

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, P18+. Source for Influentials — MRI-Simmons Doublebase, Fall 2024 for NPR listeners, Spring 2024 for 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

88%

TAKE ACTION

in response to a
public radio
sponsorship message

78%

HOLD A MORE

POSITIVE OPINION

of a company that
supports public radio

76%

PREFER TO PURCHASE

products and
services from public
radio sponsors

STAND OUT ON PUBLIC RADIO

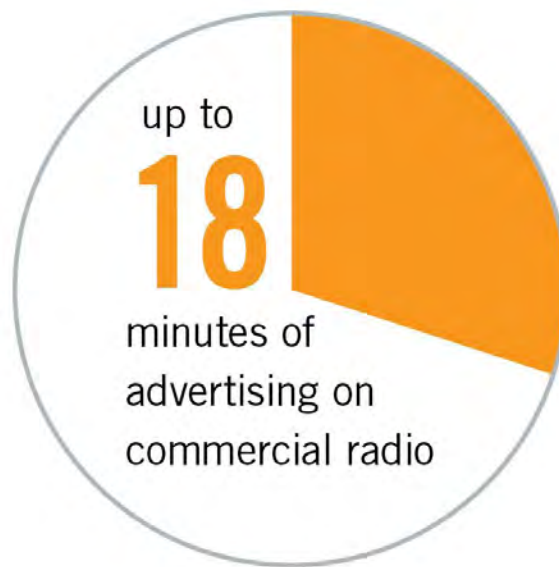
CLUTTER FREE

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: *This American Life*, *The World*, *Snap Judgment*, *The Moth*, *Reveal*, *New Yorker Radio Hour*, the Radiotopia network, home to *Ear Hustle*, *Normal Gossip*, *Song Exploder* and *Adult!SH*

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 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

Carriage: 28 stations covering 89% of Texas' population

Sponsorships: 13 weeks to 52 weeks

Combined program sponsorships may achieve a discount. Ask your account manager for details.

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

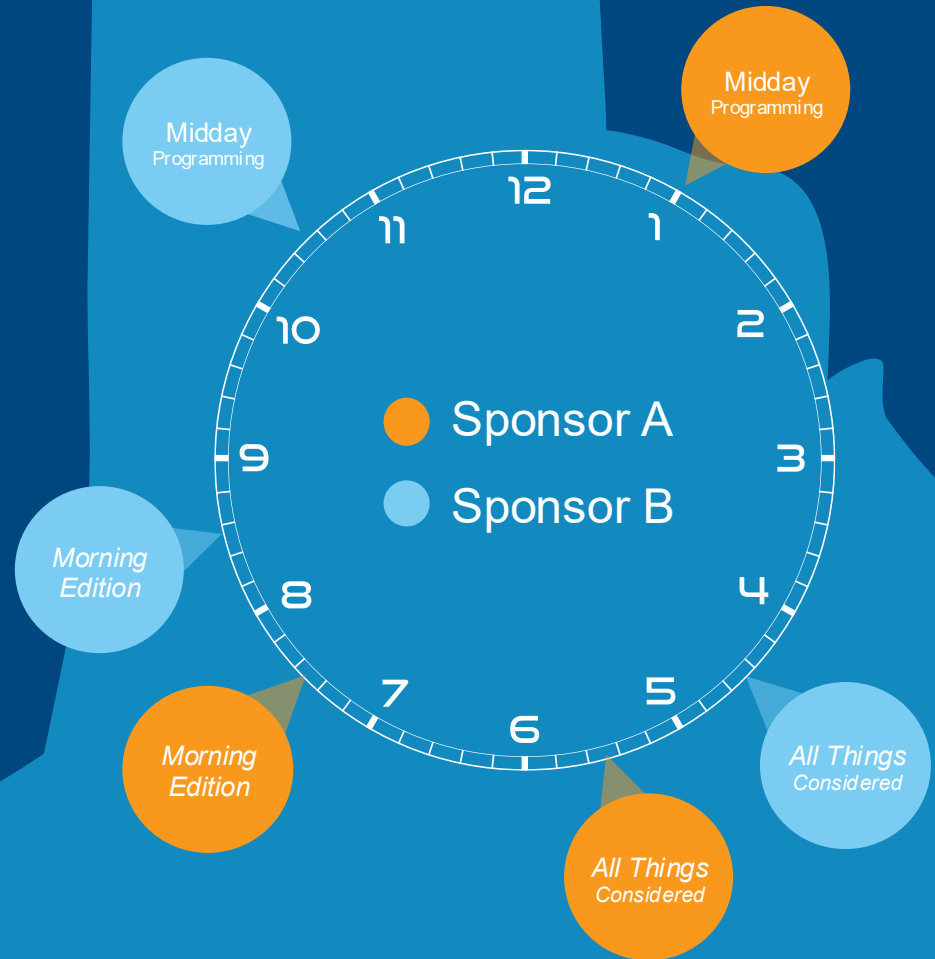
Texas Newscasts

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

Some stations outside of the top four markets do not broadcast all newscasts or broadcast Texas Standard on a delayed basis. See carriage list for complete details.

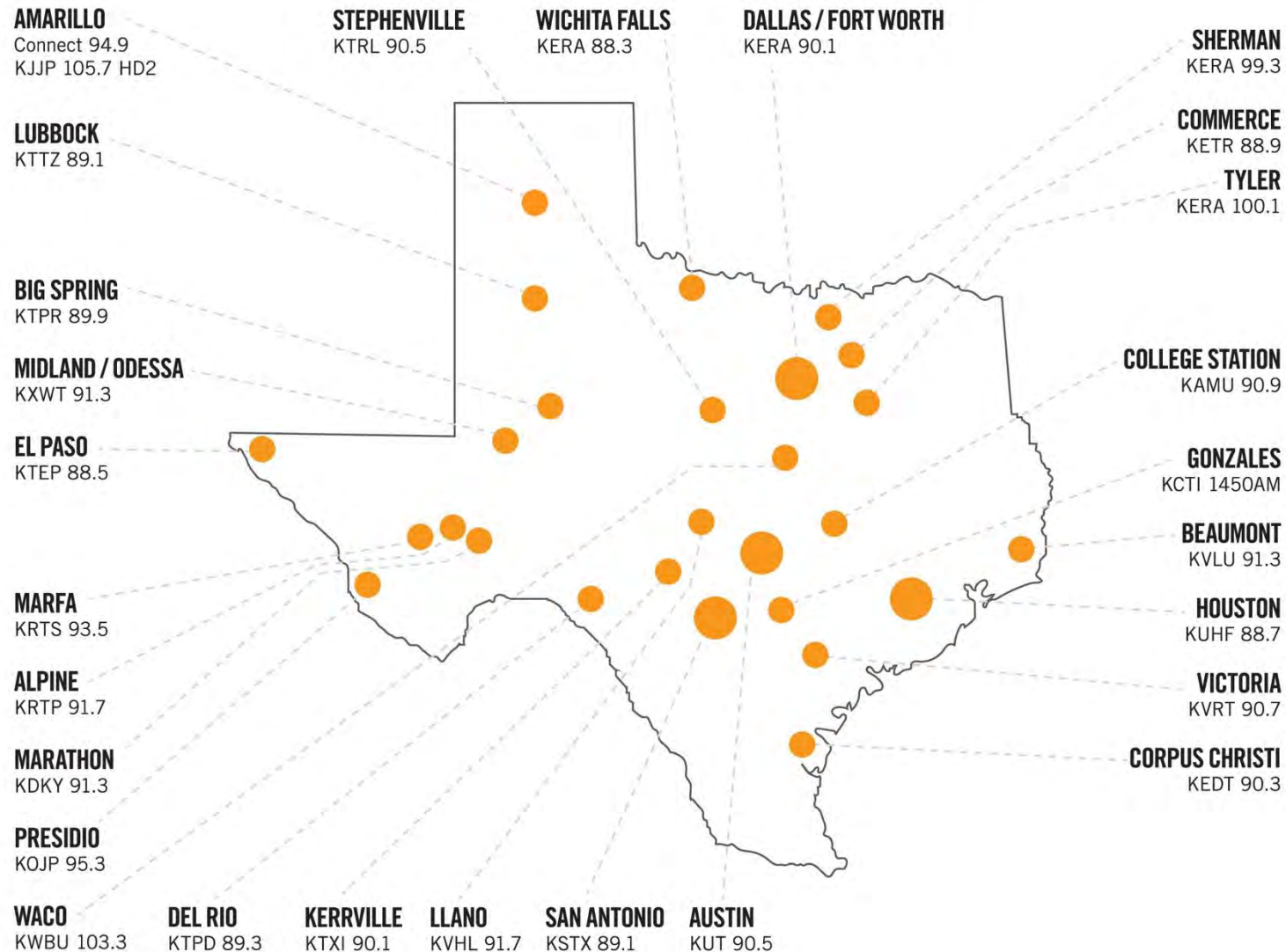


Texas Newscasts

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.

572,500
monthly broadcast 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

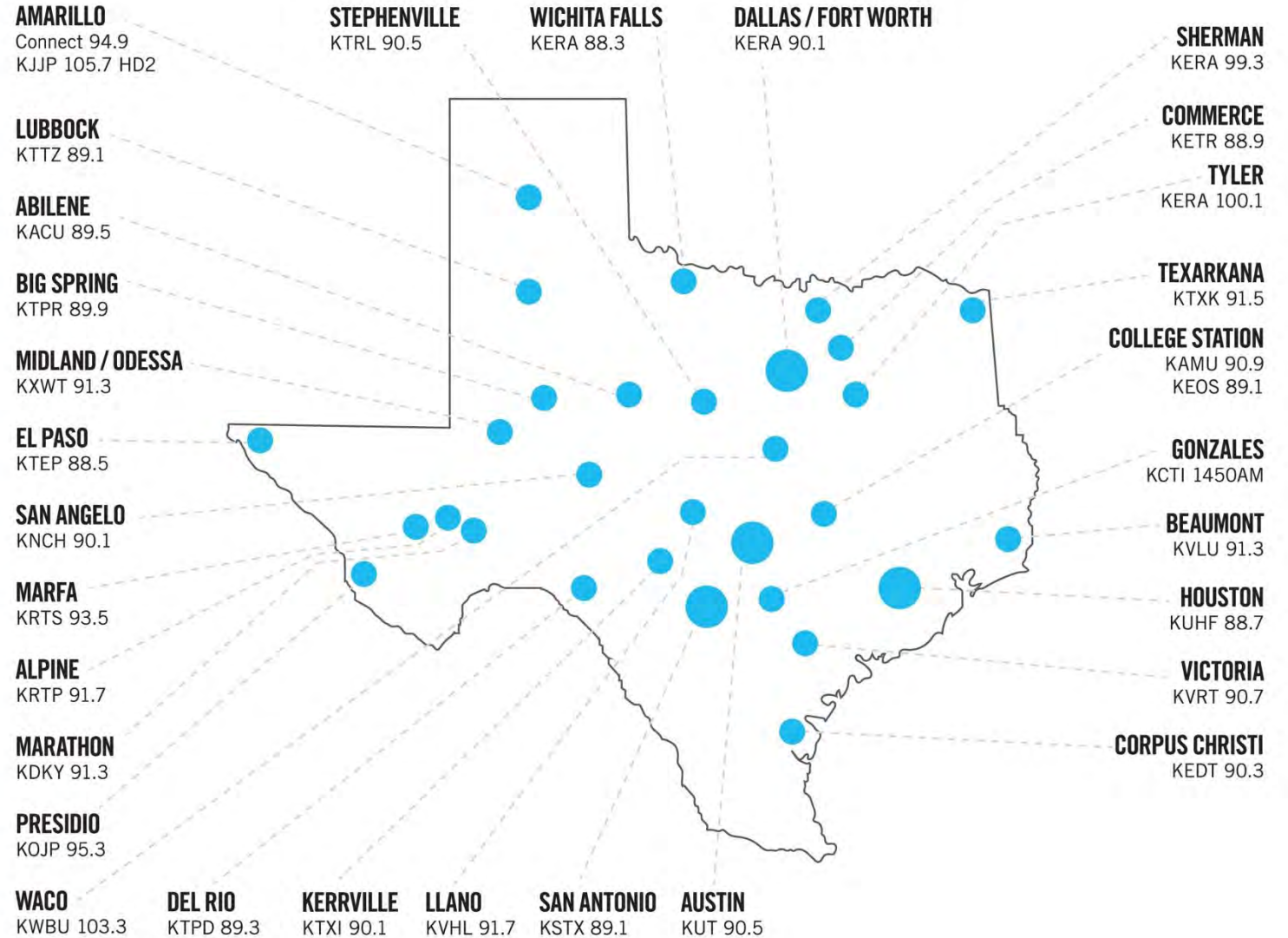
Source: Reach – Nielsen NRS, Fall 23 Survey, P18+. All others – sourced internally, July-December 2023 GA4



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

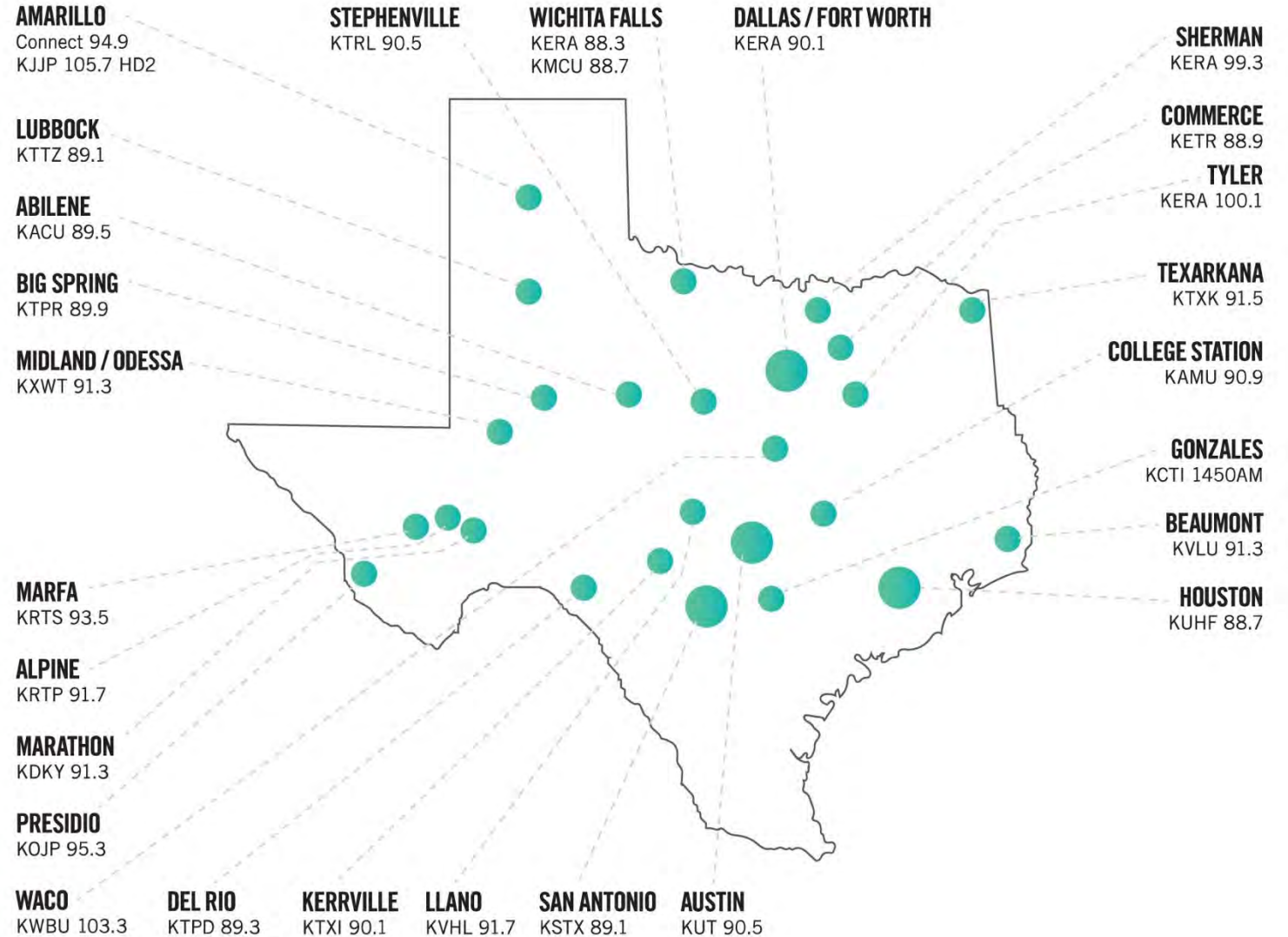


Photo by Kim Ritzenhaler



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

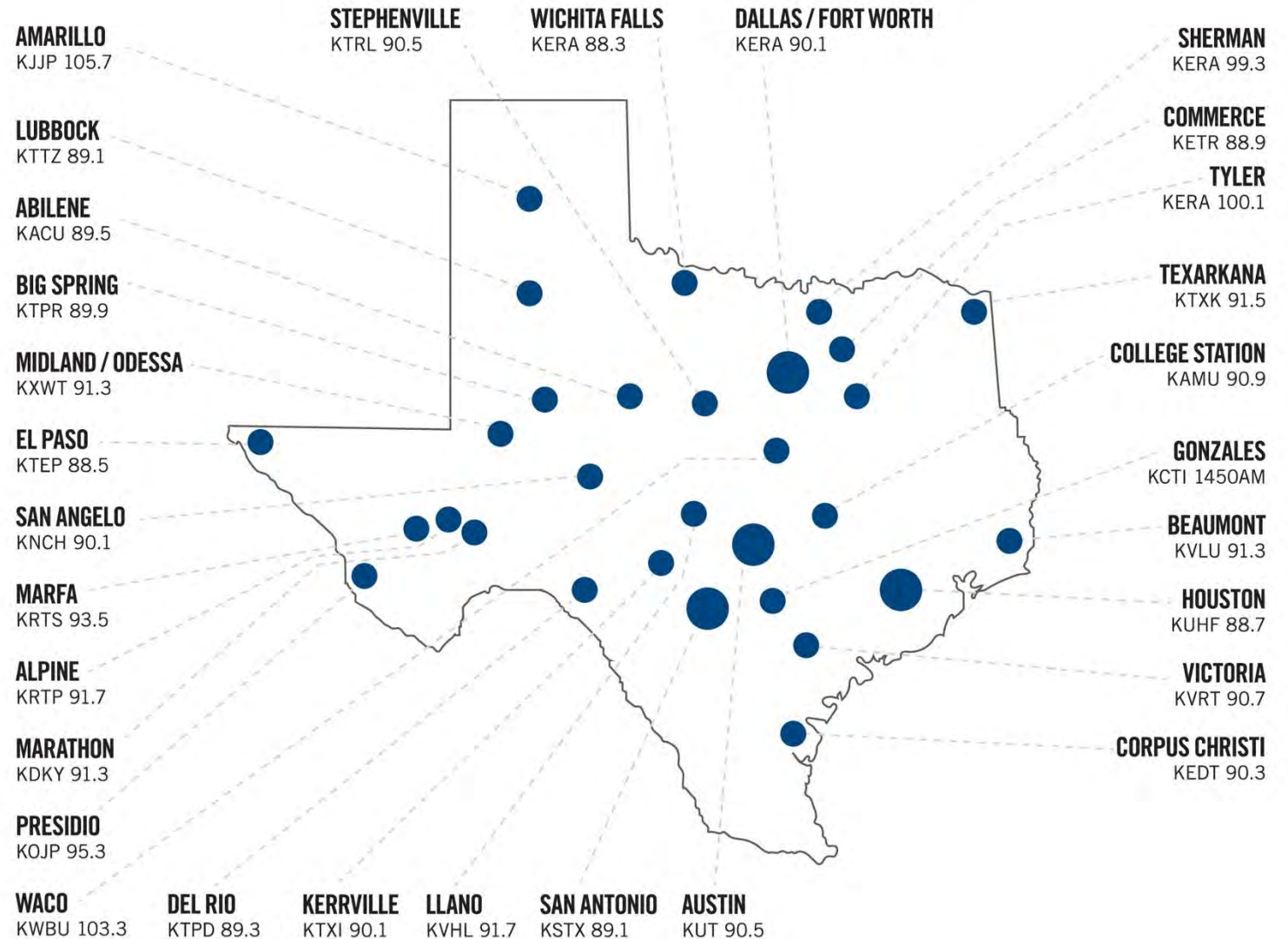
95%

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



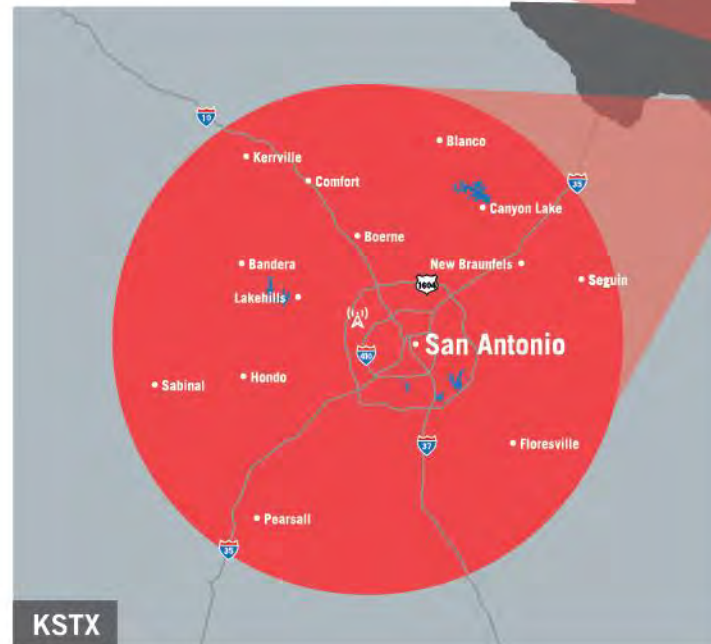
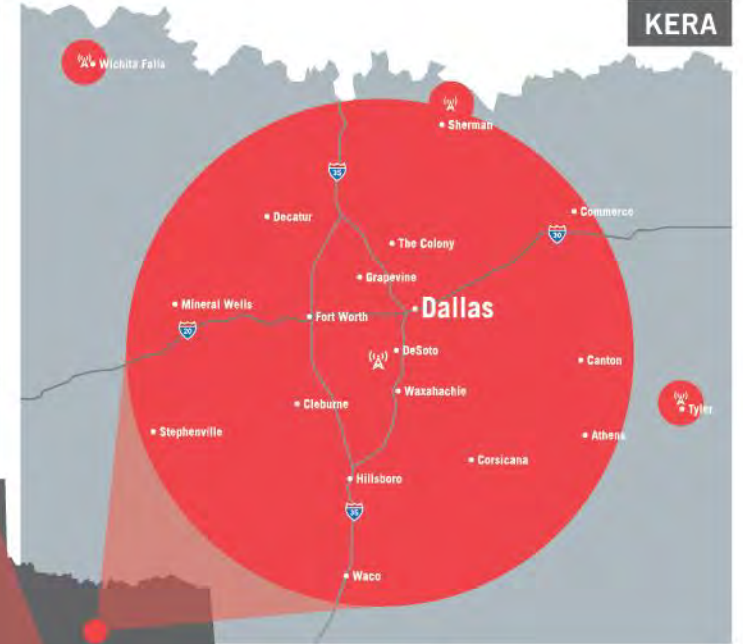
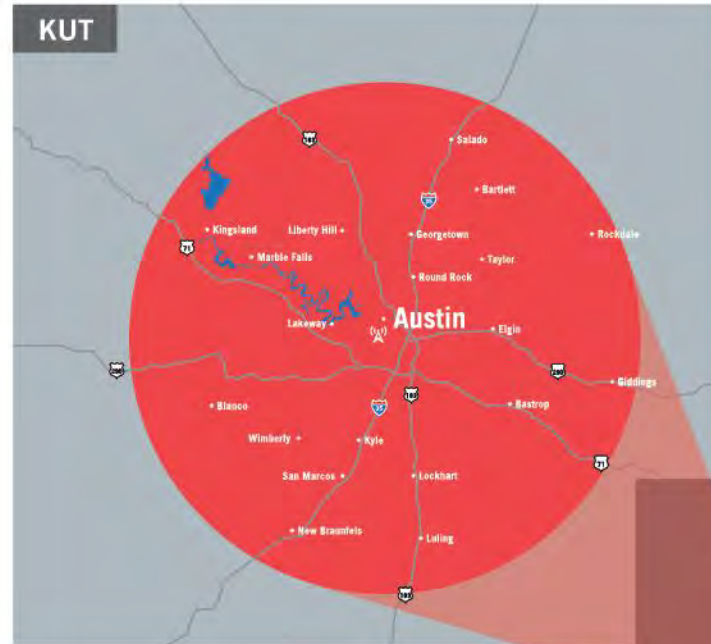
Texas Public Media NETWORK

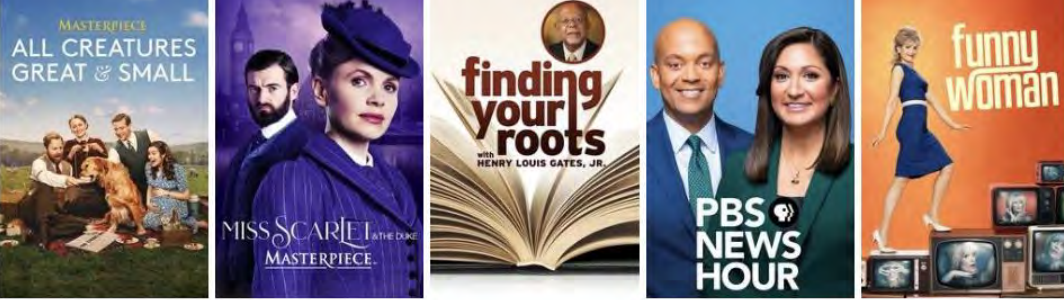
4 NPR Member Stations in

- 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

- 63% 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: YouGov, January 2025



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**

kutx98.9

THE AUSTIN MUSIC EXPERIENCE

KXT 91.7



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

Photo by Sarah Sosiak via Flickr

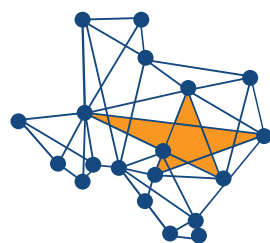
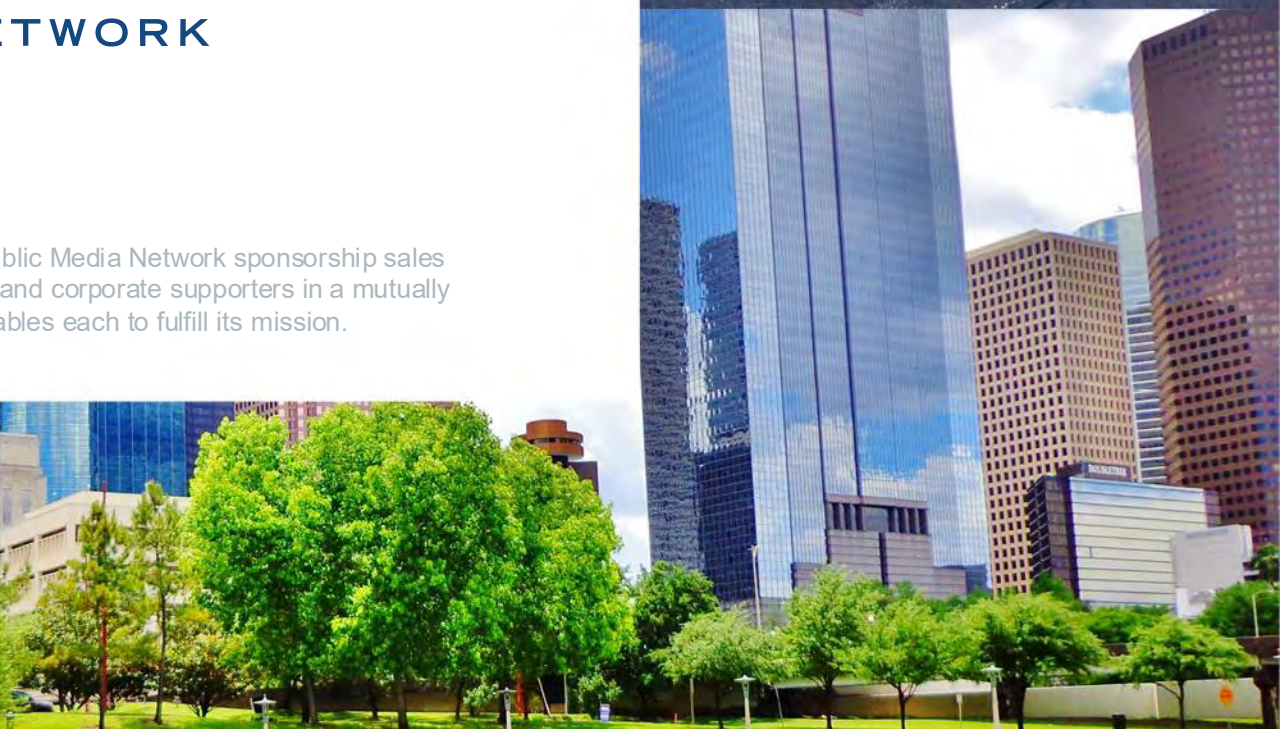
Create Robust Digital Connections

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

24/7 AUDIO STREAMING	3,468,000	sessions / month
PODCASTS	538,000	downloads / month
WEBSITES	1,927,700	visitors / month
	3,446,000	page views / month
APPS	459,000	sessions / month
NEWSLETTERS	131,000	combined subscribers

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

— Nielsen



Texas Public Media NETWORK

Market Engineuity® 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.