

# Connect With Texans Through Public Media

AMPLIFY YOUR MESSAGE STATEWIDE



Texas Public Media  
NETWORK



# TEXANS TRUST PUBLIC MEDIA

**News, Arts & Culture,  
Thought-provoking  
Conversation**

For millions of Texans public media is personal — a primary source for **CREDIBLE NATIONAL AND LOCAL NEWS** and deep understanding of issues, motivating their civic participation. It also rewards their **APPETITE FOR DISCOVERY** with new ideas and perspectives. It adds to their social calendars and their music playlists. Many donate to their local nonprofit public media station, endorsing how much they value **FACT-BASED LOCAL JOURNALISM** as a **COMMUNITY SERVICE FOR ALL.**

**Public media sponsors win affection.** 

Public media fans favor its sponsors in appreciation for corporate goodwill that keeps their public media free and independent.



# AUDIENCES WHO MAKE THINGS HAPPEN

**EDUCATED** more likely to have a post-graduate degree

**PROSPEROUS** more likely to earn a household income of \$150K+

**INFLUENTIAL** more likely to be an Influential based on public engagement and advocacy for causes

**CULTURAL** more likely to attend an art museum or concert

**COMMUNITY-MINDED** more likely to donate money or time to environmental causes

Source: "More likely" comparisons are of public media audience to the average adult, Nielsen, Scarborough, A18+. Source for Influentials — MRI-Simmons Doublebase 2022, NPR listeners, PBS viewers, MRI defines an Influential as one who participates in three or more public activities that demonstrate uncommon engagement. with their community



# CREDIBILITY, CONNECTION, CAUSE

**PUBLIC MEDIA SPONSORSHIP IS CAUSE MARKETING**

**84%**

**TAKE ACTION**

in response to a  
public radio  
sponsorship message

**72%**

**HOLD A MORE**

**POSITIVE OPINION**  
of a company that  
supports public radio

**68%**

**PREFER TO PURCHASE**

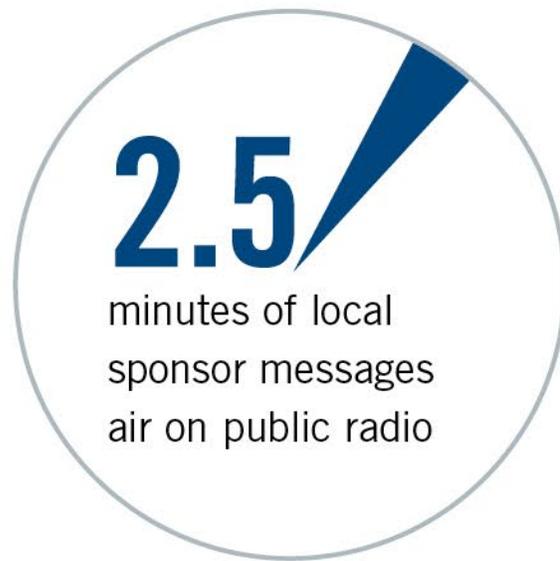
products and  
services from public  
radio sponsors

# STAND OUT ON PUBLIC RADIO

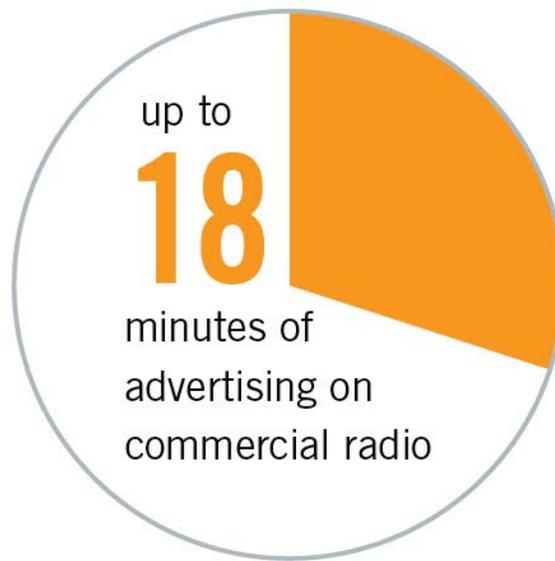
## CLUTTER FREE

Listeners pay attention throughout short sponsorship breaks. Concise, hype-free sponsorship messages win appreciation.

Per hour, an average of



vs.



# PUBLIC MEDIA SPONSORSHIPS MADE EASY

A variety of nonprofit organizations serve the American public with top quality educational media, bearing many marketing options. Some of the most prominent brands include:



**NPR**® and 1,000+ member radio stations provide communities a vital mix of local, regional and national news



**PBS**® and 330+ member TV stations empower Americans to explore new ideas and worlds



**PRX** + hundreds of public radio stations + thousands of independent producers, specializes in audio journalism and storytelling. Its portfolio includes: *TED Talks Daily*, *This American Life*, *The Moth*, *Reveal*, the Radiotopia network, home to *Ear Hustle*, *Normal Gossip* and *Adult ISH*

## TEXAS PUBLIC MEDIA NETWORK FROM MARKET ENGINUITY STREAMLINES SPONSORSHIPS

- Efficiently navigate various public media sponsorship options
- Localize and personalize connections with your most meaningful audiences
- Maximize your investment

# Texas Public Media Network Capabilities Summary

## Texas Newscasts

Headline segments provide daily news roundups from around the state.

**Duration:** 2-3 minutes each

**Frequency:** broadcast in AM drive, midday, and PM drive

**Carriage:** 28 stations covering 94% of Texas' population including 9 of the top 10 markets

**Sponsorships:** by day with one announcement per daypart: AM drive, midday, PM drive

## Texas Standard

Originating live from the capital city of Austin, *Texas Standard* features more than a dozen daily stories from across the state. Listeners get up-to-the-minute news about politics, lifestyle and culture, the environment, technology and innovation, business and the economy.

**Duration:** 1 hour

**Frequency:** airs weekdays, available on-demand as a podcast and at [texasstandard.org](http://texasstandard.org)

**Carriage:** 32 stations covering 95% of Texas' population

**Sponsorships:** 13 weeks to 52 weeks; 4 position options: Program, Feature, Segment or Title

## Think

Host Kryss Boyd, of KERA in Dallas / Fort Worth, engages listeners in in-depth conversations with prominent figures steeped in a wide variety of subjects.

**Duration:** 1 hour

**Frequency:** airs weekdays, available on-demand as a podcast and at [think.kera.org](http://think.kera.org)

**Carriage:** 28 stations covering 89% of Texas' population

**Sponsorships:** 13 weeks to 52 weeks

*Texas Standard and Think can be purchased in combination to achieve discounts*

## Multiplatform Public Media Campaigns Across Texas

NPR® Member stations cover 95% of the state's population

**Radio Sponsorships:** customized in your select markets; messages voiced by station talent and typically 15 seconds long

**Digital Sponsorships:** customized across the high traffic websites of public media stations in Austin, Dallas / Fort Worth, Houston & San Antonio; platforms include in-banner video, audio stream pre-rolls, podcasts and newsletters

**TV Sponsorships:** customized among PBS stations in Dallas / Fort Worth and Houston

Source: Fall 2023 Nielsen DMA / TSA P12+ market coverage. Texarkana / Bowie County July 2023 Census

# TEXAS-CENTRIC NEWS

## FROM THE TEXAS NEWSROOM

NPR® and public radio stations across the state collaborate to produce Texas-focused stories and newscasts. The four largest stations lead the efforts:

- KUT in Austin
- KERA in Dallas / Fort Worth
- Houston Public Media
- Texas Public Radio in San Antonio

Together The Texas Newsroom increases coverage of statewide issues, boosts rural reporting and bolsters resources to serve more communities.



# Texas Newscasts

# Texas Newscasts

Public radio reporters and producers across the state contribute to

## 6 TEXAS-CENTRIC NEWSCASTS AIRING LIVE EACH WEEKDAY IN DRIVE TIME PEAKS AND IN MARQUEE MIDDAY PROGRAMMING.

- Texas' four largest markets – Dallas / Fort Worth, Houston, San Antonio and Austin.
- Bonus coverage on 24 stations, making total coverage more than 94% of Texans

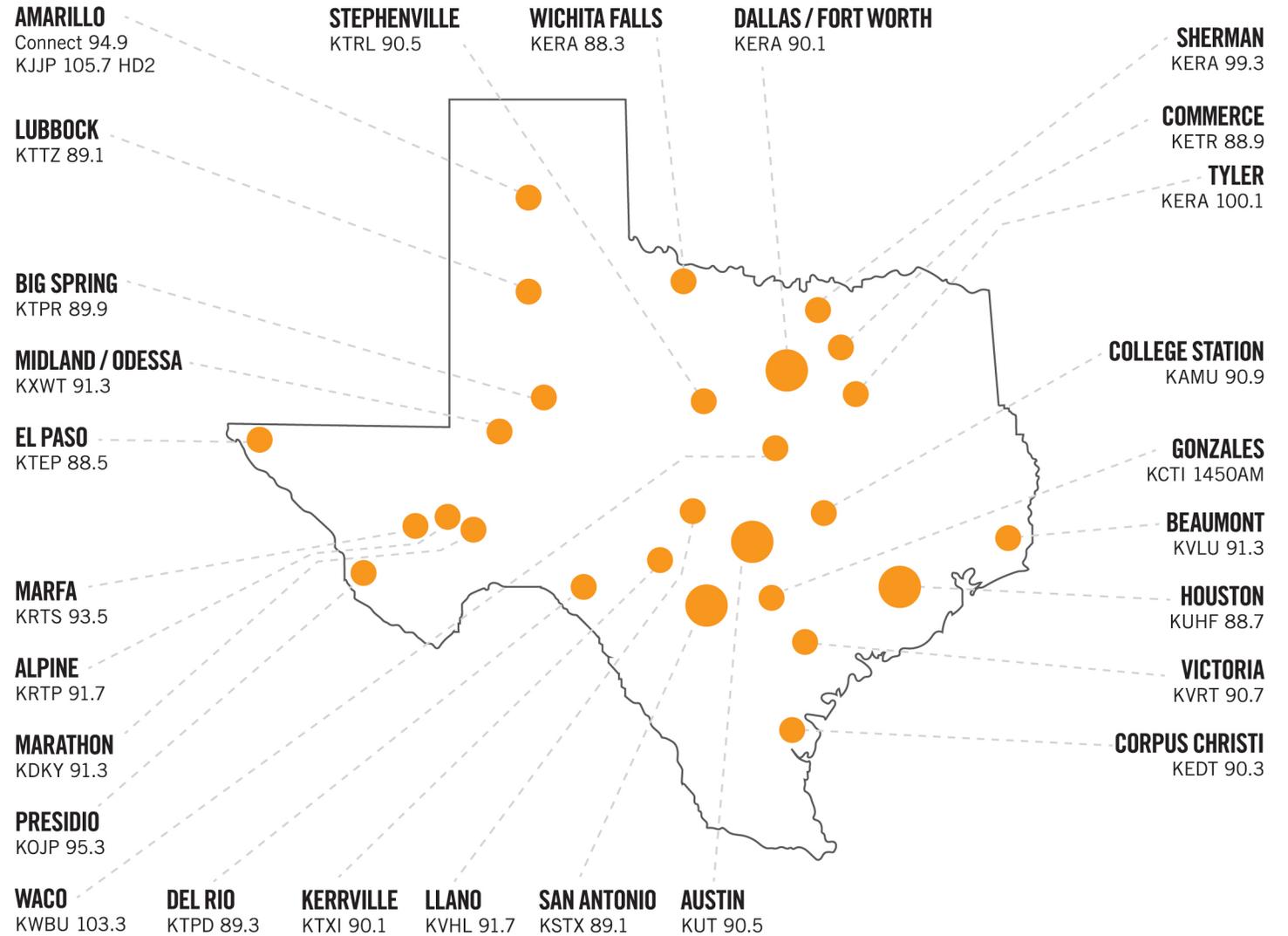
### **Two daily sponsors are each heard in three newscasts.**

Multi-day sponsors get a fair rotation of all newscasts, subject to availability.

Each “sponsor of the day” is recognized with a 12-second announcement introduced with the preamble: “Support for these Texas headlines comes from...”

# Texas Newscasts

28 Stations  
Covering  
**94%**  
of Texans



Source: Fall 2023 Nielsen DMA / TSA P12+ market coverage. Texarkana / Bowie County July 2023 Census



**TEXAS  
STANDARD™**



*Texas Standard* delivers timely, thoughtful coverage of culture, politics, environment, technology and business from a uniquely Texas perspective. Hosted by award-winning journalist David Brown, *Texas Standard* features interviews and reporting that reflect the diversity of the Lone Star State, uncovering stories as they happen and spotting the trends that will shape tomorrow's headlines.

This live, hour-long, weekday NPR-style news program is **broadcasted by 32 public radio stations across Texas**. It's co-produced by Texas' four major market NPR news stations and originates at KUT in the capital city of Austin.

- 350,700 monthly net reach
- 65,000 monthly podcast downloads and on-demand at [texasstandard.org](https://texasstandard.org)
- 22,400 individual newsletter sends per month
- 42,000 social media followers
- 300,000 monthly webpage views, and 230,000 monthly users

Source: Reach – Nielsen NRS, Fall 23 Survey, P18+. All others – sourced internally, Jul-Dec 2023 GA4



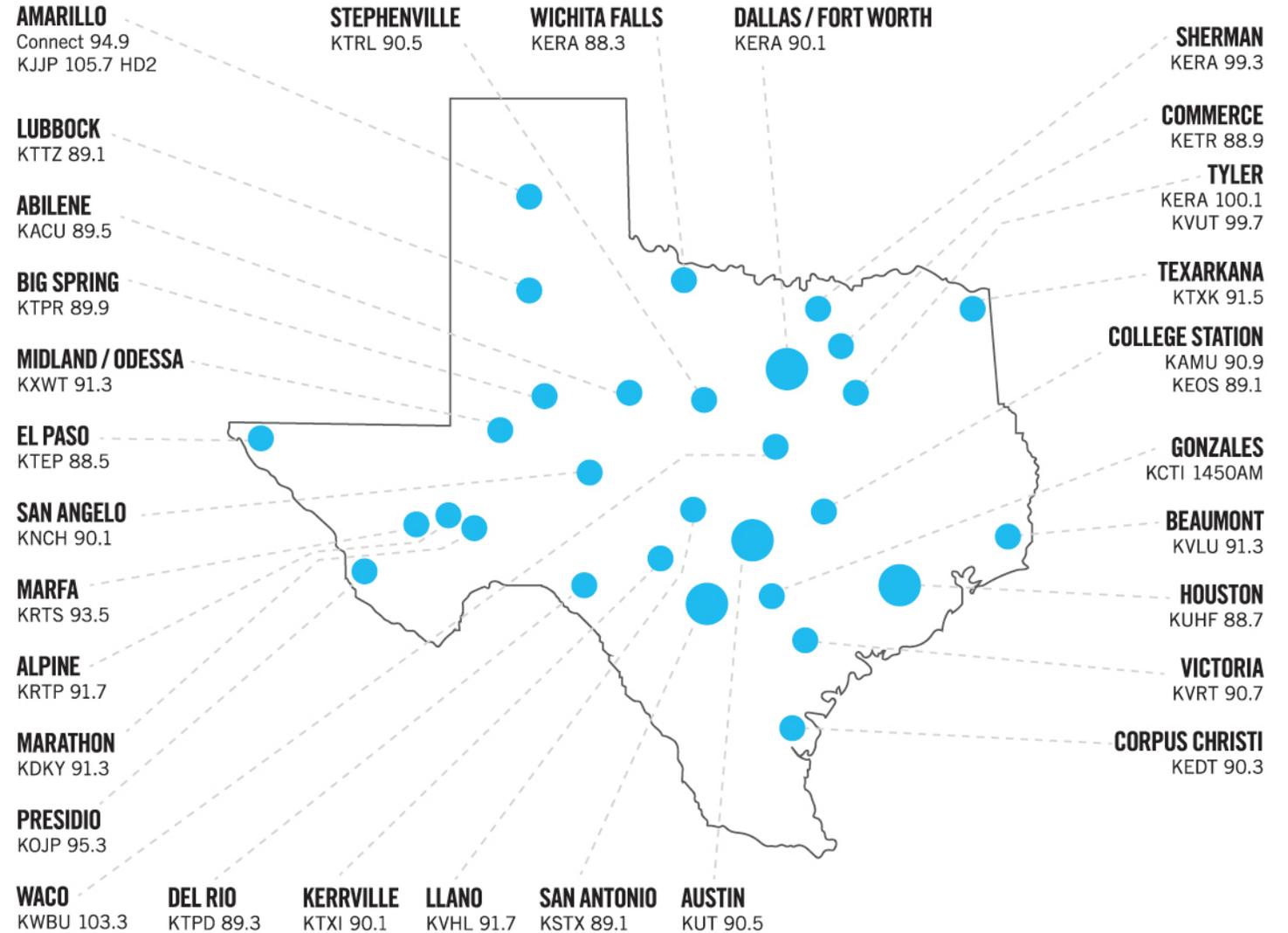
*Texas Standard* Host David Brown



# TEXAS STANDARD™

32 Stations  
Covering  
**95%**  
of Texans

Source: Fall 2023 Nielsen DMA / TSA P12+  
market coverage. Texarkana / Bowie County  
July 2023 Census







Krys Boyd engages listeners with in-depth conversations with prominent figures steeped in a wide variety of subjects, including culture, economics, education, environment, global issues, health, history, literature, politics, race / gender and sports.

*Previous guests include*

Reverend Jesse Jackson

Primatologist Dr. Jane Goodall

Senator Ted Cruz

Senator Bernie Sanders

Novelist Colson Whitehead

Writer Tressie McMillan Cottom

Actor Bryan Cranston

Former Secretary of State

Madeleine Albright

Scholar Ibram X. Kendi

NASA Astronaut Ed Lu

Musician St. Vincent

Comic Hari Kondabolu

Novelist Margaret Atwood

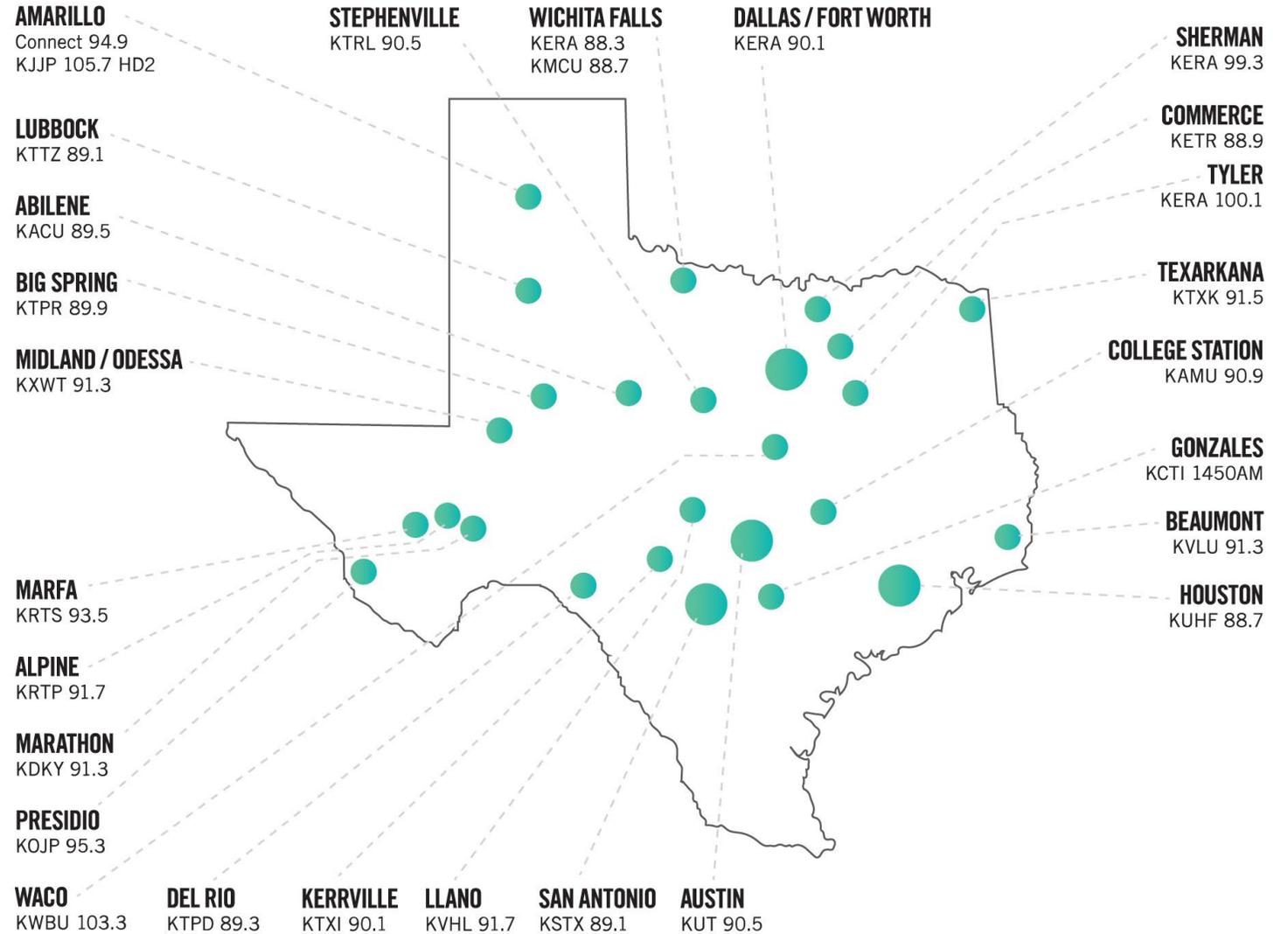


Photo by Kim Ritzenhaler



28 Stations  
Covering  
**89%**  
of Texans

Source: Fall 2023 Nielsen DMA / TSA P12+  
market coverage. Texarkana / Bowie County  
July 2023 Census



# MULTIMEDIA CAMPAIGNS

Sponsorship of public media stations across Texas



**Texas  
Public Media**  
NETWORK

# SCALE YOUR LOCAL RELEVANCE

NPR® Member  
Stations Cover

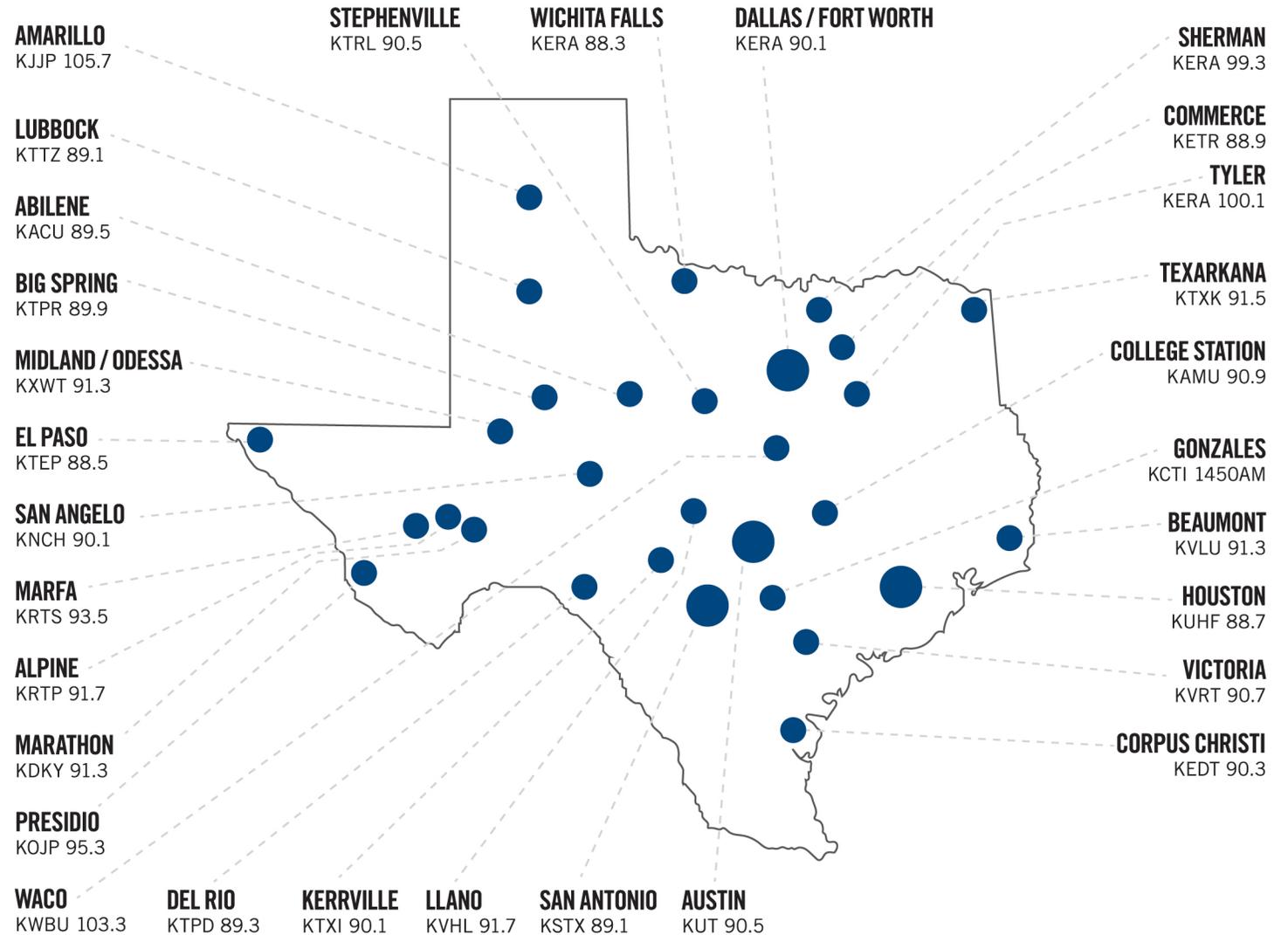
95%

of Texans

## ONE POINT OF CONTACT

Your TPMN account manager customizes multimedia campaigns per your marketing goals and serves as your single point of contact from planning through billing.

- Target specific significant regions
- Align with media and programs that have a uniquely Texas voice



Source: Fall 2023 Nielsen DMA / TSA P12+ market coverage. Texarkana / Bowie County July 2023 Census



# Texas Public Media NETWORK

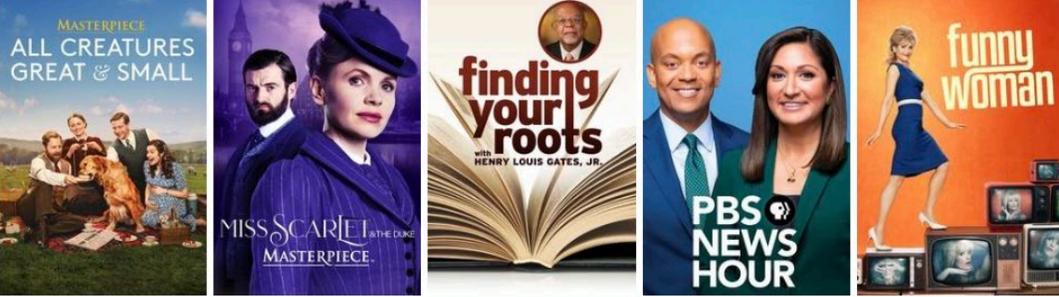
## 4 NPR Member Stations in

- Austin
- Dallas / Fort Worth
- San Antonio
- Houston

Cover  
**77%**  
of Texans

Source: Fall 2023 Nielsen DMA / TSA P12+ market coverage. Texarkana / Bowie County July 2023 Census





# PBS for Houston and Dallas / Fort Worth KERA and Houston Public Media



## LARGEST STAGE

Visual and performing arts, from the contemporary to the classics

## LARGEST CLASSROOM

Mental flex for Texans of all ages

- 82% of Americans named **PBS KIDS** the most educational media brand



## WINDOW TO THE WORLD

Texans discover new people, places and perspectives

- PBS is the **most trusted news source** for news and public affairs programs

Source: Marketing & Research Resources, Inc., Jan 2024



**TARGET BY GENRE** PBS KIDS | Arts & Culture | Drama  
News & Public Affairs | Science & Nature | History | How-to



**Houston Public Media**

A SERVICE OF THE UNIVERSITY OF HOUSTON



**KERA**

# Music Discovery

in Austin and Dallas / Fort Worth

- Knowledgeable **LOCAL** hosts  
**HAND PICK PLAYLISTS**
- Triple A format – Eclectic and diverse blend  
of **ESSENTIALS AND EMERGING**  
local, national and international artists
- **THOUSANDS OF CUTS**  
annually versus commercial radio's  
typical hundreds
- **CONCERTS** & in-studio performances
- Artist interviews and  
**STORIES BEHIND SONGS**
- What's happening in the  
**LOCAL MUSIC AND ARTS SCENE**



Music tastemaker brands attract fans who thrive on discovery and defining what's next.

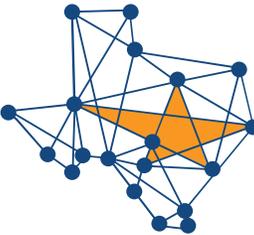
# Create Robust Digital Connections

Engage Public Media Fans in Dallas / Fort Worth, Houston, San Antonio and Austin

<b>24/7 AUDIO STREAMING</b>	3,966,000	sessions / month
<b>PODCASTS</b>	661,000	downloads / month
<b>WEBSITES</b>	1,410,000	visitors / month
	2,961,000	page views / month
<b>APPS</b>	248,000	sessions / month
<b>NEWSLETTERS</b>	104,000	combined subscribers

*Advertising on multiple platforms substantially increases a consumer's ability to remember an ad campaign."*

— Nielsen



**Texas  
Public Media  
NETWORK**

Market Enignuity® manages Texas Public Media Network sponsorship sales with the mission of linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

