



LIFT YOUR VOICE



89.5 fm





KJZZ Phoenix's NPR® Station

Across Greater Phoenix, KJZZ shows up in dinner conversations, in civic participation, in boardrooms and on social calendars. Audiences rely on KJZZ 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.

KBACH The Valley's Only Classical Music Station

Classical music fans tune to KBACH because knowledgeable and passionate local hosts curate playlists and pepper them with educational commentary, plus the latest happenings in the local performance scene.

KJZZ and KBACH
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 nonprofit KJZZ and
KBACH's community service
remains freely available.



Thinkers and Doers Who **SPREAD YOUR WORD**

LIFELONG LEARNERS

KJZZ and KBACH listeners prioritize education and learning.

CULTURAL ENTHUSIASTS

They gain inspiration from the arts and cultural events.

LEADERS

They drive trends among personal and professional networks.

COMMUNITY BOOSTERS

They lead and participate in community initiatives.

AFFLUENT PROFESSIONALS

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

ENVIRONMENTAL STEWARDS

They put their care for the planet into action.



Share Your Message **WHILE SHOWING LOVE FOR LOCAL**

Programs from the KJZZ 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 news from the BBC.

Hear Arizona | This podcast series has addressed issues of aging, affordable housing, homelessness and accessibility for people with disabilities — and empowered listeners with solutions.

Fronteras Desk | Focusing on an expanse of an under-covered news desert from northern Arizona deep into northwestern Mexico, reporters illuminate complex and controversial subjects like national security, immigration, business, trade and life on tribal lands.

Hermosillo, Mexico Bureau | KJZZ was the first local public radio station in the United States to open an international news bureau. Its location helps KJZZ explore the dynamic relationship between Arizona and Mexico.

The Show | Spotlighting service workers, artists and musicians is one of the ways this KJZZ public affairs program has celebrated the everyday people of Phoenix.

Countering a local journalism deficit, KJZZ's largest radio newsroom in the Southwest ensures:

- **LOCAL PERSPECTIVE** to national stories
- **DEPTH ON REGIONAL** issues and culture

KJZZ covers stories that impact positive change, lift unheard voices and bring unique coverage to the Valley.

When all other Phoenix classical music stations folded in the mid-eighties, KBACH stepped up its role as the heart of the arts, with playlists curated by hometown hosts and performances from local organizations.



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 supporting.

Partnership with public radio has a halo effect of expressing your brand in traits listeners associate with KJZZ and KBACH:

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 "KJZZ / KBACH is supported by..." This reminder to listeners reinforces the contribution you're making.

In gratitude for support of
the content they love,
KJZZ and KBACH
**FANS BUY FROM
AND RECOMMEND
SPONSORS TO
OTHERS.**

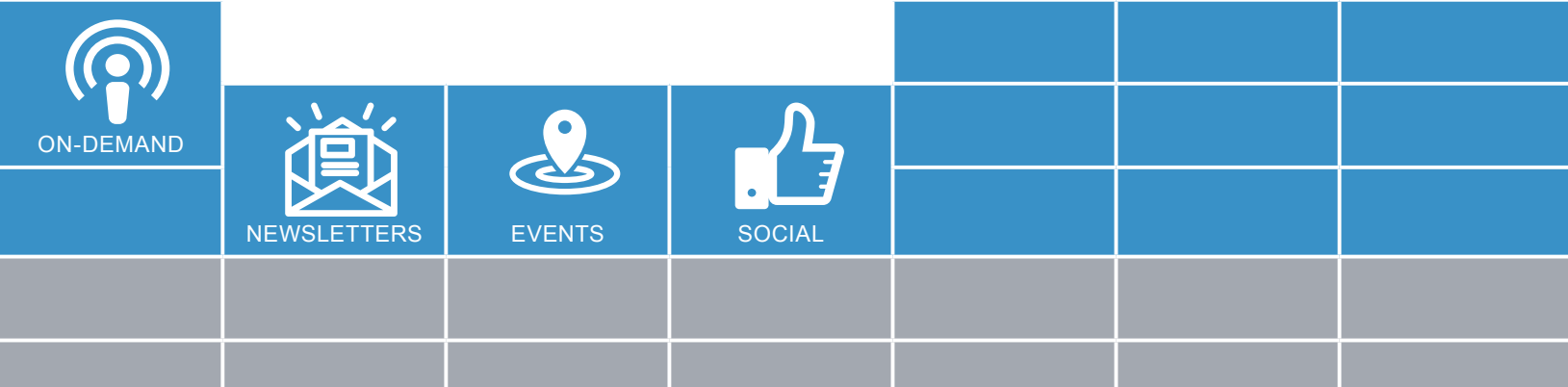


Leverage Versatile Multimedia to **ACHIEVE MANY GOALS**

From its start in 1951, and flagship membership in NPR in 1971, KJZZ pioneered a critically acclaimed and oft-imitated style of radio storytelling. Today, KJZZ and KBACH captivate news and culture seekers in all the ways they soak in ideas and inspiration — websites, podcasts, smart speakers, apps, newsletters, events and social media. Your organization will meet consumers in discovery mode, pursuing their passions.

Whether you see it as sponsorship, cause marketing, philanthropy or advertising, KJZZ and KBACH deliver on many marketing goals.

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



MISSION

The mission of KJZZ 91.5FM is to provide objective, intelligent news and information programming.

KBACH 89.5FM's mission is to provide engaging musical and cultural entertainment, free of commercial constraints.

KJZZ 91.5FM and KBACH 89.5FM

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KJZZ and KBACH Sponsorship Representatives

3131 E. Clarendon Avenue | Suite 105 | Phoenix, AZ 85016 | 602.824.9480

www.sponsorkjzz.org | www.sponsorkbach.org

Market Engenuity® manages sponsorship sales for KJZZ and KBACH with the mission of linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

