

# LIFT YOUR VOICE





## KCUR 89.3

### NPR IN KANSAS CITY

Across Kansas City, KCUR shows up in dinner conversations, in civic participation, in boardrooms, and on social calendars. Audiences rely on KCUR for fact-based journalism from local reporters as well as national and international news from NPR, APM, and the BBC. They personally relate to smart entertainment and appreciate diverse perspectives and topics.

## 91.9 CLASSICAL KC

### KANSAS CITY'S CLASSICAL MUSIC CHAMPION

Classical music fans tune to Classical KC because knowledgeable and passionate hosts intersperse educational commentary into their playlists of old and new pieces and provide insightful interviews with Kansas City musicians, and news of what's happening in the local performance scene.

KCUR and Classical KC  
sponsors make

**VALUES-BASED  
CONNECTIONS,**  
gaining a foothold in homes,  
hearts, and lifestyles.

Nonprofit media

**CONNECTS  
ON VALUES,**  
with the welfare of an  
informed and enriched  
public at the center.

**LISTENERS  
DONATE**

to ensure the community services  
of nonprofit KCUR and Classical KC  
remain freely available.



# THINKERS AND DOERS WHO **SPREAD YOUR WORD**

## **EDUCATED**

KCUR and Classical KC listeners prioritize education and learning.

## **AFFLUENT**

With discretionary income, they have means to pursue their passions.

## **COMMUNITY MINDED**

They lead and participate in community initiatives.

## **INFLUENTIAL**

They drive trends among personal and professional networks.

## **CULTURAL**

Passionate about the arts, they find inspiration at cultural events.



## SHARE YOUR MESSAGE WHILE SHOWING LOVE FOR LOCAL

Programs from the KCUR news team and NPR deliver an increasingly rare, yet vital mix of rigorously reported local and national stories. *Morning Edition* and *All Things Considered* anchor a diverse roster of rich, insightful programs including *This American Life*, *Here & Now*, *Fresh Air* and *BBC Newshour*.

Countering a local journalism deficit, KCUR's newsroom ensures:

- local perspective to national stories
- depth on regional issues and culture

KCUR reports on local government, politics, education, health care, arts, and culture through the voices of the people living those stories. It connects audiences with issues, ideas and each other, bringing the world to Kansas City and Kansas Citians to one another.

When Classical KC launched in 2020, it filled a longtime void — no full-time FM classical music station had existed in Kansas City in nearly 20 years. With playlists curated by hometown hosts and performances from local musicians, it amplifies the work of and nurtures audiences for Kansas City's arts organizations.

**Up To Date** | This public affairs program has examined the region's pressing issues, spanning politics, government, economics, planning and design, health, education, and entertainment.

**KCUR Studios** | KCUR original podcasts speak to the diverse experiences and curiosities of Kansas Citians, such as personal essays about human adaptation, odes to iconic Missouri foods, tales of those who shaped Kansas City, and a daily 15-minute news roundup.

**KC Media Collective** | KCUR partners with other organizations to maximize news gathering and reporting resources. In this instance the collective joins six local nonprofit organizations to strengthen local journalism, and make local news easily available, its coverage equitable, and its operations sustainable.



## MAKE YOUR MESSAGE **SHINE BEYOND WORDS**

Reputation is partly built by the company you keep. The media and places where people see and hear your brand signal unspoken characteristics — especially when the media is a nonprofit you're helping.

Partnership with public media has a halo effect of expressing your brand in traits listeners associate with KCUR and Classical KC:

### **CREDIBLE** **TRUSTWORTHY** **QUALITY ORIENTED** **COMMUNITY MINDED**

Per hour, the sponsorship breaks on public radio are about one-third of the time of commercial radio's breaks. Short breaks hold attention. Sponsorship breaks are prefaced with "KCUR / Classical KC is supported by..." This reminder to listeners reinforces the contribution you're making.

In gratitude for support of  
the content they love,  
KCUR and Classical KC  
**FANS CHOOSE AND  
RECOMMEND  
SPONSORS.**



## LEVERAGE VERSATILE MULTIMEDIA TO **ACHIEVE MANY GOALS**

From its start in 1957, and charter membership in NPR in 1971, KCUR pioneered a critically acclaimed and oft-imitated style of radio storytelling. Today, KCUR and Classical KC captivate news and culture seekers in all the ways they soak in ideas and inspiration — websites, podcasts, smart speakers, apps, newsletters, events, social media. Your organization will meet consumers in discovery mode, pursuing their passions.

Whether you see it as sponsorship, cause marketing, or advertising, KCUR and Classical KC deliver on many marketing goals.

Support of public media builds relationships with influential fans — **LIFTING YOUR BRAND VOICE AND DRIVING PREFERENCE.**



ON-DEMAND



NEWSLETTERS



EVENTS



SOCIAL



STREAMING



WEBSITES



RADIO

## **KCUR MISSION**

To serve the needs and aspirations of the Kansas City region with an accurate, credible, and unbiased media service that informs, engages, entertains, and enriches both individuals and our diverse community.

## **CLASSICAL KC MISSION**

Classical KC champions music as a vital community resource by sharing programming that reflects and illuminates our broader world.

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*KCUR and Classical KC are services of the University of Missouri-Kansas City.*

*Market Engineuity® manages sponsorship sales for KCUR and Classical KC with the mission of linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.*

