

## Southeast Public Radio Works:

Southeast Public Radio provides its underwriters with announcements crafted to suit their marketing and public relations needs. Through these announcements, underwriters will receive unparalleled access to highly educated and influential members of the community.

Announcements are aired throughout popular and widely-heard National Public Radio, Public Radio International and American Public Media programs such as *Morning Edition*, *All Things Considered*, *Car Talk*, *A Prairie Home Companion*, and more.

Plus, there are other ways corporate sponsors can show their support, including corporate grant matching during annual fund drives, event sponsorships and gift-in-kind opportunities.

Call **573.651.5070**, toll free **888.651.5070** or fax us at **573.651.5071** and find out how to put Southeast Public Radio to work for you!

Southeast Public Radio  
Southeast Missouri State University  
One University Plaza, MS 0300  
Cape Girardeau, MO 63701  
[www.southeastpublicradio.org](http://www.southeastpublicradio.org)

## About Our Programs



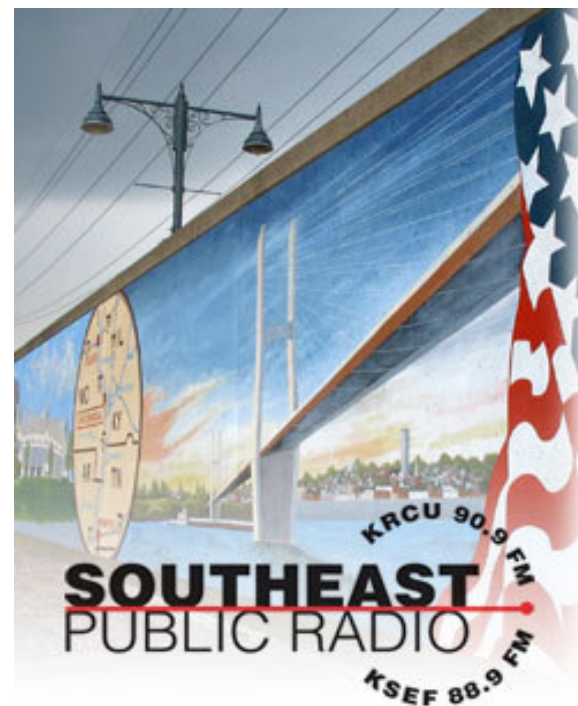
Southeast Public Radio, operated by Southeast Missouri State University, offers listeners the finest public radio programs as a public service to the region. The station offers:

- Engaging and thought-provoking news magazines such as NPR's *Morning Edition* and NPR's *All Things Considered* to keep our audience informed with detailed reporting from some of the most trusted reporters in the business.
- Irrepressible entertainment from classic personalities like Garrison Keillor on *A Prairie Home Companion* and Michael Feldman on *Whad'ya Know?*, plus shows like *This American Life* and *Car Talk* to cover the humor and information needed in everyday life.

## Programming Difference

In addition to national programs, Southeast Public Radio offers over 44 hours of locally originated programming each week! These programs are produced by volunteers from our broadcast area. The programs include: a Broadway revue, movie music show, *25 hours of locally produced classical music* weekdays between 11am and 4pm, a folk music program, public affairs program, opera broadcast and more.

Our complete broadcast schedule is on our website at [www.southeastpublicradio.org](http://www.southeastpublicradio.org)



**KRCU 90.9 FM • Cape Girardeau**  
**KSEF 88.9 FM • Farmington**

# PUT PUBLIC RADIO TO WORK FOR YOU

## Program Sponsorship on Southeast Public Radio



# Put Southeast Public Radio To Work For You

Call Southeast Public Radio today!  
Toll-free (888) 651-5070

## Whom Do We Reach?

Southeast Public Radio's signal reaches over 1.9 million people including...

### ...Business Decision Makers.

- 58% have a college degree or beyond
- 74% are employed full-time
- 44% are in professional & managerial occupations

### ...Ideal Consumers.

- 69% have annual household incomes exceeding \$50,000
- 48% have household incomes of \$75,000 or more; mean household income is \$83,484
- 72% traveled in the US during the last year for business or pleasure
- 38% own financial securities

SOURCE: MRI, Doublebase 2004.

Prepared by National Public Radio's Audience Research.

**“87% of NPR listeners feel positive about companies that support public radio.”**

- Audience 1998

## Why Public Radio Makes Sense



Not only can public radio reach many of the coveted niche audiences that businesses seek, but Southeast Public Radio also provides a unique

relationship with our audience that commercial media simply cannot provide.

## The “Halo Effect”

Southeast Public Radio provides a special relationship with our audience not available in the commercial market: the “Halo Effect.” Since Southeast Public Radio is a non-profit NPR affiliate, **our listeners and members recognize our corporate and organizational supporters and are more likely to do business with these groups.** By associating themselves with Southeast Public Radio, organizations benefit from the positive feeling our listeners have for our programming and the idea of public radio.

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**“Advertising is all about demographics. In doing my demographic homework I realized that NPR and Southeast Public Radio have unique placement in radio. It occurred to me that I was missing a significant population, and Southeast Public Radio might be my vehicle to reach those people. Since I began the underwriting sponsorship, I have had people mention it to me. You can't ask much more from an advertising dollar.”**

Dr. Richard Logan, L & S Pharmacy  
(Charleston, MO)

**“I have chosen to use Southeast Public Radio for AAA's marketing campaign because Southeast Public Radio reaches a select audience who would be interested in the sophisticated travel products we are promoting. Moreover, as an underwriter, AAA is proud to be associated with an exclusive group of businesses that value the cultural life of our community.”**

Jane Harte, AAA Travel  
(Cape Girardeau, MO)

## Cut Through the Clutter

Underwriting is an excellent way to reach the attractive Southeast Public Radio audience and deliver your message in an environment free of clutter. A typical hour on Southeast Public Radio will air only five announcements, sometimes less.



Local underwriting messages are broadcast one at a time. Your message is not clustered with others. Breaks in programming for underwriting messages and station announcements are very short, so there is virtually no “tune-out” factor.

## Customized Campaigns

A one-size-fits-all approach to marketing often yields disappointing results. With Southeast Public Radio, your campaign will be customized with respect to your company's objectives, using methods that reach your market, whether it's business-to-business or business-to-consumers. Your underwriting campaign will be designed to capture audience attention and build top-of-mind awareness of your products and services.

## Seasonal Programming and Special Event Sponsorship

Underwriting opportunities exist to sponsor both special events and seasonal broadcasts. Recent holiday specials have included: Halloween, Valentine's Day, Hanukkah and Thanksgiving. Special events are designed to provide knowledge and enrichment to participants. Activities have included: business seminars, food tastings and folk concerts. The events are offered throughout the broadcast area.