



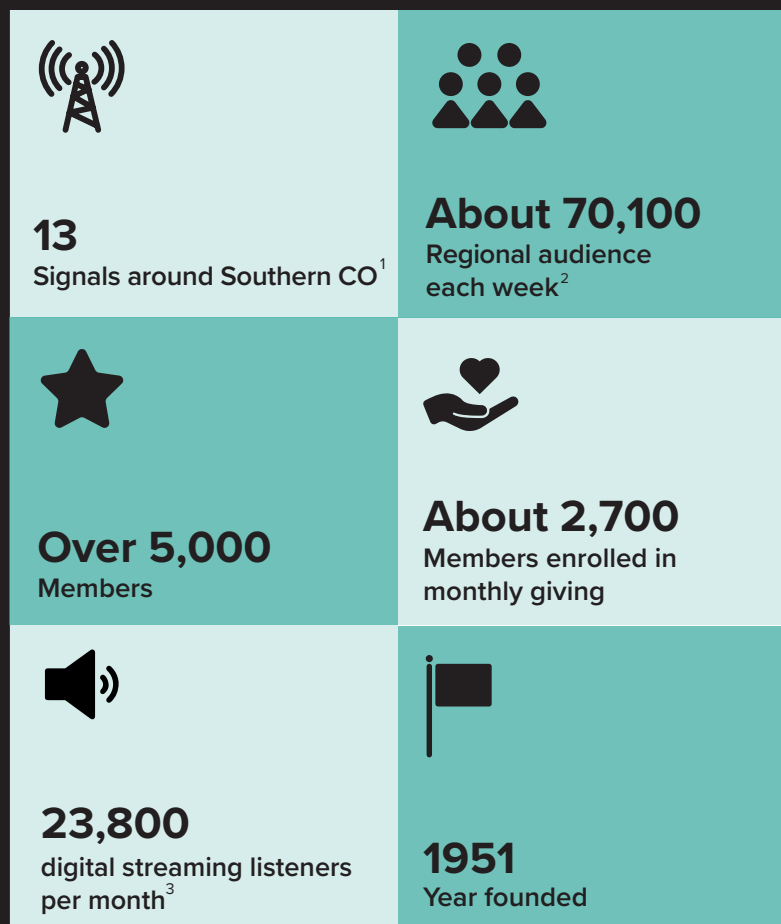
Connect with the People who Shape Southern Colorado



2023 Media Kit



KRCC is a public radio station in Colorado Springs, serving southern Colorado. It was the first nonprofit FM license issued in the state of Colorado in 1951. KRCC is operated by Colorado Public Radio in partnership with Colorado College.



Membership data as of June 30, 2021.

¹ Source: See at cpr.org/krcc/contact-krcc/

² Source: Nielsen Audio Fall 2022

³ Source: Empire Streaming for period July 2022-June 2023

Programming on KRCC engages, informs and entertains listeners



Strengthen your brand by aligning it with public media's best programming. On KRCC, listeners stay updated on national and world news while also being informed about what's happening in their own backyard with local newscasts and KRCC's daily interview show, Colorado Matters.

Morning

- Morning Edition - *award-winning national news from NPR*
- Colorado Matters, with *Ryan Warner* - "Best Talk-Radio Host 2021" - *Westword*
- On Point
- Here & Now

Afternoon

- Today, Explained
- BBC Newshour
- Fresh Air - *thought-provoking interviews with Terry Gross*
- Science Friday
- Marketplace
- The Daily - *from The New York Times*
- Real Talk with Denver7 and CPR News - *Mondays and Fridays*
- All Things Considered - *the most listened-to, afternoon drive-time, news radio program in the country**

Evening & Weekend

- Wait Wait...Don't Tell Me!
- This American Life
- Radiolab
- Latino USA
- Snap Judgment
- The Moth
- Reveal
- Throughline
- Planet Money
- How I Built This
- Hidden Brain
- TED Radio Hour
- Our Body Politic
- Code Switch
- Life Kit

Interested in reaching a wider audience? Ask us for the Colorado Public Radio and Denverite media kits!

**Source: Nielsen, 2018*



KRCC is a member-supported, non-commercial community service affiliated with, and operated by, Colorado Public Radio. KRCC was started in 1951 by Colorado College students.

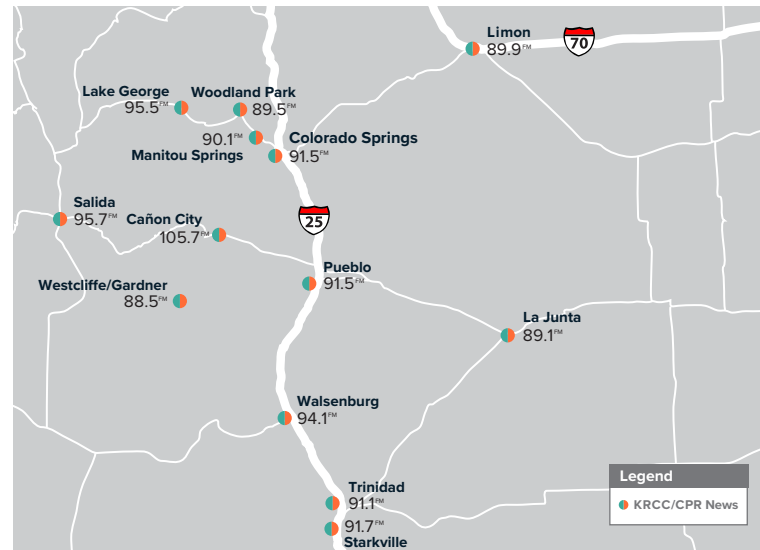
Audience Stats*:

47.6%
Male

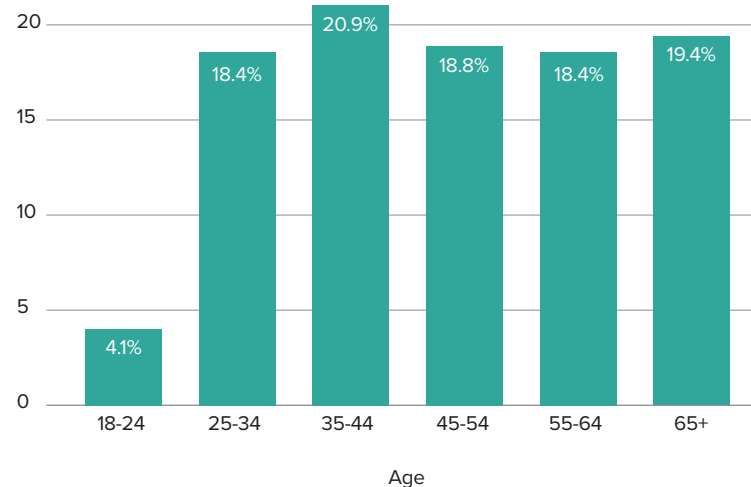
52.4%
Female

58.6%
have a college
degree or more
education

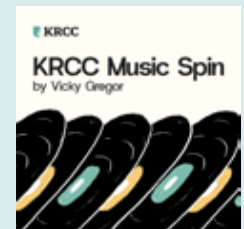
40.7%
have a household
income over
\$100,000



The KRCC audience spans generations*



*Source: Nielsen results for KRCC-FM in Colorado Springs Metro for Feb. 2022-Feb. 2023



The KRCC audience tunes in for NPR's most popular programs, plus impactful local news, music and podcasts.

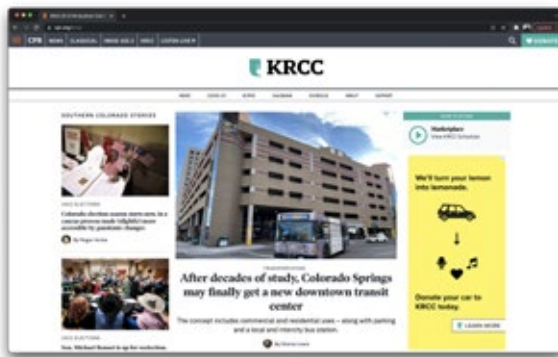
*Source: Nielsen results for KRCC-FM in Colorado Springs Metro for Feb. 2022-Feb. 2023.

Digital Offerings

In addition to a robust radio network, KRCC serves Coloradans through krcc.org, newsletters, a smartphone app and more.

Websites

Our websites receive thousands of visits each day from Coloradans looking for the latest news on state politics, climate and the environment, education, the arts and more. Additionally, many listeners visit the website to stream our radio broadcast when they're not in the car. Digital sponsors on KRCC benefit from a large audience coming to the website for content from KRCC, Colorado Public Radio, CPR Classical and Indie 102.3.



59,700
users per month

KRCC's website is integrated with the websites for Colorado Public Radio, CPR Classical and Indie 102.3. The number above indicates KRCC webpage users specifically. Source: Google Analytics monthly average for July 2022-June 2023.

"We have been underwriters for KRCC for over 18 years now. KRCC is a perfect platform for getting our name out in Colorado Springs and the rest of Southern Colorado. We are supporting something that's great for our community: local news and meaningful stories."

– Adam Bauer, Planet Granite

"Sponsoring KRCC provides an opportunity to get the word out there about our programs and really give back to the community. We think it is really important and informative and our students learn a lot about what is happening in the local community from KRCC and (they) bring it back to the classroom."

– Dr. Sarah Long, Assistant Dean and Director of Student Affairs,
UCCS College of Education

Newsletters

KRCC Weekly Digest

The latest news, culture and events from KRCC.

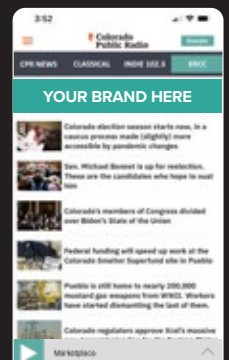
KRCC Music Newsletter

Weekly music picks and stories from Vicky Gregor.



KRCC on the Colorado Public Radio App

CPR recently launched a new smartphone app integrating stories from KRCC and CPR, plus allowing listeners to easily listen to the news, podcasts, CPR Classical and Indie 102.3 when they're on the go. We will soon begin offering banner ads for sponsors in the app. Ask your rep for more information on these opportunities.



KRCC Sponsorship Elevates Brands

The connection you build with our audience instills a **Halo Effect** that predisposes their desire to do business with you.



of listeners consider NPR “personally important” to them.



of listeners take action in response to something heard on NPR.



of listeners hold a more positive opinion of companies that support NPR.



of listeners prefer doing business with companies that support NPR.

“Underwriting with KRCC is a win-win for our locally owned restaurants of Salsa Brava & Urban Egg in our close-knit Colorado Springs community. KRCC is a great platform for communicating to an engaged audience, and listeners appreciate the support of our community-focused restaurants for KRCC.”

– Randy Price, Rocky Mountain Restaurant Group

“When we began underwriting KRCC, our customers shared their appreciation of our endorsement for member-supported radio and NPR. Rarely have any of our marketing efforts garnered such a response.”

– Mark Phelan, Phelan Gardens



Stand out. Engage your audience. Gain credibility.

KRCC limits sponsor messages to 2.5 minutes per hour, while commercial stations air more than 13 minutes of advertising every hour.

KRCC content and sponsorship information engages active listening. KRCC listeners are 75% more likely to pay attention to sponsorship messages than commercial radio listeners are to advertising.

Source: NPR Lightspeed Research 2017

Rise above the clutter. Market with confidence. Sponsor KRCC during election seasons.



KRCC and NPR air NO advocacy or political sponsorship messages. Adjacency to political ads negatively affects brand perceptions:

34%

decline in brand
reputation

32%

decline in perception
of product value

24%

decline in perception
of product quality

26%

decline in
purchase intent

Commercial stations are required by law to air candidate ads at their lowest unit rate, causing increased rates for other advertisers.

KRCC provides listeners with a respite from negative political advertising. KRCC does not accept political or advocacy advertising (and never will).

Source: J. Walter Thompson and Forethought research provided by NPR

What is sponsorship messaging on KRCC?

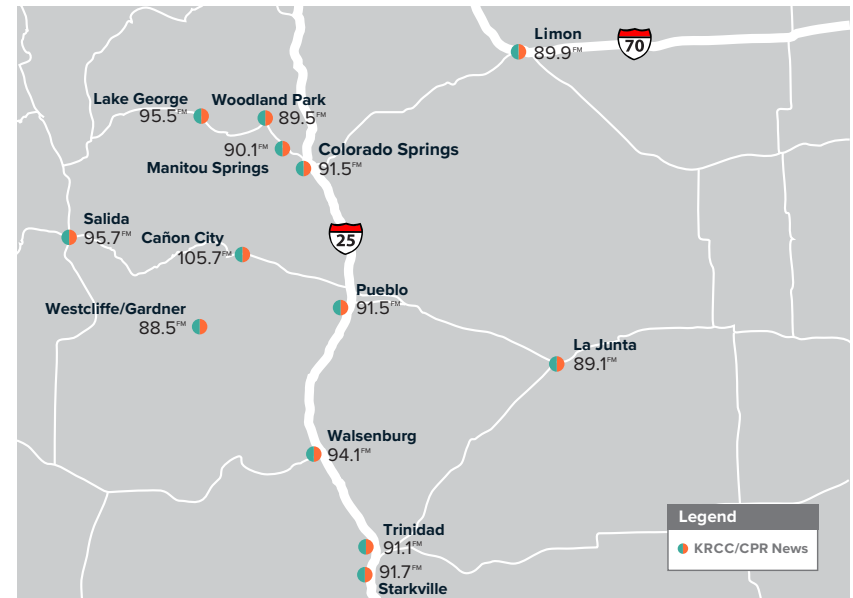
Sponsorship is a series of on-air messages acknowledging your philanthropic support of KRCC.

Listen to sample messages: krcc.org/sponsorship/audio-examples

Your messages can also be translated across KRCC's digital platforms, giving you the power to reach more people in more places.

*Contact your
KRCC Account
Manager for more
information!*

KRCC's network of stations brings your messages to a highly engaged audience in southern Colorado.



Sponsorship Opportunities with Colorado Public Radio

- 15-second messages on KRCC recognizing your business as a sponsor. Messages can also air on Colorado Public Radio's greater network of stations including CPR News, CPR Classical and Indie 102.3.
- Colorado Corporate Partnerships: A premier, multi-platform, category-exclusive sponsorship opportunity
- Digital sponsorships on krcc.org: 300x250 and 300x600 banner ads
- Newsletter sponsorships
- Smart speaker and digital streaming sponsorships
- Podcast sponsorships in popular shows reaching local and national audiences
- Spirit of Sharing: Your company can support two nonprofit organizations at once by participating in KRCC's Spirit of Sharing program. Help increase community awareness for nonprofit organizations and become a KRCC underwriter. Recognize your business while supporting your favorite nonprofit and its mission.
- Challenge Grants and Sweepstakes: Impact individual giving during a KRCC Membership Drive
- Event and programming sponsorship opportunities

Join our community of dedicated Corporate Sponsors and loyal Content Partners!



**Your
Brand
Here**



Get in touch!

KRCC's Sponsorship Representatives are ready to craft the right sponsorship package for your brand. Get in touch today!

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