



2024 Broadcast Calendar

	Wk	M	T	W	T	F	S	S
Jan	1	1	2	3	4	5	6	7
	2	8	9	10	11	12	13	14
	3	15	16	17	18	19	20	21
	4	22	23	24	25	26	27	28
	5	29	30	31	1	2	3	4
Feb	6	5	6	7	8	9	10	11
	7	12	13	14	15	16	17	18
	8	19	20	21	22	23	24	25
	9	26	27	28	29	1	2	3
Mar	10	4	5	6	7	8	9	10
	11	11	12	13	14	15	16	17
	12	18	19	20	21	22	23	24
	13	25	26	27	28	29	30	31
Apr	14	1	2	3	4	5	6	7
	15	8	9	10	11	12	13	14
	16	15	16	17	18	19	20	21
	17	22	23	24	25	26	27	28
	18	29	30	1	2	3	4	5
May	19	6	7	8	9	10	11	12
	20	13	14	15	16	17	18	19
	21	20	21	22	23	24	25	26
	22	27	28	29	30	31	1	2
Jun	23	3	4	5	6	7	8	9
	24	10	11	12	13	14	15	16
	25	17	18	19	20	21	22	23
	26	24	25	26	27	28	29	30

	Wk	M	T	W	T	F	S	S
Jul	27	1	2	3	4	5	6	7
	28	8	9	10	11	12	13	14
	29	15	16	17	18	19	20	21
	30	22	23	24	25	26	27	28
	31	29	30	31	1	2	3	4
Aug	32	5	6	7	8	9	10	11
	33	12	13	14	15	16	17	18
	34	19	20	21	22	23	24	25
	35	26	27	28	29	30	31	1
Sept	36	2	3	4	5	6	7	8
	37	9	10	11	12	13	14	15
	38	16	17	18	19	20	21	22
	39	23	24	25	26	27	28	29
Oct	40	30	1	2	3	4	5	6
	41	7	8	9	10	11	12	13
	42	14	15	16	17	18	19	20
	43	21	22	23	24	25	26	27
	44	28	29	30	31	1	2	3
Nov	45	4	5	6	7	8	9	10
	46	11	12	13	14	15	16	17
	47	18	19	20	21	22	23	24
	48	25	26	27	28	29	30	1
Dec	49	2	3	4	5	6	7	8
	50	9	10	11	12	13	14	15
	51	16	17	18	19	20	21	22
	52	23	24	25	26	27	28	29
	53	30	31	1	2	3	4	5



sponsorship@nationalpublicmedia.com

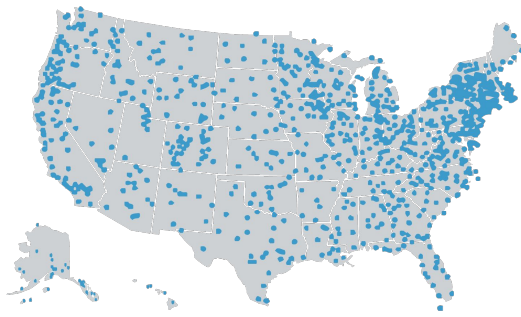
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 New York, NY 10036
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Washington, DC
 1111 North Capitol St. NE
 Washington, DC 20002
 P (202) 513-2000

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 Ste 2900,
 Chicago, IL 60601
 P (312) 460-0422

Los Angeles
 9909 Jefferson Blvd.
 Culver City, CA 90232
 P (310) 815-4200

	M	T	W	T	F	S	S
JAN							
WK 1	30	31	1	2	3	4	5
2	6	7	8	9	10	11	12
3	13	14	15	16	17	18	19
4	20	21	22	23	24	25	26
FEB							
WK 5	27	28	29	30	31	1	2
6	3	4	5	6	7	8	9
7	10	11	12	13	14	15	16
8	17	18	19	20	21	22	23
MAR							
WK 9	24	25	26	27	28	1	2
10	3	4	5	6	7	8	9
11	10	11	12	13	14	15	16
12	17	18	19	20	21	22	23
13	24	25	26	27	28	29	30
APR							
WK 14	31	1	2	3	4	5	6
15	7	8	9	10	11	12	13
16	14	15	16	17	18	19	20
17	21	22	23	24	25	26	27
MAY							
WK 18	28	29	30	1	2	3	4
19	5	6	7	8	9	10	11
20	12	13	14	15	16	17	18
21	19	20	21	22	23	24	25
JUN							
WK 22	26	27	28	29	30	31	1
23	2	3	4	5	6	7	8
24	9	10	11	12	13	14	15
25	16	17	18	19	20	21	22
26	23	24	25	26	27	28	29
JUL							
WK 27	30	1	2	3	4	5	6
28	7	8	9	10	11	12	13
29	14	15	16	17	18	19	20
30	21	22	23	24	25	26	27
AUG							
WK 31	28	29	30	31	1	2	3
32	4	5	6	7	8	9	10
33	11	12	13	14	15	16	17
34	18	19	20	21	22	23	24
35	25	26	27	28	29	30	31
SEP							
WK 36	1	2	3	4	5	6	7
37	8	9	10	11	12	13	14
38	15	16	17	18	19	20	21
39	22	23	24	25	26	27	28
OCT							
WK 40	29	30	1	2	3	4	5
41	6	7	8	9	10	11	12
42	13	14	15	16	17	18	19
43	20	21	22	23	24	25	26
NOV							
WK 44	27	28	29	30	31	1	2
45	3	4	5	6	7	8	9
46	10	11	12	13	14	15	16
47	17	18	19	20	21	22	23
48	24	25	26	27	28	29	30
DEC							
WK 49	1	2	3	4	5	6	7
50	8	9	10	11	12	13	14
51	15	16	17	18	19	20	21
52	22	23	24	25	26	27	28
JAN							
WK 1	29	30	31	1	2	3	4



Public Radio Sponsorship

On-air messaging with NPR and public radio stations identifies and describes sponsors, offering a unique and effective complement to national or regional ad campaigns. Messaging guidelines are shaped not only by clear government regulations, but also by significant audience research and sponsorship success. In other words, public radio sponsorship guidelines are less about what's "allowed" and more about what works best for sponsors and listeners.

Messaging that works on public radio stations:

Keep it clear: State who you are, what you do, and where listeners can learn more. Operating divisions and subsidiaries may be named as well.

Focus on features: Instead of "fast and safe," say "240 horsepower and side-curtain airbags." NPR listeners prefer a direct approach.

Reference current creative: Established, non-promotional slogans are allowed and broader themes often emerge from existing ad creative.

Acknowledge the environment: Where possible, underscore alignment with NPR and listener values.

Sponsorship messages may not include:

- Qualitative language (favorable qualities, benefits and claims)
- Calls to action
- Comparative language (e.g., "leader," "largest," "the only")
- Price and value information
- Inducement language (e.g., rewards programs, warranties)
- Language that expresses a view about a matter of public interest
- Messages that support, oppose, or reference any candidate for political office or public referendum
- Awards, favorable reviews, endorsements, testimonials
- Personal pronouns (e.g., "you," "we")
- Health claims

Submitting copy for network campaigns:

- Sponsorship copy is up to 15 seconds (not including the standard opening phrase)
- Copy may be emailed to your NPR sales representative
- Written copy must be submitted by the deadline, 2-3 weeks before airdate (no pre-produced creative)

Submitting copy for regional/local campaigns:

- Max copy length is 10 or 15 seconds, depending on the local station's policy
- Copy may be emailed to your NPR sales representative
- Stations need copy in advance, usually 2-4 business days before the scheduled flight
- Each station interprets copy individually, at all times



national public media

	M	T	W	T	F	S	S
JAN							
WK 1	28	29	30	31	1	2	3
2	4	5	6	7	8	9	10
3	11	12	13	14	15	16	17
4	18	19	20	21	22	23	24
5	25	26	27	28	29	30	31
FEB							
WK 6	1	2	3	4	5	6	7
7	8	9	10	11	12	13	14
8	15	16	17	18	19	20	21
9	22	23	24	25	26	27	28
MAR							
WK 10	1	2	3	4	5	6	7
11	8	9	10	11	12	13	14
12	15	16	17	18	19	20	21
13	22	23	24	25	26	27	28
APR							
WK 14	29	30	31	1	2	3	4
15	5	6	7	8	9	10	11
16	12	13	14	15	16	17	18
17	19	20	21	22	23	24	25
MAY							
WK 18	26	27	28	29	30	1	2
19	3	4	5	6	7	8	9
20	10	11	12	13	14	15	16
21	17	18	19	20	21	22	23
22	24	25	26	27	28	29	30
JUN							
WK 23	31	1	2	3	4	5	6
24	7	8	9	10	11	12	13
25	14	15	16	17	18	19	20
26	21	22	23	24	25	26	27
JUL							
WK 27	28	29	30	1	2	3	4
28	5	6	7	8	9	10	11
29	12	13	14	15	16	17	18
30	19	20	21	22	23	24	25
AUG							
WK 31	26	27	28	29	30	31	1
32	2	3	4	5	6	7	8
33	9	10	11	12	13	14	15
34	16	17	18	19	20	21	22
35	23	24	25	26	27	28	29
SEP							
WK 36	30	31	1	2	3	4	5
37	6	7	8	9	10	11	12
38	13	14	15	16	17	18	19
39	20	21	22	23	24	25	26
OCT							
WK 40	27	28	29	30	1	2	3
41	4	5	6	7	8	9	10
42	11	12	13	14	15	16	17
43	18	19	20	21	22	23	24
44	25	26	27	28	29	30	31
NOV							
WK 45	1	2	3	4	5	6	7
46	8	9	10	11	12	13	14
47	15	16	17	18	19	20	21
48	22	23	24	25	26	27	28
DEC							
WK 49	29	30	1	2	3	4	5
50	6	7	8	9	10	11	12
51	13	14	15	16	17	18	19
52	20	21	22	23	24	25	26
JAN							
WK 1	27	28	29	30	31	1	2