AN INCREDIBLE PARTNERSHIP

ON-THE-AIR WITH LIVE WIRE

High-Quality, Distinctive Programming

Engaged, Influential & Culturally-Minded Audience

Clutter-Free & Trusted Messaging Platform

National & Multi-Channel Opportunities
Hosted by Luke Burbank, Live Wire combines the prestige of national radio broadcasting with its own outstanding reputation as an independently-produced Portland production. Over the last 16 years, Live Wire has brought audiences together to spark moments of human connectedness through performance, humor, and unpredictable moments of discovery.

Live Wire is music, comedy, and conversation. Our show stands out as one of the fastest growing entertainment radio programs on air today. Listeners turn to Live Wire every week to laugh, learn, and feel the nation’s cultural pulse.

It’s Late Night for Radio.
Luke Burbank grew up one of seven kids, learning early on how to vie for attention. Those profound childhood issues have propelled him to contribute to and create various media projects, including *Wait Wait...Don’t Tell Me*, *This American Life*, *CBS Sunday Morning*, and the daily podcast *Too Beautiful to Live*. Luke’s uniquely charming, quick-witted, and refreshingly vulnerable interview style is a winner with Live Wire guests and listeners alike.

**MUSIC:** Jeff Tweedy, Pink Martini, Melissa Etheridge, Little Freddie King, Patterson Hood, Kishi Bashi, Mandy Moore, Thundercat, Shakey Graves, Neko Case, Shovels & Rope, Thao and the Get Down Stay Down, Loudon Wainwright III, Waxahatchee, Blitzen Trapper, Amythyst Kiah, and Reggie Watts

**COMEDY:** Abbi Jacobson, Janeane Garofalo, Marc Maron, Phoebe Robinson, John Hodgman, Hari Kondabolu, Paula Poundstone, Thomas Middleditch, Ben Schwartz, Reggie Watts, Mo Rocca, Kristen Schaal, Carrie Brownstein, and Fred Armisen

**CONVERSATION:** Salman Rushdie, W. Kamau Bell, Lindy West, Jesse Eisenberg, Ijeoma Oluo, John Irving, Diana Nyad, Eileen Myles, Jonathan Safran Foer, Luis Alberto Urrea, Samantha Irby, Jad Abumrad & Robert Krulwich, Ruth Reichl, Aasif Mandvi, Chris Hayes, Cheryl Strayed, and Justin Simien
Live Wire is currently adapting to these unprecedented times by bringing listeners a weekly episode through an in-studio format inspired by the program’s typical live theatre show.

From the comfort of their own homes, host Luke Burbank and announcer Elena Passarello chat with writers, musicians, and comedians about their current projects and how they are responding to and engaging with the current social climate.

“I absolutely love your “at-home” live wire shows. Saturday is “radio day” in our house. All of you entertainers are SO creative during this pandemic. I hope we never go back to the old ways.”

- Wendy Wharton, Listener
AN IDEAL AUDIENCE

Connect your brand with a listenership that is engaged, influential & culturally-minded.

Engaged
The Live Wire audience is passionate about our programming and their communities. They are devoted fans and connect with sponsors who value quality, credibility, and engagement in their community.

Influential
On the leading edge, the Live Wire audience values education and drives the economy with their discretionary income.

- 71% of Live Wire listeners make more than 75K/yr*
- +120% more likely to hold graduate degrees
- +67% hold college degrees
- 70% of public radio listeners are college-educated, compared to 29% of the total U.S. population***
- +35% Earn a household income of 150k+**
- +34% own a home valued at $300K+**
- The median household income of a Live Wire listener of $92,900*

*Cheap Wire statistics, 2016
**NPR Impact Survey, Lightspeed Reasearch, 2016
***GIK MRI Doubalebase, 2015

Culturally-Minded
Our audience is passionate about music, performing arts, museums, and creative expression, as well as contributing their time, money, and leadership to support their local communities.

- +105% donate to a cultural organization**
- +112% support environmental causes**
- +38% buy organic food**
- +63% attend performing arts**

LISTENER AGES*

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>12-34</td>
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GENDER*

<table>
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<tr>
<th>Gender</th>
<th>Percentage</th>
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<tr>
<td>Men</td>
<td>43%</td>
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<tr>
<td>Female</td>
<td>57%</td>
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Convert our audience to the value of your brand. Support of Live Wire connects you to our engaged listener base through a “halo effect,” which activates listeners’ desire to do business with your company.

 Earn a positive association in listeners’ minds through delivering a message that aligns with listener values & Live Wire’s reputation for witty, thought-provoking & fun programming.

WHAT IS “THE HALO EFFECT?”

The goodwill that Live Wire shares with its listeners is passed along to sponsors. 79% have taken action based on hearing a sponsor message.

Source: NPR Sponsorship Survey, Lightspeed Research, 2016

70% hold a more positive opinion about public radio.

Source: NPR Sponsorship Survey, Lightspeed Research, 2016

81% consider public radio “personally important.”

Source: NPR Sponsorship Survey, Lightspeed Research, 2016

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

Source: NPR Sponsorship Survey, Lightspeed Research, 2016

50% feel public radio sponsors are more credible than commercial radio advertisers.

Source: NPR Sponsorship Survey, Lightspeed Research, 2016
SIMPLE IS BEST

Make sure your message is heard & remembered in Live Wire’s clutter-free environment.

You don’t need to shout to be heard on Live Wire. Our hype-free :15-20 second sponsor messages are direct, to-the-point, and written in a style that listeners appreciate and make the most of public radio’s credibility.

Source: NPR Sponsorship Survey, Lightspeed Research, 2016

- Connect with your target audience through direct messaging that aligns with your mission and values.
- 2.5 minutes of advertising messaging per hour on public radio versus up to 14 minutes of advertising on commercial radio.
- Listeners are 75% more likely to pay attention to sponsorship messages than commercial radio listeners are to advertising.
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REACH

Make the most of Live Wire’s growing audiences.

LISTENERSHIP

350,000 weekly listeners on 195 stations across US and the Live Wire podcast.

TOP MARKETS

Seattle (KUOW)
Portland (KOPB)
Washington, DC (WAMU)
San Francisco (KQED)
MULTI-CHANNEL

Maximize audience engagement through Live Wire’s multi-channel offerings.

**BROADCAST**
195 stations across the US
350,000 weekly listeners

**LIVE SHOWS**
Engaging, energetic experience packed with guests and a fun environment
7,200 people/year

**PODCAST**
20,000/episode

**WEBSITE**
Website page views: 140,000/yr *Google Analytics™*

**SOCIAL MEDIA**
Facebook
7,700 followers
Twitter
7,000 followers
Instagram
1,800 followers
“Live Wire is the type of experience that activates my romance about the beauty of live recorded variety shows. It’s smart, well written, and performed by a cast of sweethearts. The music is also top notch. So when I am a part of the show listening to the audience completely enjoying themselves I feel proud to be a part of such a passionate undertaking as Live Wire.”

—REGGIE WATTS
HOW IT WORKS

We use an integrated, multi-channel approach to engage our devoted listenership with your brand at a budget that works for you.

GOAL-DRIVEN
We work with you to determine your goals, and select the best integrated opportunities to reach your audience.

CONTENT SAVVY
As content producers, this is where we shine. Live Wire will partner with you to deliver quality creative and content that maximizes engagement our audience has with your brand.

CUSTOMIZATION
We’ll use a multi-channel approach to tailor your sponsorship package to match your budget and desired level of involvement. Sponsorship packages are completely customizable.
Joining the Live Wire family has many benefits. We offer four levels of sponsorship:

**Live Wire Super Fan: $25,000 and above**

- **ON-AIR:** 15-20 second custom broadcast spot (52 episodes); 30 second custom podcast spot (26+ episodes); End of show thank you credit (all podcasts & broadcasts)
- **IN-THEATRE (2021):** Live sponsor reading during every taping; company banner above stage during all live shows; Logo placement in all Live Wire print materials (programs & posters); Designed and corporate branded slide in pre-show presentation; (4) tickets to be used by employees or guests for each live show
- **ONLINE:** Opportunities to be featured in Live Wire social media posts and newsletters.
- Plus core benefits listed below

**Live Wire Loyal Listener: $15,000 and 24,999**

- **ON-AIR:** 15-20 second custom broadcast spot (26 episodes); 30 second custom podcast spot (26+ episodes); End of show thank you credit (all podcasts & broadcasts);End of show thank you credit (all podcasts & broadcasts)
- **IN-THEATRE (2021):** Live sponsor reading during every taping; company banner above stage; Logo placement in all Live Wire print materials (programs & posters); Designed and branded company slide in pre-show presentation; (2) tickets to be used by employees or guests for each live show
- Plus core benefits listed below
Live Wire Friends Circle: $5,000 to $14,999

- **ON-AIR:** 15-20 second custom broadcast spot (8 episodes); 30 second custom podcast spot (26+ episodes)
- **IN-THEATRE (2021):** Live sponsor reading during 13 show tapings; Logo placement in all Live Wire print materials (programs & posters); Designed and branded company slide in pre-show presentation; (2) tickets to be used by employees or guests for each live show
- Plus core benefits listed below

Live Wire Radio Pacific Northwest Friends: $2,500 to $4,999

- **ON-AIR:** 15-20 second custom podcast spot (26 episodes)
- **IN-THEATRE (2021):** Company banner above stage during 6 live shows; Logo placement in all Live Wire print materials (programs & posters); Designed and branded company slide in pre-show presentation; (2) tickets to be used by employees or guests for each sponsored live show (6).
- Plus core benefits listed below

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**Potential Impressions:**
- 140,000 annual website hits
- Radio Broadcast 350,000 listeners per episode
- Podcast 20,000 listeners per episode
- 52 broadcasts and 26 podcasts each year = Audience reached over 16 million

**Core Benefits:**
- Your company logo on Live Wire’s website and inclusion in weekly email blasts
- Special invitations to VIP events and programs
- Exclusive behind-the-scenes opportunities
SPONSORSHIP INQUIRIES

CONTACT US

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