Use the Quality and Power of Public Broadcasting to Support Your Message to the Mid-South Community.
ABOUT US

WKNO is the Mid-South’s premier public media organization committed to creating and presenting both unique local and national content for television and radio. WKNO is dedicated to quality programming in order to illuminate, inform, entertain, and educate the Mid-South community.

VISION

:: A trusted resource of information and inspiration.
:: An essential provider of educational and cultural services.
:: A preeminent public institution in and for the Mid-South.
:: A leader in public media, both locally and nationally.

VALUES

:: Be an exemplary steward of the public trust.
:: Seek diversity and excellence in people, ideas, and services.
:: Build and nourish relationships in the community.
:: Hold ourselves accountable for results.
WKNO have been the trusted public voice for non-commercial television for over 60 years, and non-commercial radio for 45 years. We provide the sole public television service to a population of nearly one-and-three quarter million people in Memphis, Shelby County, and the surrounding Mid-South region.

WKNO’s coverage extends beyond Memphis, serving a sixty-mile radius including west Tennessee, portions of north Mississippi, east Arkansas, and the bootheel of Missouri.
Here is your opportunity to support WKNO - your local PBS station, and a valuable non-profit resource for the entire Mid-South - and simultaneously place your message in front of a highly-desirable audience.

The affluent PBS audience is more likely to watch and trust PBS than other networks, and thereby believe PBS sponsors are more trustworthy. A WKNO sponsorship gets your brand noticed by our trusting, high quality audience.
AUDIENCE PROFILE: ATTENTIVE TO CONTENT

NPR & PBS’ news content is uniquely valuable to the audience and holds audience attention more effectively throughout sponsor breaks than commercial radio.

Among NPR Listeners, % likely to skip advertising – either via a skipping tool or by just changing the channel – when you watch/listen to…

- Online video: 64%
- Broadcast television: 60%
- Music on the radio: 45%
- Podcasts: 43%
- NPR: 34%

Data: Listeners = Morning Edition/All Things Considered listeners (n=500). Nonlisteners = listen regularly to radio but no NPR in past 12 mos. Source: Lightspeed Research, NPR Sponsorship Survey, November 2016. Arrows indicate statistically significant differences vs. non-listeners at 90% confidence level.

Word Describes Sponsor Perfectly Well

Difference in Average % for brands in Morning Edition vs. Commercial News Radio:

- Intelligent: Morning Edition +9%
- Memorable: Morning Edition +8%
- Credible: Morning Edition +5%
- Engaging: Morning Edition +5%
- Relevant: Morning Edition +5%
- Interesting: Morning Edition +3%
- Forgettable: Morning Edition -3%
- Boring: Morning Edition -3%
- Disruptive: Morning Edition -6%
- Annoying: Morning Edition -7%

Selected more for brands heard in Morning Edition
Selected more for brands heard in commercial news radio
AUDIENCE PROFILE: APPRECIATES CREDIBILITY

We are a listener-supported, non-commercial, non-profit news and entertainment source. Our listeners value us so much that they pay for our service themselves. In turn, they view the organizations that also sponsor the programming as being like-minded, with more credibility and trust, and a shared interest in the Mid-South community.

By making the decision to have your business support WKNO programming, you can put the power and quality of WKNO to work for you in three distinct areas of marketing: advertising, public relations, and community involvement.

The diversity of program funding sources is a key element in the preservation of a free and independent public television system. Therefore, should encourage national program funding from all corners of the public and private sector.
WKNO has a vital obligation to assure production and broadcast of programs that meet the needs, interests, and aspirations, as well as reflect the talents and resources of the local community, and to offer all segments of the community opportunities to learn and grow. This is especially crucial for preschool and school populations, and growing numbers of adult and lifelong learners.
PBS offers programming that expands the minds of children, documentaries that open up new worlds, non-commercialized news programs that keep citizens informed on world events and cultures and programs that expose America to the worlds of music, theater, dance and art.

It is a multi-platform media organization that serves Americans through television, mobile devices, the web, in the classroom, and more.

- PBS is **#1 in public trust** among nationally known institutions, including commercial networks.
- 71% say companies who sponsor PBS provide a **valuable public service**.
- 68% agree that sponsors are committed to **quality and excellence**.
- 55% say that companies that sponsor PBS are **industry leaders**.
Across platforms, NPR reaches the nation's best and brightest. On air and online, the NPR audience is influential and curious. They are learning more and leading more.

Connected to their local communities and tuned in to the latest public affairs and cultural conversations, the NPR audience embodies the thought and opinion leader. In public radio's uncluttered atmosphere, listeners LISTEN. And they hear your message of support.

14.7 million weekly listeners: The most listened-to and respected news radio program in the country, delivering standard-setting news coverage and commentary for more than three decades.

The show keeps listeners informed of breaking news and business updates all weekend long, by intelligently combining hard news and cultural commentary from across America, 14.4 million weekly listeners.

75% of users hold a more positive opinion of companies that support NPR.org

83% of listeners take action in response to an NPR sponsorship announcement

65% of NPR.org users prefer to buy products and services from NPR sponsors