











## Turn Our Enthusiasts into Your Brand Evangelists Your support of KUT and KUTX builds a connection with listeners, creating a HALO EFFECT that elevates their desire to do business with you. **78**% **81%** of listeners of listeners consider have taken public radio action based "personally on something important" they heard on public radio Source: NPR Sponsorship Study, Lightspeed Research 2016, 2013







### **KUT is News for Austin and Texas**

KUT and kut.org — along with the resources of NPR® — deliver local, national and world news, current affairs and conversations about the issues that matter.

Central Texans turn to KUT for intelligent, insightful stories and discussions that connect them to the issues of the day and the people of the world.



Source: Nielsen Audio, Summer 2016, Adults 18+, KUT + KUTX, M-Su 6a-Mid

#### An Audience More Likely to be

#### **Educated**

Hold a graduate degree +120%

Hold a college degree +67%

#### **Influential**

B2B decision makers +75%

C-level executives / business owners +49%

#### Affluent

Earn household income \$150k+

+35%

Own a home valued at \$300k+ +34%

#### **Cultural**

Attend performing arts +63%

Donate to a cultural organization

#### Community Minded

support environmental causes +112%

Buy organic food +38%

Source: Media Audit 2015, Scarborough April 2015 - March 2016





Community

### Reflecting Austin's Creative Spirit and Diverse Tastes

KUTX curates a listening experience culled from more than 3,000 cuts of handpicked music, daily live studio performances and artist interviews – connecting Austinites to the music that's made here by local artists and played here by touring musicians.

An audience that lives for discovery of all types – music, arts, events, activities, food, drink and technology – connects with KUTX.

### 200,000+ Engaged and Active Monthly Unique Listeners

Source: Nielsen Audio, Summer 2016, Adults 18+, KUT + KUTX, M-Su 6a-Mid

### An Audience More Likely to be

<b>Educated</b>	Influential	Affluent	Cultural	Minded
Hold a graduate degree +28%	B2B decision makers +42%	Earn household income \$150k+	Attend performing arts +79%	Support environmental causes +233%
Hold a college	C-level		1/2	A STATE OF THE STA
degree +49%	executives / business owners +113%	Own a home valued at \$300k+ <mark>+49%</mark>	Donate to a cultural organization	Buy organic food *71%

#### **Eklektikos**

Eklektikos is a "must" for musicians and performers all types to connect with cultural adventurers. Host John Aielli has graced the airwaves of KUT and KUTX for more than 50 years, and his popular program continually attracts new generations of music lovers: 33% of the audience spans ages 25-34 and 74% are 25-54.

#### Studio 1A

Studio 1A was built for musicians and listeners – whether in the studio audience or passing time on MoPac. The 75-seat venue in KUT's Public Media Studios hosts more than 200 live broadcast sessions annually, as well as the popular *After Hours* series.

#### **Cactus Cafe**

The famed Cactus, named by *Rolling Stone* as one of the best listening rooms in America, builds upon a storied tradition of nurturing up-and-coming artists and providing seasoned performers a place to get in touch with their acoustic roots. The Cactus stage extends KUTX's spotlight on musicians "in the wild."

#### **VuHaus**

KUTX and fellow public media tastemakers in music – including KCRW Los Angeles, WFUV New York City, KEXP Seattle, WXPN Philadelphia, KCMP Minneapolis and KXT Dallas – collaboratively produce this online music discovery platform with performance videos of emerging and essential artists across a broad array of genres.

#### **kutx live!**

KUTX Live brings music to the people – connecting sponsors and listeners at concerts and musical events, encompassing great Austin venues, festivals and public spaces.



# CONNECT WITH HARD-TO-REACH BUSINESS, POLITICAL AND SOCIAL THOUGHT LEADERS



# TEXAS ANDARD

Each weekday, *Texas Standard* – the national daily news show of Texas – brings together the best reporting and interviews from NPR® stations across the state to tell the story of Texas.

#### NUTS & BOLTS

- · Live, one-hour weekday news program
- Hosted by David Brown, former national host of Marketplace
- Originates from KUT Studios on the University of Texas campus and airs statewide on 25+ public radio stations
- Texas Standard newscasts provide Texas-centric headlines and a daily roundup weekday mornings and middays

#### **TOPICS**

- Daily features on business, politics, technology, environment, arts and culture
- Up-to-the-minute coverage of breaking stories, extended interviews and topical discussions of Texas news, plus national and global news from a Texas perspective

#### **TOUCHSTONES**

- Fact-based, independent, politically neutral coverage
- Crisp and conversational

# TEXAS STANDARD AND TEXAS STANDARD NEWSCASTS REACH A STATEWIDE AUDIENCE

Connects with nearly 90% of the state's population

 Airs on KUT and stations across Texas, including KUHF Houston Public Media, KERA Dallas / Fort Worth and KSTX San Antonio





#### **Mission**

KUT and KUTX create experiences that deepen understanding and connect people. We are committed to authenticity, craft, context and the unique power of the human voice in all forms to fuel Austin's love of discovery.



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KUT & KUTX Sponsorship Representatives

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Market Enginuity® manages sponsorship sales for KUT/X with the mission of linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.