



A Monthly Audience of  
**1 Million+ Across Platforms**





Bellingham

Mt. Vernon

Sedro-Woolley

Port Angeles  
/ Victoria

Seattle / Tacoma

West  
Seattle

Olympia

Aberdeen /  
Hoquiam

Raymond /  
South Bend

Centralia /  
Chehalis

KNKX is a vital source of fact-based journalism from NPR® and the Northwest, and an ambassador for jazz and blues. KNKX regional coverage reflects diverse voices across its 12-signal footprint, the largest in Western Washington from Vancouver, BC, to Vancouver, WA.

Influential leaders trust KNKX for in-depth news and diverse perspectives to inform their decisions. Music enthusiasts tap into the inspiration of jazz and blues. Lifelong learners thrive on new ideas sparked by discussions of just about anything under the sun.

**KNKX fans recognize sponsorship as marketing with heart.** They relate to public media supporters as champions for a meaningful cause.



# Audience Snapshot

Each month,

# 590,000+

different people listen to KNKX<sup>1</sup>

**Educated** **88%** more likely to hold a Postgraduate Degree<sup>2</sup>

**Influential** **44%** more likely to be employed in management, business and financial operations<sup>2</sup>

**Affluent/Active** **41%** more likely to own a home with a market value of \$1M or more<sup>2</sup>

**Cultural** **172%** more likely to contribute to arts/cultural organizations<sup>2</sup>

**Community Minded** **111%** more likely to contribute time/money to environmental causes<sup>2</sup>

Sources:

1. Nielsen, Seattle-Tacoma, Jan-Dec 2022, A18+ M-SN 5A-12M

2. Nielsen, Seattle-Tacoma, Scarborough R2 2022 Aug 21-Aug 2022, A18+

PHOTO CREDIT: Urban view by Mariano Mantel | Flickr Creative Commons



# Engage an Exclusive, Expansive News Audience Hard to Reach on Other Public Media

**80%**

of KNKX listeners do not listen to KUOW during AM drive <sup>1</sup>

**82%**

of KNKX listeners do not listen to KUOW during PM drive <sup>1</sup>

**36%**

of weekly listeners choose KNKX as their first preference station;  
this core KNKX audience listens an average of **7** hours per week <sup>2</sup>

## Multiple Touchpoints Extend and Amplify Engagement



### Radio

20 messages written in an objective style  
that listeners expect and appreciate



### Digital

Display and audio ads optimized to engage KNKX fans on all  
their platforms and screens in a brand-safe environment



### Podcasts

Messages voiced by a station announcer lending familiarity



### Events

Networking opportunities for sponsors at concerts,  
show tapings and educational forums

Sources:

1. Nielsen, Seattle-Tacoma, Jan-Dec 2022, A18+ M-F 5-9A, 3-7P  
2. Nielsen, Seattle-Tacoma, Jan-Dec 2022, A18+ M-SN 5A-12M

PHOTO CREDIT: Pike Street by Kirt Edblom | Flickr Creative Commons  
ICON CREDIT: Car by yanti anis and first place  
by b farias from the Noun Project



## Jazz, Blues and NPR® News

Western Washingtonians turn to KNKX for insightful reporting and civil discussion that connects them to the issues of the day and people of the world.

**Weekday Commute** KNKX presents national and international news from venerated NPR programs *Morning Edition* and *All Things Considered*. Its own award-winning local journalists cover regional issues including social justice, arts and culture and the environment.

**Weekends** KNKX shares thought-provoking ideas, compelling interviews and storytelling mastery from the likes of *This American Life*. The witty entertainment of *Wait Wait... Don't Tell Me!* Invites listeners to test their knowledge.

Musicians, connoisseurs and fans delight in the KNKX devotion to American art forms deeply rooted in Seattle: jazz and blues.

**Midday and Evenings** KNKX jazz and blues hosts artfully curate selections and personalize the listening experience with anecdotes and stories behind the music and artists.

**Weekends** An eclectic roster tours listeners across the genres, including:

***The New Cool*** — 21st century jazz inspired and informed by hip-hop, funk, soul and electronic music

***Grooveyard*** — mixes eras and digs into the history of Soul-Jazz from the 60's and 70's and blends it with contemporary Soul, Blues and Jazz that grooves

***Jazz Caliente*** — jazz intersections with Afro-Cuban, Afro-Brazilian, Puerto Rican and Pan-American rhythms

***All Blues*** — classic to contemporary blues from John Lee Hooker and Muddy Waters to Alabama Shakes and Christone “Kingfish” Ingram

**24/7 Jazz24.org** — the 24-hour online jazz stream reaches nearly 400,000 listeners per month with strong international listenership



# Local Relevance Starts Here

The KNKX 12-signal network is the largest radio footprint in Western Washington.

Strengthen your community ties alongside original programming and events.

**KNKX Connects** — With the belief that a few headlines can't define a community, this series details places that often get overlooked. KNKX hosts public forums and a live broadcast of *All Things Considered* on location to share the stories reporters uncover from their time spent in the community.

**School of Jazz** — KNKX connects local middle school, high school and college jazz ensembles with professional musician mentors, culminating in live performances on *Studio Sessions*. One student DJ per month programs an hour of evening jazz on KNKX. The program has run since 2005 impacting more than 4,000 students.

**Studio Sessions** — KNKX Studio Sessions featuring live jazz and blues provide exclusive unique content on-air and on-line with more than 34M views on YouTube. These performances, as well as interviews, showcase talent from our School of Jazz program, to rising stars, to some of the biggest names in jazz and blues today.

**BirdNote** — A blend of bird songs, stories and science transports listeners out of the daily grind and into the natural world.

**Events** — KNKX brings people together facilitating the exchange of ideas and networking opportunities for sponsors. From concerts to public forums to NPR talent visits and show tapings, KNKX draws diverse crowds.





# Extend and Amplify Engagement at Every Connection

Studies continually show that multimedia campaigns improve ROI by expanding reach and frequency beyond what any one platform can accomplish alone.

While traditional broadcast channels attract the majority of eyes and ears, the connections with content via digital channels on-demand and on-the-go continue to trend upward. Across platforms, KNKX delivers hundreds of thousands of digital touchpoints each month.

**KNKX digital platforms place your message in the context of a safe, credible environment**, elevating your brand. Your organization's presence signals support for a trusted source of balanced journalism, cultural entertainment and civil conversation.



## 24/7 Audio Streaming

Audio messages at the gateway to the stream



## KNKX.org and Jazz24.org

Display ads, including rich media and smartphone ads



## Podcasts

Audio messages



## KNKX Newsletter

Display ads



# KNKX Podcast Portfolio Captivates Listeners

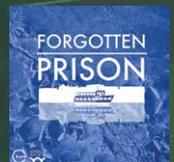
Suited on-the-go and on-demand listening, a growing lineup of podcasts produced by KNKX serves locally relevant interests and has universal appeal with intellectually curious audiences. Shows are devoted to exploring themes, to name a few:

**The Walk Home:** about the homicide of Manny Ellis in police custody and his sister's search for justice;

**Outsiders:** about the struggles in Olympia between people experiencing homelessness and their neighbors;

**Transmission:** about the first year of COVID at the epicenter of the pandemic;

**Forgotten Prison:** about the history and current state of incarceration at McNeil Island.



## Podcasting – The New Listening Standard

**144 million+** Americans have listened to a podcast <sup>1</sup>

Nearly a **third** of the U.S. population listens to podcasts monthly <sup>1</sup>

Listeners average **7** podcasts per week <sup>1</sup>

## Lean-in Listeners Respond

**77%** took action in response to a sponsorship message in an NPR® podcast <sup>2</sup>

From light consumption of 1-2 podcasts weekly to heavy listening of 5+ podcasts weekly, podcast audiences recall and have interest in podcast ads

**80%** of heavy listeners and **75%** of light listeners agree that podcast ads are relatable to them <sup>3</sup>

### Sources:

1. The Infinite Dial © 2019 Edison Research and Triton Digital
2. NPR All Podcasts Survey, April 2019
3. The Podcast Report – Audience Analytics, Bridge Ratings, 2017

PHOTO CREDIT: 3rd Ave - Seattle's Transit Corridor by SDOT Photos | Flickr Creative Commons

## Diverse Audiences with Common Threads

KNKX listeners are more likely than the average Western Washingtonian to be:

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

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

 **Affluent/Active** 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 community initiatives.

## 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 KNKX versus



up to **15** minutes of advertising on commercial radio

## Sponsorship Generates Results

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

 **62%**

Agree public radio is selective about companies that sponsor its programming.

 **72%**

of listeners hold a more positive opinion of a company that supports public radio.

 **68%**

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

Source: Lightspeed Research, NPR State of Sponsorship Survey, June 2023

## The KNKX Clutter-Free Environment Keeps Listeners in Active Listening Mode

Concise sponsorship messages, written in an objective style that the public radio audience expects and appreciates, make the most of this high-credibility environment.



Radio



Digital



Podcasts



Events



**Mission** | KNKX delivers jazz, blues and news that inspire, enlighten and connect our community.

**KNKX Sponsorship Representatives**  
206-260-1038 | [SponsorKNKX.org](http://SponsorKNKX.org)

PHOTO CREDITS:

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