

# Connect

WITH THE PEOPLE WHO SHAPE HAWAI'I



Hawai'i  
Public Radio

MEDIA  
KIT

*Listeners actively  
connecting with content  
to inform their decisions*

# Connect with Hawai'i

As a statewide public radio network, HPR reaches almost the entire population of Hawai'i with its 21 transmitters, translators, and boosters.



93%

HPR supports the community

96%

HPR enriches my life

News, Talk,  
Entertainment & Ideas



HPR-1 is Hawai'i's source for NPR news, providing award-winning radio journalism, thoughtful conversations, and smart entertainment. HPR's expanding local newsroom and talk programming provide a forum for the breadth of topics that reflect the people and places of Hawai'i. The independent, educational mission of HPR anchors the passionate bond our community shares.

Your Home for  
Classical Music



HPR-2 in Hawai'i is your home for classical music: connecting listeners to generations of composers and artists, and bringing joy, inspiration, and calm to our busy lives. Classical music provides beauty and peace that raises listeners' spirits.

**HPR-1 is the #1 radio news format in Hawai'i.**

**An average of 30% of HPR programming is locally produced.**

#### MEDIA KIT SOURCES INCLUDE:

- 1) Nielsen, Honolulu Spring 2019 DMA, Mon-Sun, 6am-12m, persons 12+
- 2) GfK MRI, Doublebase 2018

- 3) Lightspeed Research, NPR State of Sponsorship Survey March 2018
- 4) NPR Impact Study December 2018
- 5) HPR Membership Survey, SMS Research 2018



# Reach HPR's Audience with Your Message



*We highlight who you are and what you do. Join hundreds of Hawai'i businesses and organizations that count on HPR to amplify their messages and make meaningful connections. This is a diverse, engaged, and inspired community like no other.*

**"We love listening to and being underwriters for HPR because their mission supports our mission. It's the only 'advertising' we do that customers not only remember, but they thank us for our support of HPR. What a great way to come together!"**

Joy Vogelgesang, Co-owner, Kona Stories Bookstore, Kailua-Kona

**Sponsorship opportunities include Broadcast, Streaming, Digital Ads, Special Events, and more.**

- Reach a highly desirable target audience
- Educate listeners about who you are and what you do
- Reinforce branding and increase awareness
- Position your message in an uncluttered environment, allowing your message to be heard and remembered
- Present your organization as a community partner and leader
- Align with stakeholders who are HPR listeners and supporters

# Your Message Stands Out

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In public radio's clutter-free environment, listeners pay attention to your 15-second messages.

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HPR airs less than 3-5 minutes of sponsor messages per hour, versus up to 18 minutes of advertising per hour on commercial radio.



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Messages are crafted in a style that listeners appreciate. HPR provides copywriting and production services, working with you to create and fine-tune your message.

**“I can’t overstate how much my relationship with HPR has meant to my business and to me personally. My business, Foodscapes Hawaii, has been an HPR underwriter for 10<sup>1/2</sup> of its 11 years. Accepting HPR’s offer to support the station AND promote my business was one of the best business decisions I’ve ever made.”**

Fran Butera, Foodscapes Hawaii

# Elevate Preference for Your Brand

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Public radio engages listeners – they respond to what they hear. Your support builds a connection with audiences, instilling a Halo Effect that elevates preference for your brand.

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“We’re proud to be an underwriter for Hawai‘i Public Radio. We noticed that a large portion of our customers had their radios tuned to HPR—it just seemed to be a fit to become an underwriter. We’re happy to do it and it’s worked out really well because we’ve had lots of people tell us they heard about us on HPR.”

Rick McHattie, Service Manager, Bavarian Motor Experts

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**96%**

are moved to take action by listening to public radio

**68%**

of listeners agree that, when price and quality are equal, they prefer to buy products or services from a public radio sponsor

**72%**

hold a more positive opinion of sponsors that support NPR

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“Over the past 25 years or so, people have stopped me on the street and said, ‘Thank you! You support public radio, you believe in the things that we believe in, and that’s why we’re selecting you as our architect.’ Now there’s recognition, and it’s recognition in a good way because it’s with public radio.”

Joe Ferraro, Founding Principal, Ferraro Choi

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# HPR-1: Hawai'i's NPR News Source



Catherine Cruz, Host, *The Conversation*

91%

I trust HPR.

86%

HPR provides programs and insights about community issues and activities in Hawai'i.



For intelligent, independent, and insightful radio, Hawai'i turns to HPR-1, the NPR news source for the state, to connect to the issues of the day and the people of the world. Fueled by great storytelling and rigorous reporting, NPR creates and distributes award-winning programs of in-depth news, cross-cultural perspectives, thought-provoking ideas, and witty entertainment.



Complementing NPR news is HPR's award-winning local news department, with experienced HPR reporters on the ground to bring listeners the stories of Hawai'i, Asia, and the Pacific. HPR's signature public affairs program, *The Conversation*, sparks dialogue on issues of statewide importance and provides a way to hear each other's perspectives through its call-in format.

# HPR-2: Hawai'i's Classical Music Source

For classical music programming, Hawai'i turns to HPR-2 to provide an oasis of tranquility and inspiration.

HPR-2 provides national and local programming that spans a wide variety of fine arts and classical music, from live broadcasts of *The Metropolitan Opera* to *Sunday Brunch*, a live, locally produced listener-request program.

Public radio listeners are highly educated professionals and business decision makers with disposable income who travel, dine out, and actively participate in arts and cultural activities.



Gene Schiller, Music Director, Classical Music Host



**373% more likely to attend classical music and opera performances.**  
**106% more likely to attend art galleries or shows.**

**113% more likely to go to museums.**  
**112% more likely to play a musical instrument.**

**71%**

Compared to the general U.S. population, classical music listeners are 71% more likely to be an owner or partner.

**94%**

I appreciate local businesses that support HPR.

# Audience: Educated & Influential

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Public radio listeners are intelligently curious, highly educated professionals and business decision makers.

**134%**

more likely to have an individual income of \$250,000+

**101%**

more likely to have a household income of \$250,000+

**91%**

more likely to be in top management

**67%**

more likely to be owner/partner

NPR listeners are more than 3 times as likely than the average adult to be an influential. NPR reaches one of the highest concentrations of key community leaders in all of the media. A large body of research suggests that influentials are significantly more likely than other Americans to:

- Create word of mouth for ideas and products
- Drive social trends
- Influence mass opinion
- The median age of the NPR listener is 53
- Almost one third of listeners are between 25-44
- More than half of listeners are between 35-64
- Compared to the U.S. population, NPR listeners are more than 3 times as likely as the average American to have completed graduate school

**“We really wanted to reach a wide variety of people, and it was a good fit because Hawai‘i Public Radio has such a wide variety of programming, from Morning Edition to Evening Jazz. As a marketer, it was a no-brainer.”**

Martha Seroogy, Director of Marketing, Blue Note Hawaii



# Community-Minded & Socially Responsible

Through their actions and ideology, NPR listeners demonstrate a higher level of social consciousness than the rest of the U.S. population.



Zócalo Talk Story Event

Listeners are deeply engaged in their communities. They have high levels of participation in all forms of public discourse, from contacting the media to attending public meetings. They are vocal advocates for causes they support and have strong community ties that give them disproportionate influence in their social and political networks.

**78%**

of NPR listeners rate social responsibility as being “very important”

**123%**

more likely to have served on a committee

**197%**

more likely to have written something that has been published

**187%**

more likely to have written or called any politician at the state, local or national level

# Environmentally Conscious

NPR listeners demonstrate a high level of environmental awareness.

Compared to the U.S. general population, NPR listeners are **316%** more likely to have participated in environmental groups and causes.

More than **3 out of 4** NPR listeners are interested in finding out how they can help the environment.



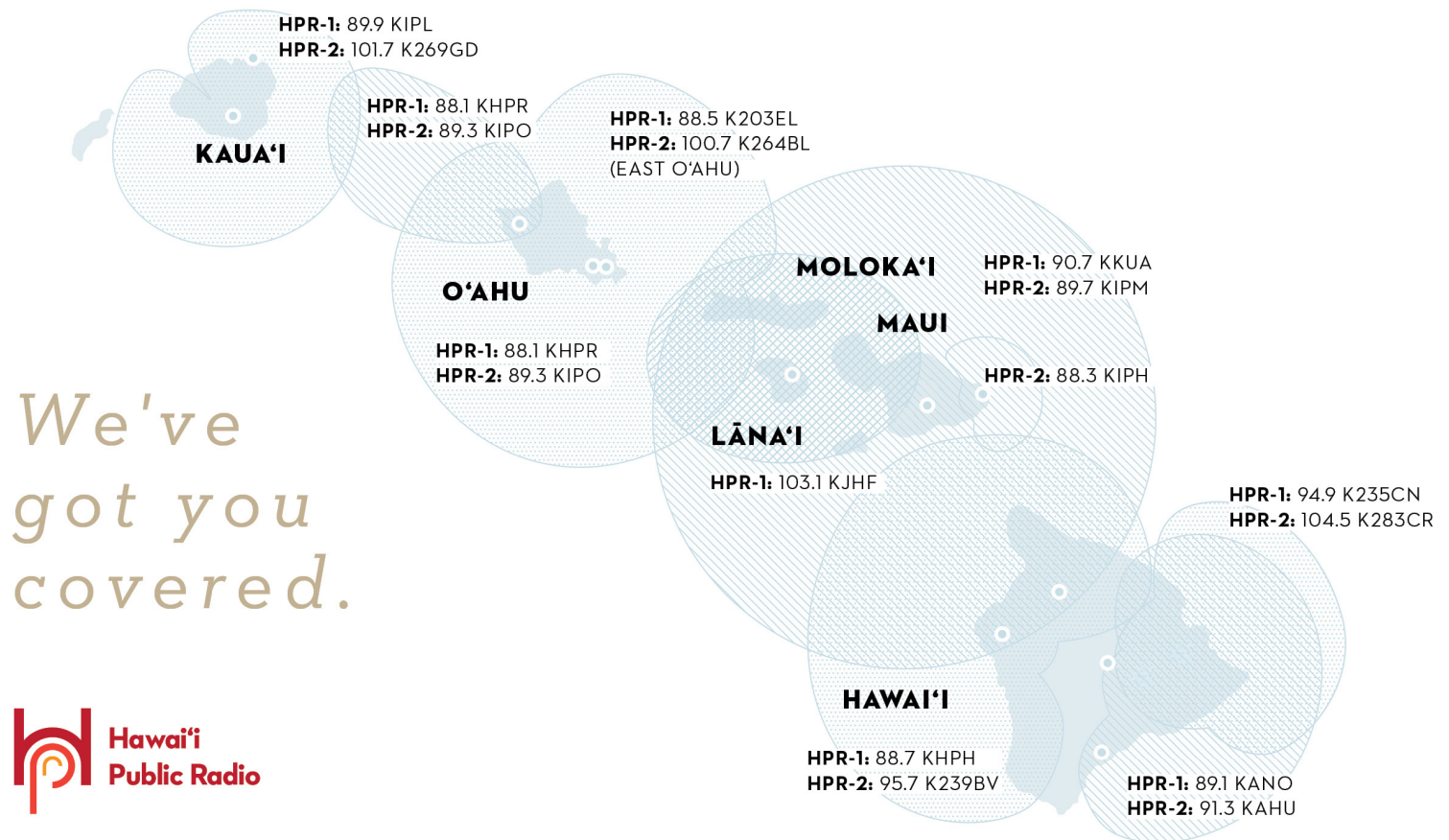
**80%**

believe that preserving  
the environment is  
important

“We decided to become underwriters because Hawai‘i Public Radio’s audience is our audience, too – they are people who are looking for deep connections to Hawai‘i. It’s not often in business where you can put your marketing dollars into a place that meets your company’s mission to support the local community. It’s a great fit.”

Rob Pacheco, President and Founder, Hawaii Forest & Trail

# Your Message, Heard All Across Hawai'i



**WE LOOK FORWARD TO  
PARTNERING WITH YOU  
AND BRINGING YOUR  
MESSAGE TO HPR'S  
AUDIENCE!**

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