

KALW Public Media
91.7 FM Bay Area
KALW.org

KALW's media kit

April 2024

CONTACT US

sponsorship@kalw.org



OUR PAST + FUTURE

Public media with an edge. That's KALW.

KALW has been at the forefront of high-quality, socially minded media for 80 years. We remain deeply rooted in the Bay Area. We continue to nurture the next generation of talent, and we will always lean into the future.



KALW began broadcasting in 1941 (that's a full 30 years before the creation of NPR). Along the way, there have been a lot of firsts.

- KALW is the first FM station west of the Mississippi.
- KALW started the first radio training program in the country (and during World War II, we were the first to train women in radio broadcasting).
- KALW is the first station in the Bay Area to air *Fresh Air*, *This American Life*, *Snap Judgement*, and *The Daily*.
- KALW is the birthplace of *99 Percent Invisible*, *Ear Hustle* and, arguably, the podcast revolution.



Innovation and public service is in our DNA, made possible with the investment of like-minded businesses, non-profits, foundations, and individuals.

- Your support allows us to inform, uplift, and activate more of the Bay Area, more of the time.
- It allows us to continue taking chances — with new formats, voices, and shows.
- It helps transform the public media landscape locally and across the country.

OUR LISTENERS

Artists, activists, culture lovers and political changemakers.
That's who listens to KALW.

KALW listeners love where they live and look for new ways to make it better. They embrace innovation and create the future. These Bay Area dreamers and doers have a deep connection to KALW. Because, like them, we are civically minded, endlessly curious, and always original.

OUR LISTENERS ARE CULTURE LOVERS

- 101%** more likely to have attended live shows, theater, art galleries, and museums in the past year
- 60%** agree travel is one of their passions and are more likely to visit cultural sites while traveling internationally

OUR LISTENERS ARE CONNECTED

- 104%** more likely to work in top management — whether in private or public sector, or their own ventures
- 90%** more likely to work in a technology-related role

OUR LISTENERS VALUE YOUR SUPPORT

- 71%** hold a more positive opinion of a company that supports public radio
- 66%** prefer to purchase products and service from public radio sponsors
- 82%** take action in response to something heard on public radio



OUR LISTENERS ARE ENGAGED

- 159%** more likely to make financial contributions to arts, cultural, or environmental organizations
- 193%** more likely to have served on a committee for a local organization, or to have contacted a politician at the state, local, or national level

Source: Kantar, NPR State of Sponsorship Survey, April 2020



OUR PROGRAMMING

Spend 24 hours with KALW — and you'll hear the difference.

We understand the power of our words and platforms to inform and advance the conversation. We feature music that stirs your soul and stories that move the needle. We champion everyday voices and focus on solutions. That's why we sound a little different.



FORMAT

News, Music, Culture, Public Affairs

COVERAGE AREA

Bay Area's nine counties: San Francisco, San Mateo, Santa Clara, Alameda, Contra Costa, Solano, Napa, Sonoma, and Marin.

CONTENT PARTNERS

KALW is an NPR affiliate, featuring acclaimed programming from NPR, as well as BBC, NHK, Vox, New York Times, and San Francisco Chronicle.

NEWS PROGRAMS

From newscasts throughout the day to local public affairs shows and documentaries, KALW is renowned for its in-depth, award-winning local news productions, including *Crosscurrents*, *Your Call*, *Your Legal Rights*, and *State of the Bay*. It's also home to the Audio Academy, our tuition-free audio journalism training program.

MUSIC + CULTURE PROGRAMS

KALW has been a beloved part of the local music scene for decades. In 2021, we doubled down on our legacy: We added 20 hours of new and eclectic music programming, and we began a partnership with the legendary 25th Street Recording in Oakland. We also cover the best of local culture with *Sights & Sounds* and *On the Arts*, as well as the LGBTQ community with *Queer Power Hour*.

PODCASTS

Uncuffed, *The Spiritual Edge*, *tbh*, *New Arrivals*, *Natural State*, *Bay Made*, *Climate Break*.

AWARDS

KALW has received dozens of national and regional awards over the years. Recent awards and highlights include: Public Media Journalists Association national awards, Edward R. Murrow regional awards, Society of Professional Journalists regional awards, RNA Awards, and the Webby Awards.



OUR REACH

KALW is in of the most sought-after media markets.

Our mix of news, music, and public affairs programming reaches all nine Bay Area counties and can be heard by 4.4 million people in the region —not to mention anyone with access to internet and cell service.



LISTENERS

100K weekly cumulative listeners with average listening time of 90 minutes

WEBSITE TRAFFIC

270K monthly page views with 122K monthly users and 100K monthly streaming sessions

PODCAST + ON-DEMAND

53K monthly on-demand listeners
231K unique digital listeners

MEMBERSHIP

6.5K+ members

SOCIAL MEDIA

Instagram - 4K+
Twitter - 6.5K+
Facebook - 11K+
SoundCloud - 55K+

E-MAIL NEWSLETTER LIST

17K+ subscribers



OUR REACH

WEBSITE

The screenshot shows the KALW website homepage. At the top, there's a navigation bar with 'KALW Public Media / 91.7 FM Bay Area' and a 'Donate' button. Below that, there are sections for 'KALW NEWS', 'KALW MUSIC', and 'KALW CULTURE'. A large banner for 'WILCO'S SKY BLUE SKY' is featured, with details about the event at Hard Rock Hotel + UNICO in Riviera Maya, Mexico, on December 2-6, 2023. The lineup includes Father John Misty, Sylvan Esso, Lucinda Williams, MaxAhatchee, Kevin Morby, Jeff Tweedy, Built to Spill, Makaya McCraven, Cate Le Bon, Barteaux Strange, The Autumn Defense, Eucademix, and Mint Field. There's also a 'KALW NEWSLETTERS' sign-up form. At the bottom, there are 'LATEST NEWS' and 'LATEST CULTURE' sections, and a 'MORE STORIES FROM KALW' section with articles like 'Rebels: Jon Ginoli and Edythe Eyde' and 'Special Edition: Meet 5 Bay Area Originals'.

NEWSLETTER

The screenshot shows a KALW newsletter email. It features the KALW logo and a 'Scroll down to read more about:' section with bullet points: 'Cabrillo Festival of Contemporary Music', 'Programming and new local events', and 'Volunteer at KALW'. There's a 'Dear KALW Family' section with a message from Paloma Abarca, Membership Coordinator, and a 'Stay tuned and keep rocking!' message with a photo of Paloma. At the bottom, there's a 'Featured Event' for 'WILCO'S SKY BLUE SKY' on December 2-6 in Riviera Maya, MX, with a 'Tickets' button. Below that is a 'Programming Highlights' section with 'COMING SOON' items: 'THURS, JULY 20 Drag Story Hour' and 'SUN, JULY 23 Wise Women (EP.1): Hypatia of Alexandria'.

SOCIAL

The first screenshot shows a Facebook post from 'kalwradio' with 19 likes. The post text says: 'kalwradio Out In The Bay brings you KPFA's 3-part Drag Storytime series! In episode... more'. Below the post is a colorful graphic for 'WILCO'S SKY BLUE SKY' with the event details: 'HARD ROCK HOTEL + UNICO, DECEMBER 2-6, 2023, RIVIERA MAYA, MEXICO'. The lineup of artists is listed: 'FATHER JOHN MISTY - SYLVAN ESSO - LUCINDA WILLIAMS MAXAHATCHEE - KEVIN MORBY - JEFF TWEEDY - BUILT TO SPILL MAKAYA MCCRAVEN - CATE LE BON - BARTEES STRANGE THE AUTUMN DEFENSE - EUCADEMIX - MINT FIELD'. The second screenshot shows the Instagram profile for 'kalwradio', which has 545 posts, 2,948 followers, and 287 following. The bio says: 'KALW 91.7FM Bay Area public radio! Tune in at 91.7FM or on the web. Follow @kalwmusic for music discovery 500 Mansell St, San Francisco, California'. There are also some social media icons and a 'shop.gr.id/kalwradio' link.



NEXT STEP

LET'S TALK

Want to get your company, small business, non-profit, or organization, on the most exciting radio station in the Bay Area? KALW can help.

We can get your brand, mission or idea in front of KALW's engaged, connected, and supremely loyal listeners.

To start the conversation, email: sponsorship@kalw.org

