



# Your Guide to Underwriting Spokane Public Radio

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Corporation  
for Public  
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## Spokane Public Radio Intro

SPR is KPBX 91.1FM & KSFC 91.9FM

### KPBX & KSFC

Spokane Public Radio is a non-profit, community-licensed public radio station that is dedicated to providing a cultural and informational service for the Inland Northwest. Since 1980, we have supported and enhanced Spokane's role as a cultural center for our area, providing the region with NPR news and programming, KSFC, the only FM news station, award-winning local news, and music programs.

Both KPBX and KSFC are affiliated with the **Corporation for Public Broadcasting, National Public Radio, the BBC, the CBC, Public Radio International, American Public Media, and Northwest News Network**, offering a rich variety of exclusive national and local programming and news in high-quality FM/HD stereo — entirely commercial free.

### MISSION STATEMENT

The mission of Spokane Public Radio is to provide high-quality, artistic, educational, news and informational programming, which enhances and enlivens the cultural life and civic discourse of our listening communities.

### MUSIC & ARTS

KPBX programming offers a wide variety of music including classical, opera, jazz, blues, folk, and world, as well as drama and story readings, arts information, features, interviews, and live music from our studios each week...more than any other local station.

National programs include: **A Prairie Home Companion, Piano Jazz, From the Top, and The Record Shelf**. Locally, the station produces and broadcasts **The Spokane Symphony, Guitar Hour, The Piano Bench, Saturday Cafe, Johnson's Improbable History of Pop, Big Band Era Jazz, Front Porch Bluegrass, Village Rock, Down Home Blues, and The Bookshelf**.

### NEWS & INFORMATION

KPBX and KSFC are proud to broadcast national and local award-winning news programs, which include **NPR's Morning Edition and All Things Considered, Fresh Air with Terry Gross, Talk of the Nation, Marketplace, On Point, World Radio Network**, and the **BBC World Service**.

In addition, we produce and air annual public health and election forums and host special newscasts, features, and current public affairs as they occur. Network entertainment programs include **Car Talk, Wait, Wait...Don't Tell Me, and This American Life**.

### AUDIENCE PROFILE

Arbitron estimates the weekly audience combined for KPBX and KSFC is approximately 75,000 listeners. According to NPR research, public radio listeners are well-educated, active, community-minded arts supporters. Public radio listeners have higher-than-average incomes and over half work in professional, managerial, and administrative positions.

### COVERAGE

**KPBX** transmits from Mica Peak, 2,380 feet above average terrain, at an effective radiated power of 56,000 watts. Combined with its network of translator and repeater stations, KPBX reaches listeners in Eastern and Central Washington, North Idaho, Eastern Montana, Northeast Oregon, and Southeast British Columbia.

**KSFC**, our all-news and information station, transmits from Lookout Mountain in HD stereo. It was designed to serve the Spokane metropolitan area. However, the signal also reaches from Cheney to Chewelah to Post Falls. Both stations stream from our website and offer program podcasts.

### FUNDING

Over half of SPR's funding comes directly from individual listeners. Remaining income is derived from business underwriters, foundations, grants, and special event revenue. KPBX and KSFC are Corporation for Public Broadcasting qualified stations.

### MANAGEMENT

KPBX and KSFC are non-profit, community-licensed public radio stations with a volunteer board of directors. Our staff is made up of approximately 17 full-time and 13 part-time paid employees. In a typical year, SPR uses nearly 300 volunteers in a multitude of positions, such as producing local music programs, mailing renewal letters, and working at station events.



Spokane Public Radio / 2319 North Monroe Street 99205

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# KPBX & KSFC Program Grids

Subject to change

## KPBX 91.1 FM

THE INLAND NORTHWEST'S SOURCE FOR MUSIC, NEWS, & ARTS

[WWW.KPBX.ORG](http://WWW.KPBX.ORG)

## KSFC 91.9 FM

THE SPOKANE REGION'S SOURCE FOR NEWS & INFORMATION

[WWW.KSFC.ORG](http://WWW.KSFC.ORG)

	MON	TUES	WED	THURS	FRI	SAT	SUN
MID							
1a							
2a	BBC World Service					BBC World Service	
3a							
4a							
5a	NPR's Morning Edition					NPR's Weekend Edition	
6a	Local News 6:35am, 7:35am, 8:35am					Sunday AM Essay 9:34am	
7a	Weekday Arts Calendar 6:19am, 7:19am, 8:19am 2pm, 6:29pm					Weekend Arts Calendar 6:19am, 7:19am 8:19am, 9:19am 11:55am	
8a							
9a	Morning Classical with Verne Windham						
10a						Classical Music Jan Munstedt	Classical Music Leonard Oakland
11a	Morn. Classical	Piano Bench	Wed. Matinee	Guitar Hour			
noon	Living Earth	Public Forums	Zorba Paster	Public Forums	This American Life	From The Top	Car Talk
1p	Fresh Air with Terry Gross				Jazz For A Friday Afternoon with Brian Flick	Fascinatin' Rhythm	Front Porch Bluegrass
2p	Performance Today					Wait... Wait Don't Tell Me	Nacho Celtic Hour
3p					Garrison Keillor's A Prairie Home Companion	Inland Folk	Dan Maher
4p	Marketplace					Prairie Home Companion	Selected Shorts
5p	NPR's All Things Considered					NPR's All Things Considered	
6p	The Bookshelf				Movies101	Car Talk	Garrison Keillor's A Prairie Home Companion
7p	Concert of the Week	Harmonia	NPR's World of Opera	Record Shelf	Big Band Era Jazz	Saturday Cafe with Michael Patouray	
8p		Vox Humana		Chicago Symphony Orchestra			Inland Folk
9p	This American Life	Chamber Music			Jazz with Chas	Village Rock	
10p	Jazz Til Midnight Jan Munstedt	Jazz Til Midnight Brian Flick	Marian McPartland's Piano Jazz	Jazz at Lincoln Ctr		Improb. History of Pop	SoundSpace Norvel Trosst
11p			Night Lights Jazz Review	European Jazz Stage		Down Home Blues	Hearts of Space

	MON	TUES	WED	THURS	FRI	SAT	SUN
MID							
1a	World Radio Network					World Radio Network	
2a	Local News 6:06am, 7:06am						
3a							
4a							
5a	BBC World Service					Weekend Edition Sat.	Weekend Edition Sun.
6a	NPR's Morning Edition					Living On Earth	It's Your World
7a	On Point					Travel w/Rick Steves	You Bet Your Garden
8a						Car Talk	Parent's Journal
9a	Native America Calling					NPR's Weekend Edition	
10a	NPR's Talk of the Nation					TOTN Science Fri.	Wait... Wait Don't Tell Me On the Media
11a						A Chef's Table	Zorba Paster
noon	NPR's All Things Considered					Movies101 Treatment	People's Pharmacy
1p	BBC's World Today					Take Five	Sound Medicine
2p	On Point - Repeat of 9am Hour					This American Life	Prime Time Radio
3p	NPR's All Things Considered					NPR's All Things Considered	
4p	BBC's World Today					BBC's World Today	
5p	Marketplace					Marketplace	
6p	NPR's All Things Considered					Director's Choice	Smart City
7p	Fresh Air with Terry Gross					Fresh Air Wkend	City Arts & Lectures
8p	As It Happens					Travel w/Rick Steves	Humankind
9p	On the Media	Commonwealth Club	The State We're In	Smart City	Alternative Radio	Tech Nation	Selected Shorts
10p	Talk of the Nation (repeat - no call in)					Are We Alone	Wait... Wait Don't Tell Me
11p						A World of Possibilities	Le Show



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## Testimonials

From our  
business underwriters

Underwriting on KPBX has been very successful for our company! I am able to reach an affluent, educated audience that listens carefully to the content of the programming. Listeners who understand and support the value of public radio also support the businesses that underwrite on public radio. In a world of cluttered advertising, my message stands out on KPBX.

**Jim Custer Enterprises, Inc.**  
Cheryl Custer-Branz, owner

Knowledge is powerful medicine. That is why Holy Family Hospital supports KPBX through underwriting of news programs and sponsorship of the KPBX Health Forum. These programs enrich our lives, provide food for thought, and support a common goal of sustaining a healthy and vital community.

**Holy Family Hospital**  
Liz DeRuyter, director of marketing & public relations

KSFC is not only an easy station to support - but it also has consistently provided me with new customers and reminds my current customers to come in again and again. Several times during the month I will receive mention that they have heard my shop mentioned on KSFC. Thank you for providing consistent programming that draws spectacular chocolate customers.

**Chocolate Apothecary**  
Susan Davis, owner

My company underwrites Native America Calling because of its quality and the unique viewpoint it brings to the air. I'm proud to sponsor a program that presents issues that are important to American Indians and Alaska Natives, told from our own point of view.

**Kauffman & Associates, Inc.**  
Jo Ann Kauffman, president

KPBX underwriting is a win-win choice for our very limited non-profit dollars. We like the idea that we can share our message with KPBX's great audience alongside some of the best radio programming available. KPBX makes it easy, and we appreciate their partnership in fighting hunger and feeding hope in the Inland Northwest.

**Second Harvest Inland Northwest**  
Ann Price

In a world of constantly shifting values our own Spokane Public Radio is a rock. As technologies evolve at breakneck speed, as newspapers shrink, as new media sources appear and disappear, it's a comfort to know that the noble goals of Public Broadcasting are met splendidly by KPBX and KSFC. Our stations continue to deliver the consistent quality we've come to depend on. I'm not alone in believing that our radio stations are among the best in the nation. We're blessed with a system that brings us quality networks like NPR, PRI, and the BBC while fielding a comprehensive team that brings us the best in local news reporting and local arts programming. The mix is simply perfect. Spokane Public Radio is a community I'm proud to be a member of and lend my financial support through underwriting.

**Hamilton Studios**  
Don Hamilton, owner

Spokane Public Radio is synonymous with quality and by underwriting Public Radio, Numerica can extend our philosophy of service and community support in a tangible way. Public Radio listeners value those who help keep their favorite programs on the air and our members thank us for supporting their favorite source for news and entertainment. Personally, I am so proud to work for a community-minded organization that is so focused on making sure that we are giving back to our community. Hearing our message on Spokane Public Radio always makes me smile.

**Numerica**  
Jo Brown, acting vice president of member services

On behalf of Spokane County Collaborative Professionals, we are writing to express our appreciation for the opportunity to underwrite programs; we have been pleased with our experience to date. For the last six months our information has aired on Tuesday mornings and Thursday evenings and all of us have received telephone calls from individuals curious about this alternative to resolving their disputes.

**Spokane County Collaborative Professionals**  
Karen Vache, President  
Glenn Tanner, Vice-President  
John Burke, Treasurer  
Dena Allen, Secretary



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## The Halo Effect

Spokane Public Radio & your business reputation

### **SPOKANE PUBLIC RADIO UNDERWRITERS 'THE HALO EFFECT'**

Recent research conducted by Jacobs Media and Edison Media Research has found that public radio listeners respond favorably to underwriting announcements on public radio.

This means your association with KPBX and KSFC will help enhance your image and increase awareness for your business or event. National Public Radio calls it "The Halo Effect." Our underwriting clients often tell us that customers thank them for underwriting programs and events on Spokane Public Radio ...and this happens all across the country with other public radio underwriters.

88 percent of public radio listeners have a more positive opinion of a company that underwrites programs and events on public radio

- 62 percent of those listeners believe those companies have more credibility than others that don't underwrite on public radio
- 95 percent have taken direct action as a result of hearing an underwriting announcement
- Over 75 percent prefer doing business with public radio underwriters
- SPR listeners value public radio so much that they contribute to sustain their favorite programs, with over half of our revenue coming directly from our audience. They also spend an average of 12 hours a week listening

## The Halo Effect

ENJOY YOUR ENHANCED IMAGE BY  
ASSOCIATION WITH KPBX AND/OR KSFC



This research has also found that underwriters benefit most from the "Halo Effect" by not using slogans, logos, and language heard on commercial media...but by talking to listeners in a factual, intelligent style. We invite you to wear a "halo" through your association with Spokane Public Radio!



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## Communities That We Serve

Spokane Public Radio has members, underwriters, and contributors residing in communities across Washington, Oregon, Montana, Canada, and around the world.

Spokane Public Radio stations KPBX & KSFC reach four states, British Columbia & the world, via our internet stream

### WASHINGTON

Addy  
Airway Heights  
Albion  
Almira  
Anacortes\*  
Asofin  
Bainbridge Island\*  
Bellevue\*  
Bellingham\*  
Benge  
Boys  
Bremerton\*  
Brewster  
Carlton  
Chattaroy  
Chelan  
Cheney  
Chewelah  
Clayton  
Colbert  
Colfax  
Colton  
Colville  
Conconully  
Coulee Dam  
Creston  
Curlew  
Cusick  
Danville  
Davenport  
Dayton  
Deer Park  
East Wenatchee  
Edwall  
Electric City  
Elk  
Elmer City  
Endicott  
Ephrata  
Evans  
Fairchild Air Force Base  
Fairfield  
Ford  
Four Lakes  
Fruitland  
Gifford  
Gig Harbor\*  
Graham\*  
Grand Coulee  
Greenacres  
Harrington  
Hartline

Hunters  
Inchelium  
Ione  
Issaquah\*  
Keller  
Kelso\*  
Kennewick\*  
Kettle Falls  
Lamont  
Liberty Lake  
Loon Lake  
Lopez Island\*  
Malott  
Marcus  
Marshall  
Mazama  
Mead  
Medical Lake  
Mercer Island\*  
Metaline Falls  
Methow  
Mica  
Moses Lake  
Mossyrock  
Newman Lake  
Newport  
Nine Mile Falls  
Northport  
Oakesdale  
Okanogan  
Omak  
Orient  
Oroville  
Othello  
Otis Orchards  
Palouse  
Pateros  
Pomeroy  
Pullman  
Reardan  
Republic  
Rice  
Richland\*  
Ritzville  
Riverside  
Rockford  
Rosalia  
Saint John  
Seattle\*  
Sequim\*  
Spangle  
Spokane  
Spokane Valley

Sprague  
Springdale  
Tekoa  
Tonasket  
Tumtum  
Twisp  
Usk  
Valley  
Valleyford  
Veradale  
Waitsburg  
Walla Walla  
Washougal  
Washtucna  
Waverly  
Wellpinit  
Wenatchee  
Wilbur  
Winthrop

### OREGON

Applegate  
Bend\*  
Enterprise  
Eugene\*  
Haines  
Joseph  
La Grande  
Lostine  
Portland\*  
Veneta  
Wallowa  
Wilsonville

### MONTANA

Heron  
Kalispell  
Libby  
Missoula  
Noxon  
Plains  
Thompson Falls  
Trout Creek  
Troy  
Victor  
Whitefish

### IDAHO

Athol  
Avery  
Bayview  
Bellevue  
Boise

Bonnars Ferry  
Burley  
Careywood  
Cataldo  
Clark Fork  
Cocolalla  
Coeur d'alene  
Colburn  
Coolin  
Dalton Gardens  
Desmet  
Dover  
Harrison  
Harvard  
Hauser  
Hayden  
Hayden Lake  
Hope  
Kellogg  
Kingston  
Kootenai  
Laclede  
Lewiston  
Medimont  
Moscow  
Moyie Springs  
Mullan  
Naples  
Nordman  
Oldtown  
Osburn  
Pinehurst  
Plummer  
Ponderay  
Porthill  
Post Falls  
Potlatch  
Priest Lake  
Priest River  
Rathdrum  
Sagle  
Sandpoint  
Santa  
Silverton  
Smelterville  
Spirit Lake  
St Maries  
Tensed  
Viola  
Wallace  
Worley

### CANADA

Argenta  
Calgary  
Cape Breton  
Castlegar  
Crawford Bay  
Creston  
Edmonton  
Fairmont Hot Springs  
Grand Forks  
Heriot Bay  
Kaslo  
Nelson  
Ottawa  
Red Deer  
Revelstoke  
Rossland  
Salmo  
Silverton  
Slocan Park  
South Slocan  
Trail  
Vancouver  
Vanderhoof  
Woodlawn  
Wynndel

### WEB/FAR AWAY PLACES

Wisconsin  
Virginia  
Texas  
Pennsylvania  
New York  
Nevada  
Minnesota  
Michigan  
Massachusetts  
Maryland  
Iowa  
Illinois  
Arizona  
Alaska  
Hawaii  
Georgia  
Florida  
District of Columbia  
Colorado  
California  
Saudi Arabia  
Japan  
Africa  
Belize



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