



PUBLIC RADIO

LISTEN. CONNECT. DISCOVER.



SERVING NORTHERN NEVADA & THE EASTERN SIERRA



Public Radio
88.7 FM



MEMBER STATION

KUNR.ORG



Nevada Classical & Jazz
89.5 FM

WHO WE ARE



MORE THAN JUST RADIO...

...A TRUSTED WINDOW TO THE WORLD.

KUNR is a distinctive, relevant and regional voice that informs and connects diverse communities through trusted journalism, storytelling and discussion.

KUNR Public Radio is Northern Nevada and northeastern California's listener-supported, nonprofit public radio station, serving nearly 70,000 weekly listeners with engaging content on-air, online and on our free mobile app. Together with its classical & jazz station KNCJ, KUNR serves as a valued source of news, the arts, music and culture. KUNR and KNCJ are NPR member stations as a service of the University of Nevada, Reno.

KUNR connects the people of our community to each other and to the world. With an award-winning KUNR news department and NPR's distinctive content and style, we deliver programming distinguished by its depth and integrity. KUNR is in the business of telling stories, small and large, that start conversations, increase understanding, enrich lives and enliven minds.

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KUNR'S AUDIENCE

Promenade on the River has been a longtime sponsor of KUNR because the content is the most interesting, informative, diverse and relevant programming on the radio. Our community is very fortunate to have KUNR and we want to make sure it continues to thrive.

Laurie M. Leonard
Executive Director
Promenade on the River

EDUCATED

70% have a **COLLEGE DEGREE** or beyond

36% have a **POSTGRADUATE DEGREE**

AFFLUENT

\$103k median household **INCOME**

79% are **HOMEOWNERS**

INFLUENTIAL

109% more likely to be **TOP MANAGEMENT**

66% more likely to be a **BUSINESS OWNER** or **PARTNER**

CULTURAL

59% more likely to **ATTEND A MUSICAL PERFORMANCE** in the past year

91% more likely to have attended **LIVE THEATER** in the past year

INVOLVED

72% more likely to have contributed **\$500+** to **CHARITABLE ORGANIZATIONS**

79% more likely to have **VOLUNTEERED** for a **CHARITABLE ORGANIZATION**

Source: GfK MRI Doublebase 2018 Base: Total U.S. Adults

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COMMUNITIES WE SERVE

NORTHERN NEVADA AND THE EASTERN SIERRA



KUNR

Public Radio

NEVADA

- 88.7 FM RENO/SPARKS/CARSON
- 89.9 FM INCLINE VILLAGE
- 90.9 FM EUREKA
- 91.3 FM WINNEMUCCA
- 91.5 FM ELKO & HAWTHORNE
- 91.7 FM VERDI/RENO/SPARKS
- 91.9 FM YERINGTON
- 100.5 FM BATTLE MOUNTAIN

CALIFORNIA

- 88.7 FM TAHOE/TRUCKEE
- 90.9 FM BISHOP
- 91.9 FM SUSANVILLE
- 95.3 FM TOM'S PLACE
- 97.5 FM MAMMOTH LAKES



66,700

KUNR LISTENERS PER WEEK

6 HOURS



SPENT LISTENING PER WEEK

3,300 MEMBERS



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KNCJ

Nevada Classical & Jazz

89.5 FM | RENO & SPARKS

SOURCE: NSI Reno FA18 RV1-TSA

WHY SPONSOR KUNR?

“KUNR's audience is perfect for my small business. KUNR's audience is smart, affluent and sophisticated. The format of public radio is informative and fair so the underwriters who advertise on KUNR reach the type of listener who is curious, seeking news and information that is unbiased. Every client that I have recently helped has heard me on KUNR—automatic credibility. KUNR was the best decision I made in choosing a format to reach my community.”

Theresa Cooke
Cooke Elder Navigation

THE HALO EFFECT

Business messaging on public radio creates a positive brand perception...It's known as the “Halo Effect.” Public radio is prized as an oasis from commercialism. Listeners connect with and reward companies that underwrite KUNR's programming.

Source: NPR State of Sponsorship Survey, April 2018

68%

prefer to buy products or services from NPR sponsors.

72%

have a more positive opinion of a business when they find out it supports public radio.

75%

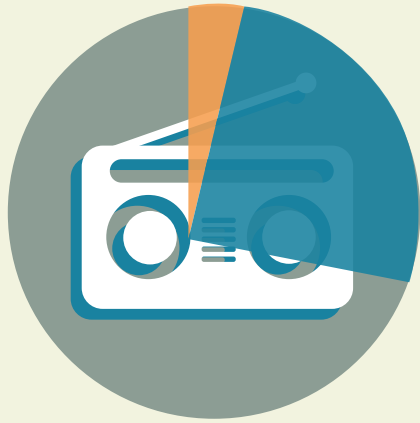
of NPR news listeners have taken action because of a sponsorship announcement.

86%

consider public radio personally important to them.

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YOU DON'T HAVE TO SHOUT **TO BE HEARD**



KUNR is a **CALM** and **UNCLUTTERED** venue that keeps audiences engaged with

3 MINUTES OF SPONSOR MESSAGES PER HOUR

vs. **17 MINUTES** on commercial radio.

SIMPLE. CONCISE. POWERFUL.

Underwriting helps you **STAND OUT** and **ENGAGE** with customers

Our 15-second sponsor messages are written in a style that our listeners appreciate, and resonate with a loyal audience.

Your message reaches an ideal audience, delivered by voices they trust.

Your brand is surrounded with **QUALITY**—connected with valued programming and a community of successful, high-profile underwriters.

I've been a fan of KUNR since 1982 when I moved to Northern Nevada from New York City. Their coverage of local, national, and foreign events paints a broad perspective of our world today. Since becoming a business sponsor in 2008, KUNR has helped our practice grow over the years by getting our message to their informed and intelligent listener base in our community.

Dr. Vincent D'Ascoli
D'Ascoli Orthodontics



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PUBLIC RADIO | 88.7 FM

PROGRAM SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MIDNIGHT	BBC WORLD SERVICE					BBC WORLD SERVICE	
1:00AM							
2:00AM							
3:00AM	MORNING EDITION					WEEKEND EDITION	
4:00AM							
5:00AM							
6:00AM							
7:00AM							
8:00AM	1A with JOSHUA JOHNSON					WAIT...WAIT, DON'T TELL ME	
9:00AM							
10:00AM	HERE AND NOW			SCIENCE FRIDAY		ASK ME ANOTHER	A WAY WITH WORDS
NOON						THIS AMERICAN LIFE	FREAKONOMICS RADIO
1:00PM	BBC NEWS HOUR					THE MOTH RADIO HOUR	IT'S BEEN A MINUTE
2:00PM	FRESH AIR					RADIOLAB	TED RADIO HOUR
3:00PM	MARKETPLACE					PLANET MONEY & HOW I BUILT THIS	ON BEING
4:00PM	ALL THINGS CONSIDERED						REVEAL
5:00PM						MARKETPLACE	
6:00PM	THE DAILY						
7:00PM	THE WORLD						
8:00PM	1A PLUS					THE RISKY BISCUIT HAYSEED HOOT	FROM THE TOP
9:00PM	REVEAL	PLANET MONEY HOW I BUILT THIS	THE MOTH RADIO HOUR	SNAP JUDGMENT	IT'S BEEN A MINUTE with Sam Sanders		LATINO USA
10:00PM	AS IT HAPPENS					JIMBO'S JUKE JOINT	BBC WORLD SERVICE
11:00PM	BBC WORLD SERVICE						

KUNR 88.7 FM provides a curated mix of local, national and international news, thought-provoking discussion and entertainment, 24 hours a day, 7 days a week. KUNR broadcasts to Northern Nevada and the Eastern Sierra, with live streaming everywhere on smart speakers, the KUNR/KNCJ mobile app and KUNR.org.

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CLASSICAL & JAZZ | 89.5 FM

PROGRAM SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY						
MIDNIGHT	CLASSICAL MUSIC	CLASSICAL MUSIC	CLASSICAL MUSIC	CLASSICAL MUSIC	CLASSICAL MUSIC	JAZZ AFTER HOURS	JAZZ AFTER HOURS						
1:00AM													
2:00AM													
3:00AM						CLASSICAL MUSIC	CLASSICAL MUSIC	CLASSICAL MUSIC	CLASSICAL MUSIC	CLASSICAL MUSIC	CLASSICAL MUSIC		
4:00AM													
5:00AM													
6:00AM												CLASSICAL MUSIC	CLASSICAL MUSIC
7:00AM													
8:00AM												AMERICAN OPERA SERIES: MAY - NOV THE MET: NOV-MAY	SUNDAY BAROQUE
9:00AM													
10:00AM												CLASSICAL MUSIC	CLASSICAL MUSIC
11:00AM													
NOON													
1:00PM													
2:00PM													
3:00PM	CLASSICAL MUSIC	CLASSICAL MUSIC	CLASSICAL MUSIC	CLASSICAL MUSIC	CLASSICAL MUSIC								
4:00PM													
5:00PM													
6:00PM						FROM THE TOP	FROM THE TOP						
7:00PM													
8:00PM						SATURDAY NIGHT JAZZ w/ DALLAS SMITH and SCOT MARSHALL	CLASSICAL MUSIC						
9:00PM													
10:00PM													
11:00PM						JAZZ AFTER HOURS	JAZZ AFTER HOURS						

KNCJ 89.5 FM is a growing, vibrant source of arts and cultural offerings—and the only station dedicated to providing classical music and jazz in Northern Nevada, 24 hour a day, 7 days a week. KNCJ broadcasts to the Reno-Sparks metro area, with live streaming everywhere on smart speakers, the KUNR/KNCJ mobile app and KNCJ.org.

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MUSIC HAS THE POWER TO CONNECT US ALL.

There's just one station in Reno-Sparks broadcasting daily classical music and weekend evening jazz—89.5 FM KNCJ. Your messages on KNCJ will connect with more than 12,000 (and growing!) passionate listeners who tune in weekly throughout the Truckee Meadows. With call letters that stand for Nevada Classical and Jazz, KNCJ is the gateway to an affluent, influential and educated audience. They're cultured, curious, on the go—and they love listening to KNCJ!

CLASSICAL MUSIC

Expert classical music hosts curate a diverse range of the familiar classics and rare treasures, performed by the world's finest musicians (24 hours on weekdays, daytime on Saturday and Sunday). Special programs include *Sunday Baroque*, highlighting music of that era, and *From the Top*, the preeminent showcase for America's best young classical musicians.

WEEKEND JAZZ

Jazz After Hours, hosted by Jeff Hanley of Public Radio International, airs Friday and Saturday evening and overnight. Jazz musicians play in clubs, concert halls, festival stages and recording studios all over the world. KNCJ produces its own local jazz program—*Saturday Night Jazz*, hosted by Dallas Smith and Scot Marshall, leaders in the Northern Nevada jazz community.

THE BEST OF OPERA

Every Saturday morning, *The Metropolitan Opera* airs live from New York, winter through spring, and the *American Opera Series* airs the nation's top opera performances, spring through winter.



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NEVADA CLASSICAL & JAZZ | 89.5 FM

1664 North Virginia St.
Mailstop 0294
Reno, NV
89557-0294



(775) 327-5867



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