

LOCAL RADIO



**STILL the #1
Partner for
High School
Athletics**

No other medium connects high school athletics with audiences better than local radio. Whether you have earbuds in at the game, are in the car flipping from station to station or are tuning into an online stream from across the country, broadcasters continue to deliver the word's-eye view of what's happening at your hometown games.



KANSANS USE RADIO NEARLY EVERY DAY:

**Adults 18+
listen**



**Adults 18-34
listen**



**Adults 35+
listen**



Broadcasters are one of you. They are fellow community members and parents who live, work and have families in the same schools and communities their airwaves cover. This personal connection fosters a unique sense of pride and dedication broadcasters bring to their profession.

Radio broadcasters are the driving force in spotlighting your school and its programs.

- Parents, students and fans form long-lasting bonds with sports teams and athletes. Through tactile imagery, live radio broadcasts energize this commitment and passion within your listening audience.
- Radio familiarizes your key players with the community via shows that highlight athletic programs and student athletes, building the visibility of your program and increasing ticket sales.
- In addition to game coverage, radio is one of the only media sources that posts all athletic schedules, scores, results and stories about your teams and athletes on their social media and station websites.
- Stations support more than just athletic programs. They also air student-produced radio ads that promote events such as school plays, musicals or other activities the public is invited to attend.
- Broadcasters take the time to connect through attending school career fairs, permitting job shadow programs, and provide studio tours.
- They give back financially. Many stations donate to clubs, school organizations, yearbook, booster clubs and more.

People trust traditional media more than digital. According to the 2021 Edelman Trust Barometer, as of January 2021, trust has declined across all U.S. institutions, with social media placing lowest on the list. What mediums do consumers trust? Traditional media - and radio ranks in the top three.

The average person in Kansas consumes **79** hours of content each week across TV, radio and online. **46** hours are spent with TV and Radio each week.

MILLENNIALS MAKE UP THE LARGEST GROUP OF RADIO USERS IN KANSAS.

Adults 18-34

Adults 35-49

Adults 50-64



401,100
use radio
each week



290,900
use radio
each week



327,600
use radio
each week



Great
local radio is
irreplaceable,
despite an
expanding audio
landscape.

The fall sports season will be here before we know it. Don't miss the opportunity to promote your program and partner with the most-trusted, well-known medium in your community—radio. Contact your local stations today to discuss how they can benefit you.

