

BOISE STATE PUBLIC RADIO

CONNECTING THE COMMUNITY



BOISE STATE
PUBLIC RADIO

n p r

KBSU
90.3 MUSIC

KBSX
91.5 NEWS

1910 University Drive • Boise, ID 83725-1916
boisestatepublicradio@boisestate.edu
BoiseStatePublicRadio.org
(208) 426-3663



Our Purpose

Be at the civic, cultural and intellectual forefront of our community to create an informed, engaged public.



Our Reach

Boise State Public Radio broadcasts to more than 100,000 listeners throughout Southern and Central Idaho's metropolitan and rural areas. Our listeners make up one of the most educated and affluent audiences in Idaho media. Public radio listeners place a high value on creativity, curiosity and social consciousness, and they have a strong attachment to nature and the environment. They are open to trying new products and services but are less likely to be influenced by usual means of reaching consumers.



Our Support

Boise State Public Radio is commercial free, supported by members and business sponsors.



Our Format

As the only sources of quality public radio news, classical music, jazz and unique cultural programming, Boise State Public Radio stations are distinct in their mission, their audience and their partnerships.



Stations and Coverage

NPR and Local News

KBSX Boise 91.5 FM
KBSY Burley 88.5 FM
KBSJ Jackpot 91.3 FM
KBSQ McCall 90.7 FM
KBSS Sun Valley 91.1 FM
New Meadows/Lake Fork 93.5 FM
Bellevue 100.3 FM
KBSU HD 3 96.3 FM

News and Classical

KBSW Twin Falls 91.7 FM
Challis 89.7 FM
Hailey 90.5 FM
Bellevue 89.3 FM
Ketchum 93.5 FM
Salmon 91.9 FM

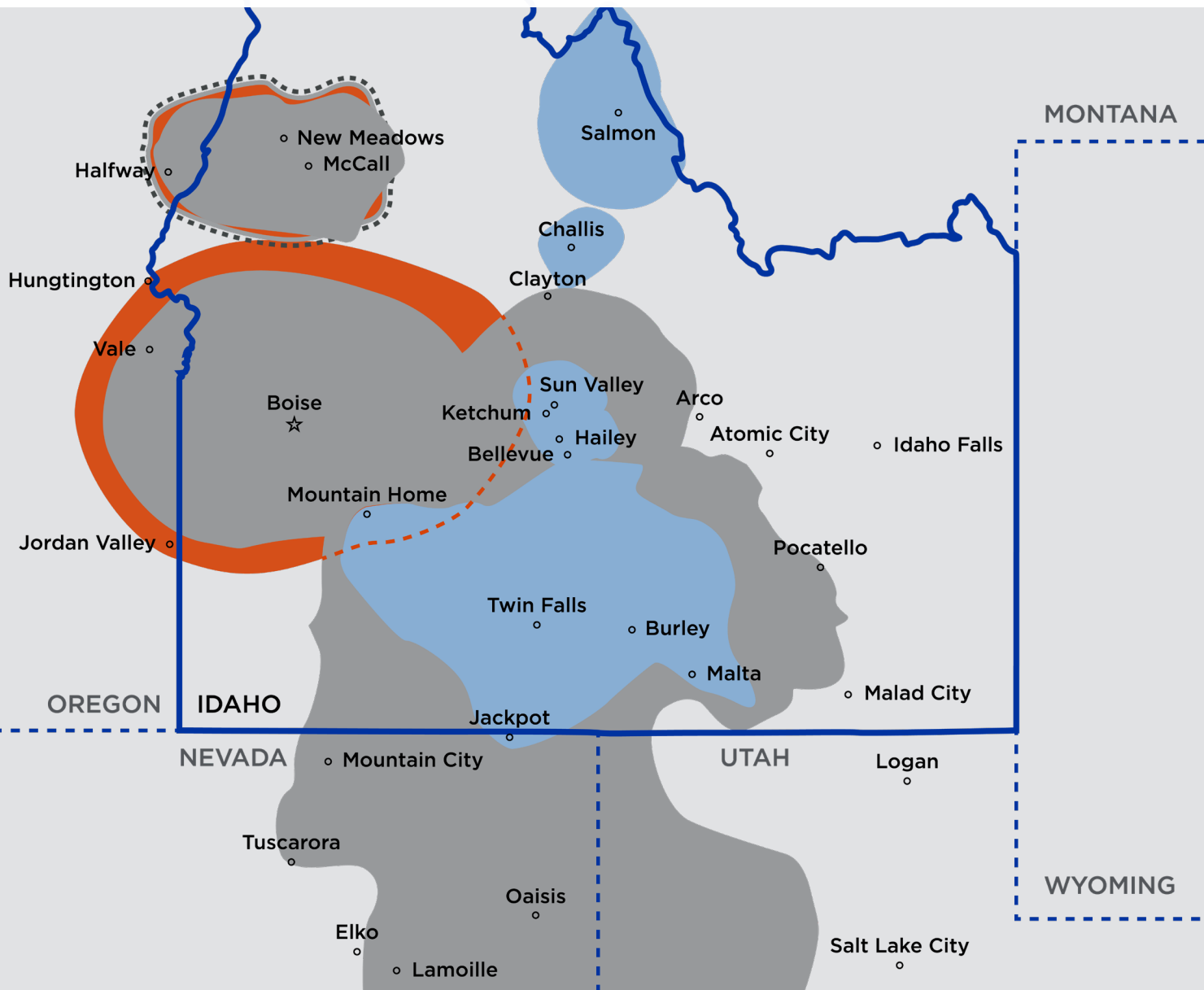
Classical

KBSU Boise 90.3 FM
KBSM McCall 91.7 FM
Cascade 90.9 FM
Stanley 91.1 FM & 106.3 FM
KBSU HD 1 90.3 FM

Jazz

KBSK McCall 89.9 FM
KBSU HD 2 Boise 90.3

Live streaming on BoiseStatePublicRadio.org | NPR News | Classical | Jazz | Radio Bilingue





Program and Scheduling

MUSIC

MONDAY - THURSDAY

1AM-8PM CLASSICAL MUSIC
8PM-10PM ECHOES

MONDAY

10PM-1AM BLUES DELUXE

TUESDAY

10PM-1AM EDGES

WEDNESDAY

10PM-11PM E-TOWN
11PM-12AM BEALE STREET CARAVAN

THURSDAY

10PM-1AM FLUID DRIVE

FRIDAY

12AM-7PM CLASSICAL MUSIC
7-9PM ECHOES
9-10PM IDAHO MUSIC
10-11PM SHAKEDOWN STREET
11PM-12AM GRATEFUL DEAD HOUR

SATURDAY

12-6AM DAWN FLIGHT
6-10AM OPEN RANGE
10AM-2PM PRIVATE IDAHO
2-4PM MOUNTAIN STAGE
4-6PM AMERICAN ROUTES
6-7PM THISTLE & SHAMROCK
7-8PM JAZZ NIGHT IN AMERICA
8-9PM JAZZ CONVERSATIONS
9-11PM JAZZ W/ ARTHUR BALINGER
11PM-12AM BLUES BEFORE SUNRISE

SUNDAY

7-11AM SUNDAY BAROQUE
11AM-12PM CLASSICAL MUSIC
12-1PM BOISE PHILHARMONIC SHOWCASE
1-2PM FROM THE TOP
2-6PM SUNDAY CONCERT HALL
6-7PM CLASSICAL GUITAR ALIVE
7-9PM CLASSICAL MUSIC
9-11PM PIPE DREAMS
11-12AM CLASSICAL MUSIC

NEWS

MONDAY - FRIDAY

12-4AM BBC WORLD SERVICE
4-9AM MORNING EDITION
9-10AM 1A
10AM-12PM HERE AND NOW
12-1PM IDAHO MATTERS
1-2PM BBC NEWS HOUR
2-3PM FRESH AIR
3-6:00PM ALL THINGS CONSIDERED
6-6:30PM THE DAILY
6:30-7PM MARKETPLACE
7-8PM FRESH AIR
8-9PM IDAHO MATTERS
9-10PM 1A
10-11PM VARIETY
11PM-12AM BBC WORLD SERVICE
FRIDAY
1-2PM SCIENCE FRIDAY
6-6:30PM READER'S CORNER

SATURDAY

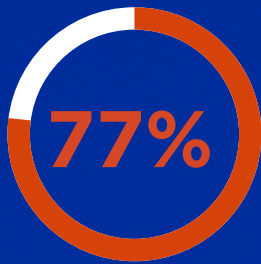
12-6AM BBC WORLD SERVICE
6-10AM WEEKEND EDITION
10-11AM WAIT WAIT ... DON'T TELL ME!
11AM-12PM ASK ME ANOTHER
12-1PM RADIOLAB
1-2PM THIS AMERICAN LIFE
2-3PM PLANET MONEY & HOW I BUILT THIS
3-4PM TED RADIO HOUR
4-5PM THE SPLENDID TABLE
5-6PM ALL THINGS CONSIDERED
6-8PM LIVE FROM HERE
8-9PM SOUND OPINIONS
9-10PM SNAP JUDGMENT
10-11PM FRESH AIR WEEKEND
11PM-12AM BBC WORLD SERVICE

SUNDAY

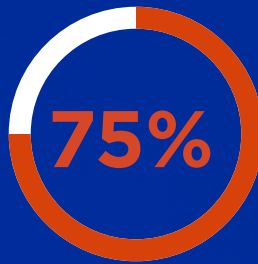
12-6AM BBC WORLD SERVICE
6-10AM WEEKEND EDITION
10-11AM HIDDEN BRAIN
11AM-12PM READER'S CORNER/ BIONEERS
12-2PM TO THE BEST OF OUR KNOWLEDGE
2-3PM WAIT WAIT ... DON'T TELL ME!
3-4PM ON THE MEDIA
4-5PM IT'S BEEN A MINUTE
5-6PM ALL THINGS CONSIDERED
6-7PM ON BEING
7-8PM REVEAL
8-9PM CITY CLUB OF BOISE
9-10PM SPECIALS & DOCUMENTARIES
10-11PM TRAVEL W/ RICK STEVES
11PM-12AM BBC WORLD SERVICE

Business Support is Called Underwriting

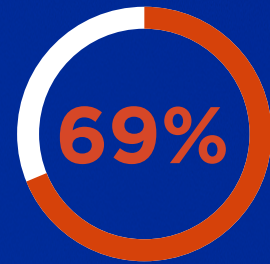
Business and corporate support messages are our thanks to organizations for providing financial and in-kind contributions to our programs and programming. Having a business' name associated with a member-supported radio station like BSPR builds brand loyalty and recognition.



77% of listeners have acted in response to a public radio sponsorship message.



75% of listeners hold a more positive opinion of a company that supports Public Radio.



69% of listeners prefer to purchase products and services from public radio sponsors.



Your Message Stands Out

As a public radio station, we don't clutter up our airwaves with a lot of needless or distracting chatter. We air an average of four local spots per hour, so your message is in the spotlight and not lost in the crowd. Compare this to commercial radio, which might have as many as 18 ads per hour.

Your Message Is Unobtrusive

Business support messages are informational and are often perceived as endorsements by the station.

Get Results

The bottom line is that underwriters get results on Boise State Public Radio.

Support on Boise State Public Radio is not only good for business, but also provides support for a valued community resource.

85%_{1*}

of NPR's 30M weekly radio listeners do not listen to commercial news/talk stations in a typical week

80%_{2*}

of listeners agree that the programming on their NPR station is personally important to them, and that they would miss it if it went away

89%_{3*}

of listeners agree that NPR provides them with information that other media outlets do not provide

Sources: (1) ACT 1 based on Nielsen Audio Nationwide, Fall 2019, Persons 12+;
(2) Kantar, NPR State of Sponsorship Survey, April 2020;
(3) NPR Impact Study, July 2019





The Fine Print

Compared to commercial radio, Boise State Public Radio provides our audience with a media environment free of clutter so your concise message keeps listeners engaged with voices they trust.

We work with you to create a 20-second or less announcement to best reflect your community relations and marketing goals. Announcements are produced at no additional cost using the Boise State Public Radio voices our listeners know best.

Boise State Public Radio supports the FCC (Federal Communications Commission) guidelines for underwriting announcements. The FCC permits underwriting announcements which identify, but do not promote, the products, services or facilities of a for-profit entity.

FCC Guidelines Prohibit The Use Of:

- price information
- calls to action
- inducements to buy, sell, rent or lease
- comparative or qualitative language
- more than three trade names, products or service listings

Boise State Public Radio Encourages Announcements That...

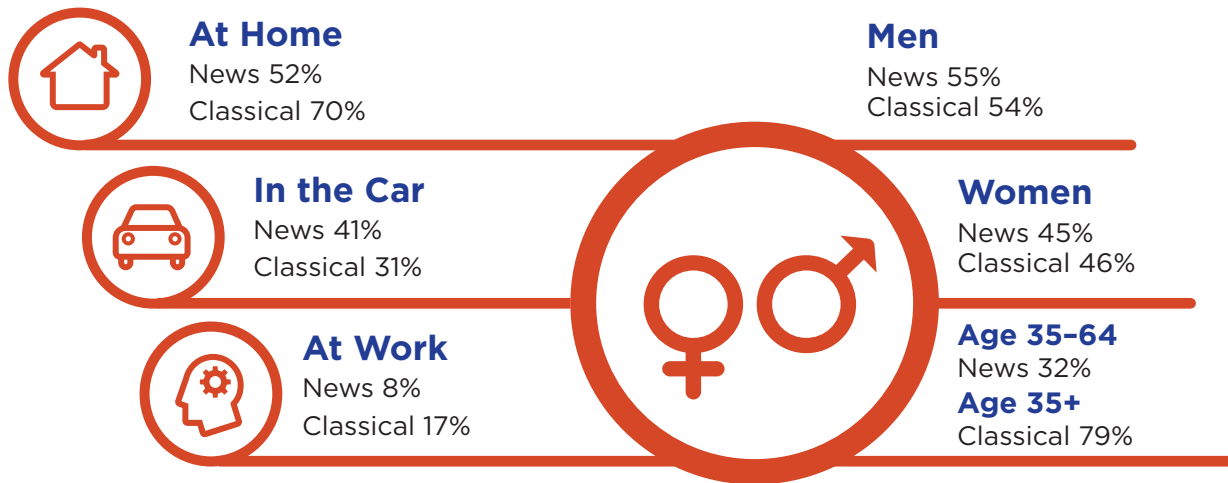
- state the name of the underwriter
- describe the featured business, organization or special event
- offer listeners a means to contact the underwriter (location or website)
- are written in an objective style that listeners expect and appreciate

Our Underwriting Team Is Ready To Help

Have questions about how Boise Public Radio fits into your marketing budget? Our underwriting team will work with you to design a plan that reaches your target audience and fits your budget.



Listener Profile and Location



Average Listening Time (35+)

NEWS | 6.5 Hours Per Week

CLASSICAL | 8.0 Hours Per Week



Contact

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