CONNECT WITH THE PEOPLE WHO SHAPE UTAH

— A Monthly Audience of Over a Quarter Million Across All Platforms —
KUER is Utah’s source for news, talk and entertainment from NPR® and other top quality public media producers, award-winning local independent journalism and original programs.

Influential leaders and lifelong learners from St. George to Provo, Monticello to Moab, and Salt Lake to Logan, fans across Utah, rely on KUER for in-depth news and diverse perspectives to inform their decisions and make the day more interesting.

KUER fans recognize sponsorship as marketing with heart. They relate to public media supporters as champions for a meaningful cause.
Diverse Audiences with Common Threads

**Educated** They prioritize education and lifelong learning.

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

**Affluent** With discretionary income, they have immense purchasing power.

**Cultural** Passionate about the arts, they find inspiration at cultural events.

**Community-Minded** They lead and participate in initiatives in their communities.

Sponsorship Generates Results

Your support builds a connection with audiences, instilling a **Halo Effect** that drives brand lift and preference.

- **77%** of listeners have taken action in response to a public radio sponsorship message.
- **75%** of listeners hold a more positive opinion of a company that supports public radio.
- **69%** of listeners prefer to purchase products and services from public radio sponsors.

Messages Stand Out and Inspire Action

In public radio’s clutter-free environment, listeners pay attention throughout short sponsorship breaks.

Per hour, an average of

- **3 minutes** of local sponsor messages air on KUER versus
- **up to 15 minutes** of advertising on commercial radio

Comprehensive Marketing Deepens Connections

A KUER multiplatform strategy extends and amplifies engagement with your current and potential customers.

Source: Lightspeed Research, NPR State of Sponsorship Survey, March 2019
Utah’s NPR® News Source — Super-serving Salt Lake City

Utah turns to KUER for intelligent, independent, insightful reporting on the issues of the day and people of the world.

Curating content from top public media producers, KUER serves the state with national news and talk programs including NPR’s Morning Edition and All Things Considered. Thought-provoking ideas, compelling interviews and storytelling mastery from 1A, TED Radio Hour, Fresh Air and This American Life stimulate curious minds. Marketplace helps listeners raise their economic intelligence. The witty entertainment of Wait Wait... Don’t Tell Me! invites listeners to test their knowledge.

KUER complements its national roster with news through Utah and Salt Lake City lenses. In an era when local media organizations are shrinking, KUER reinforces its commitment to local journalism with an award-winning news team covering topics from health and politics to the environment and the impact of Utah’s growth. Its signature interview program, RadioWest, explores the world through in-depth conversations with writers, filmmakers, scientists, artists and others.
KUER Audience Snapshot

Each Month,

200,000+
Different People
Listen to KUER

Connect Across Generations

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<th>22%</th>
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Educated 167% more likely to have a post-graduate degree

Influential 49% more likely to work in management, business or finance

Affluent 40% more likely to earn a household income of $100K+

Cultural 42% more likely to attend a symphony concert or opera

Community Minded 49% more likely to donate money to social care causes

Engage an Exclusive and Loyal News Audience

81% of KUER listeners do not listen to KSL Newsradio.

54% of weekly listeners choose KUER as their first preference station.
This core audience listens an average of 5 hours, 30 min each week.

Sources:
1. Nielsen Audio PPM, Salt Lake City-Ogden-Provo Metro, Jul 2018-Jul 2019, M-Su 6a-12m, A18+

Photo Credit: Woman standing beside bookshelf by Karlie Mitchell on Unsplash
Ensure Brand Safety for Your Digital Marketing

From audio streaming to websites and newsletters, KUER platforms place your message in the context of a safe, credible environment. Your organization’s presence signals support for a trusted source of balanced journalism, cultural entertainment and civil conversation.

KUER Podcasts

Perfect for on-the-go and on-demand listening, a growing lineup of podcasts serves local interests and has universal appeal. Since its launch in 2019, Preach engages millennials with big ideas, conversations and events. The podcast version of RadioWest continues to grow the reach of this marquee program.

Podcasting — The New Listening Standard

90 million Americans listen to podcasts monthly

Listeners average 7 podcasts per week

Lean-in Listeners Respond

77% took action in response to a sponsorship message in an NPR podcast

Sources:
1. The Infinite Dial © 2019 Edison Research and Triton Digital
2. NPR All Podcasts Survey, April 2019
3. Nielsen PPM Panel Characteristics Report, Q1 2019
Multiplatform Campaigns Improve ROI

While radio remains an audience reach leader, digital channels continue to trend upward. Studies show that multimedia campaigns improve ROI by expanding reach and frequency beyond what any one platform can accomplish alone.

**Radio**
:15 Messages written in an objective style that listeners expect and appreciate

**24/7 Audio Streaming**
:15 Audio messages at the gateway to the stream

**kuer.org**
Display ads including rich media and smartphone ads

**Podcasts**
:30 Audio messages embedded in content, and the capability to geo-target listeners

**KUER App**
:15 Audio messages and display ads

**Newsletter and Email Marketing**
Display ads, email blast takeover

**Events**
Networking opportunities for sponsors at educational forums, concerts, NPR talent visits and show tapings

Sources: How Advertising Works, 2016, Advertising Research Foundation; Public Radio Techsurvey 2019, Jacobs Media; The Nielsen Total Audience Report, Q1 2018

Photo Credit: Reflection of rock cliff on calm river by Jeremy Gallman on Unsplash
Mission

KUER enhances the lives of its audience with a blend of news, information and entertainment in an unbiased, non-commercial context and creates an ongoing source of service and support vital to community organizations.

KUER 90.1

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