secret Is Patience by Janet Echelman — photo by Paul Sableman | Flickr Creative Commons
Connect with an Exclusive Audience of News Listeners

Rely on KJZZ to engage valuable consumers who are hard to reach on other media.

**91%** do not listen to KFYI \(^1\)

**82%** do not listen to KTAR \(^1\)

**98%** do not read the *Phoenix Business Journal* \(^1\)

With **only 9% duplication**, the addition of K-BACH to a KJZZ campaign greatly expands reach and connects with more than **453,900** unique listeners each week. \(^2\)

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**Marketing Opportunities**

- **15-second broadcast announcements** written in an objective style that listeners expect and appreciate
- Challenge grants to support our nonprofit membership drives
- Web and digital marketing
- Special events

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PHOTO CREDIT: Washington-Central Ave Station by Paul Sableman | Flickr Creative Commons
The Valley’s Only Classical Music Station

K-BACH truly is the “Heart of the Arts” in the Valley, making classical music accessible with friendly commentary, composers’ biographies and the artistic significance of music selections. Listeners tune in to stay up-to-date on the local arts and culture scene.

With broadcasts of performances by the Phoenix Symphony and the Metropolitan Opera, K-BACH gives cross-generational fans the next best experience to seats in the house. Programs like Sunday Baroque and Mozart Buffet dive deeply into special interests in the classical genre.

Audience Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educated</td>
<td>52%</td>
<td>more likely to hold a post-graduate degree</td>
</tr>
<tr>
<td>Affluent</td>
<td>42%</td>
<td>more likely to have a HHI of $250K+</td>
</tr>
<tr>
<td>Cultural</td>
<td>131%</td>
<td>more likely to have attended a dance / ballet performance in the past year</td>
</tr>
<tr>
<td>Community Minded</td>
<td>99%</td>
<td>more likely to donate money to arts / cultural organizations</td>
</tr>
</tbody>
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45% of K-BACH listeners are 25-54
Connect with an Exclusive Audience of Music Connoisseurs

Rely on Greater Phoenix’s exclusive classical station, K-BACH, to engage valuable consumers who are hard to reach through other media.

**99%** do not read the *Phoenix Business Journal*¹

**60%** do not read the *Arizona Republic* daily ¹

**55%** do not read any print publication ¹

With only **9% duplication**, the addition of KJZZ to a K-BACH campaign greatly expands reach and connects with more than **453,900** unique listeners each week.²

Marketing Opportunities

- **15-second broadcast announcements** written in an objective style that listeners expect and appreciate
- **Challenge grants** to support our nonprofit membership drives
- **Web and digital marketing**
- **Special events**

Sources: ¹ Scarborough R1 2017 & 2016, P18+; Nielsen Audio Jan-Apr 2017, P6+

PHOTO CREDIT: Phoenix AZ 377 by Parker Knight | Flickr Creative Commons

ICON CREDIT: Gentleman’s Hat created by Rohith M S | The Noun Project
MISSION
The mission of KJZZ 91.5FM and K-BACH 89.5FM is to provide objective, intelligent news and information programming, along with engaging musical and cultural entertainment free of commercial constraints, as a public service for our community.

KJZZ 91.5FM and K-BACH 89.5FM
2323 W. 14th Street  Tempe, AZ  85281  480.834.5627  www.kjzz.org  www.kbach.org

KJZZ and K-BACH Sponsorship Representatives
3131 E. Clarendon Avenue  Suite 105  Phoenix, AZ 85016  602.824.9480
www.sponsorkjzz.org  www.sponsorkbach.org

Market Ingenuity® manages sponsorship sales for KJZZ and K-BACH with the mission of linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

PHOTO CREDITS: Dinner on the Desert by Desert Botanical Garden; IMG_7881 by euphoro; King of the World by Andrew A.; Deep In Conversation by sea turtle; Denver Phoenix 2017 by Lauren Topor; PB140602 by Bill Viesturs | Flickr Creative Commons