Connect With Texans Through Public Media

AMPLIFY YOUR MESSAGE STATEWIDE

Texas Public Media NETWORK
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**.

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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

Source: Kantar / Lightspeed, NPR State of Sponsorship Survey, June 2023
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

2.5
minutes of local sponsor messages air on public radio

vs.

up to 18
minutes of advertising on commercial radio
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
Carriage: 32 stations covering 95% of Texas’ population
Sponsorships: 13 weeks to 52 weeks; 4 position options: Program, Feature, Segment or Title

**Think**
Host Krys 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
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
Public radio reporters and producers across the state contribute to

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 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
- 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
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
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
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
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
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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>24/7 AUDIO STREAMING</td>
<td>3,966,000 sessions / month</td>
</tr>
<tr>
<td>PODCASTS</td>
<td>661,000 downloads / month</td>
</tr>
<tr>
<td>WEBSITES</td>
<td>1,410,000 visitors / month</td>
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<tr>
<td></td>
<td>2,961,000 page views / month</td>
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<tr>
<td>APPS</td>
<td>248,000 sessions / month</td>
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<tr>
<td>NEWSLETTERS</td>
<td>104,000 combined subscribers</td>
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</tbody>
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Advertising on multiple platforms substantially increases a consumer’s ability to remember an ad campaign.”

— Nielsen
Market Enginuity® 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.