Connect with Over Half a Million Active and Engaged Central Texans

An Educated, Affluent, Influential, Cultural and Community-Minded Audience
KUT 90.5 Austin’s NPR® Station
KUTX 98.9 The Austin Music Experience

mirror the region’s penchant for innovation and adventure that drives Austin’s technology, research, government and healthcare sectors.

KUT and KUTX cultivate a thriving creative class

setting trends in music, film, digital and game design and Austin’s vibrant local food and retail scene.
KUT and KUTX create a halo of passion and loyalty shared with sponsors.

**Educated**
They value education as a lifelong commitment for themselves and their families.

**Influential**
On the leading edge, they share experiences and drive trends.

**Affluent**
With discretionary income, they drive the Central Texas economy.

**Cultural**
Music, performing arts, theatre, museums, film and other creative expressions are their passions.

**Community Minded**
They contribute their time, money and leadership to enhance the world around them.
Sponsorship Elevates Your Brand and Enhances Corporate Image

Listeners appreciate and trust KUT & KUTX sponsors.

70% of listeners hold a more positive opinion about public radio sponsors

65% of listeners prefer to buy products and services from public radio sponsors

Source: NPR Sponsorship Survey, Lightspeed Research 2016
Turn Our Enthusiasts into Your Brand Evangelists

Your support of KUT and KUTX builds a connection with listeners, creating a HALO EFFECT that elevates their desire to do business with you.

81% of listeners consider public radio “personally important”

78% of listeners have taken action based on something they heard on public radio

Engaging Content, Clutter-Free Environment

KUT and KUTX limit sponsor messages to 2.5 minutes per hour versus up to 13 minutes of advertising on commercial radio.

Be Heard and Remembered

Hype-free 15-second sponsor messages written in an objective and direct style win listener appreciation and make the most of this credible environment.

Public radio content and sponsorship information engage active listening. Listeners are 75% more likely to pay attention to sponsorship messages than commercial radio listeners are to advertising.

Source: NPR Sponsorship Survey, Lightspeed Research 2016
Engage Central Texans Through Multiple Platforms

A KUT and KUTX multiplatform strategy leads to deeper connections with your current and potential customers.
KUT is News for Austin and Texas

KUT and kut.org — along with the resources of NPR® — deliver local, national and world news, current affairs and conversations about the issues that matter.

Central Texans turn to KUT for intelligent, insightful stories and discussions that connect them to the issues of the day and the people of the world.

400,000+ Engaged and Active Monthly Unique Listeners

Source: Nielsen Audio, Summer 2016, Adults 18+, KUT + KUTX, M-Su 6a-Mid

An Audience More Likely to be

Educated
- Hold a graduate degree +120%
- Hold a college degree +67%

Influential
- B2B decision makers +75%
- C-level executives / business owners +49%

Affluent
- Earn household income $150k+ +35%
- Own a home valued at $300k+ +34%

Cultural
- Attend performing arts +63%
- Donate to a cultural organization +105%

Community Minded
- Support environmental causes +112%
- Buy organic food +38%

Source: Media Audit 2015, Scarborough April 2015 - March 2016
Award-winning local and regional reporting, along with national and international news, help our engaged listeners inform their decisions.

KUT News

Known for award-winning reporting, features and documentaries, KUT is home to the largest radio newsroom in the Southwest and a perennial top-5 station in national per capita listening.

NPR


NPR provides great storytelling and rigorous reporting that start conversations, increase understanding, enrich lives and enliven minds. NPR’s Morning Edition and All Things Considered anchor a diverse roster of rich, thought-provoking programs including This American Life, Here and Now, Fresh Air and BBC’s Newshour.
Reflecting Austin’s Creative Spirit and Diverse Tastes

KUTX curates a listening experience culled from more than 3,000 cuts of handpicked music, daily live studio performances and artist interviews – connecting Austinites to the music that’s made here by local artists and played here by touring musicians.

An audience that lives for discovery of all types – music, arts, events, activities, food, drink and technology – connects with KUTX.

200,000+ Engaged and Active Monthly Unique Listeners

Source: Nielsen Audio, Summer 2016, Adults 18+, KUT + KUTX, M-Su 6a-Mid

An Audience More Likely to be

**Educated**
- Hold a graduate degree +28%
- Hold a college degree +49%

**Influential**
- B2B decision makers +42%
- C-level executives / business owners +113%

**Affluent**
- Earn household income $150k+ +34%
- Own a home valued at $300k+ +49%

**Cultural**
- Attend performing arts +79%
- Donate to a cultural organization +76%

**Community Minded**
- Support environmental causes +233%
- Buy organic food +71%

Source: Media Audit 2015, Scarborough April 2015 – March 2016
Eklektikos

Eklektikos is a “must” for musicians and performers all types to connect with cultural adventurers. Host John Aielli has graced the airwaves of KUT and KUTX for more than 50 years, and his popular program continually attracts new generations of music lovers: 33% of the audience spans ages 25-34 and 74% are 25-54.

Studio 1A

Studio 1A was built for musicians and listeners -- whether in the studio audience or passing time on MoPac. The 75-seat venue in KUT’s Public Media Studios hosts more than 200 live broadcast sessions annually, as well as the popular After Hours series.

Cactus Cafe

The famed Cactus, named by Rolling Stone as one of the best listening rooms in America, builds upon a storied tradition of nurturing up-and-coming artists and providing seasoned performers a place to get in touch with their acoustic roots. The Cactus stage extends KUTX’s spotlight on musicians “in the wild.”

VuHaus

KUTX and fellow public media tastemakers in music -- including KCRW Los Angeles, WFUV New York City, KEXP Seattle, WXPN Philadelphia, KCMP Minneapolis and KXT Dallas -- collaboratively produce this online music discovery platform with performance videos of emerging and essential artists across a broad array of genres.

kutx live!

KUTX Live brings music to the people -- connecting sponsors and listeners at concerts and musical events, encompassing great Austin venues, festivals and public spaces.
Each weekday, Texas Standard – the national daily news show of Texas – brings together the best reporting and interviews from NPR® stations across the state to tell the story of Texas.

NUTS & BOLTS
• Live, one-hour weekday news program
• Hosted by David Brown, former national host of Marketplace
• Originates from KUT Studios on the University of Texas campus and airs statewide on 25+ public radio stations
• Texas Standard newscasts provide Texas-centric headlines and a daily roundup weekday mornings and middays

TOPICS
• Daily features on business, politics, technology, environment, arts and culture
• Up-to-the-minute coverage of breaking stories, extended interviews and topical discussions of Texas news, plus national and global news from a Texas perspective

TOUCHSTONES
• Fact-based, independent, politically neutral coverage
• Crisp and conversational
TEXAS STANDARD AND TEXAS STANDARD NEWSCASTS REACH A STATEWIDE AUDIENCE

Connects with nearly 90% of the state’s population

- Airs on KUT and stations across Texas, including KUHF Houston Public Media, KERA Dallas / Fort Worth and KSTX San Antonio
Mission

KUT and KUTX create experiences that deepen understanding and connect people. We are committed to authenticity, craft, context and the unique power of the human voice in all forms to fuel Austin’s love of discovery.