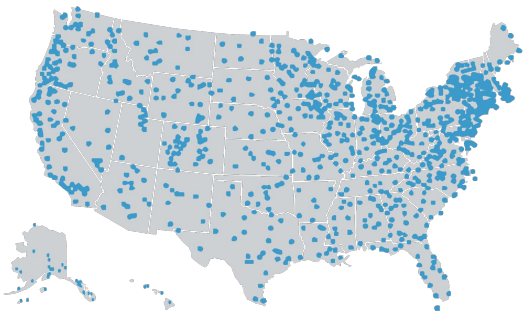
2027 Broadcast Calendar

	Wk	M	T	W	T	F	S	S	Airdates:			Deadline:	Recording Date:
Jan	**1**	28	29	30	31	1	2	3	**Dec. 28**	-	**Jan. 03**	Dec. 17	Dec. 21
	2	4	5	6	7	8	9	10	**Jan. 04**	-	**Jan. 10**	Dec. 24	Dec. 28
	3	11	12	13	14	15	16	17	**Jan. 11**	-	**Jan. 17**	Dec. 31	Jan. 04
	4	18	19	20	21	22	23	24	**Jan. 18**	-	**Jan. 24**	Jan. 07	Jan. 11
	5	25	26	27	28	29	30	31	**Jan. 25**	-	**Jan. 31**	Jan. 14	Jan. 18
Feb	**6**	1	2	3	4	5	6	7	**Feb. 01**	-	**Feb. 07**	Jan. 21	Jan. 25
	7	8	9	10	11	12	13	14	**Feb. 08**	-	**Feb. 14**	Jan. 28	Feb. 01
	8	15	16	17	18	19	20	21	**Feb. 15**	-	**Feb. 21**	Feb. 04	Feb. 08
	9	22	23	24	25	26	27	28	**Feb. 22**	-	**Feb. 28**	Feb. 11	Feb. 15
Mar	**10**	1	2	3	4	5	6	7	**Mar. 01**	-	**Mar. 07**	Feb. 18	Feb. 22
	11	8	9	10	11	12	13	14	**Mar. 08**	-	**Mar. 14**	Feb. 25	Mar. 01
	12	15	16	17	18	19	20	21	**Mar. 15**	-	**Mar. 21**	Mar. 04	Mar. 08
	13	22	23	24	25	26	27	28	**Mar. 22**	-	**Mar. 28**	Mar. 11	Mar. 15
Apr	**14**	29	30	31	1	2	3	4	**Mar. 29**	-	**Apr. 04**	Mar. 18	Mar. 22
	15	5	6	7	8	9	10	11	**Apr. 05**	-	**Apr. 11**	Mar. 25	Mar. 29
	16	12	13	14	15	16	17	18	**Apr. 12**	-	**Apr. 18**	Apr. 01	Apr. 05
	17	19	20	21	22	23	24	25	**Apr. 19**	-	**Apr. 25**	Apr. 08	Apr. 12
May	**18**	26	27	28	29	30	1	2	**Apr. 26**	-	**May. 02**	Apr. 15	Apr. 19
	19	3	4	5	6	7	8	9	**May. 03**	-	**May. 09**	Apr. 22	Apr. 26
	20	10	11	12	13	14	15	16	**May. 10**	-	**May. 16**	Apr. 29	May. 03
	21	17	18	19	20	21	22	23	**May. 17**	-	**May. 23**	May. 06	May. 10
	22	24	25	26	27	28	29	30	**May. 24**	-	**May. 30**	May. 13	May. 17
Jun	**23**	31	1	2	3	4	5	6	**May. 31**	-	**Jun. 06**	May. 20	May. 24
	24	7	8	9	10	11	12	13	**Jun. 07**	-	**Jun. 13**	May. 27	May. 31
	25	14	15	16	17	18	19	20	**Jun. 14**	-	**Jun. 20**	Jun. 03	Jun. 07
	26	21	22	23	24	25	26	27	**Jun. 21**	-	**Jun. 27**	Jun. 10	Jun. 14
Jul	**27**	28	29	30	1	2	3	4	**Jun. 28**	-	**Jul. 04**	Jun. 17	Jun. 21
	28	5	6	7	8	9	10	11	**Jul. 05**	-	**Jul. 11**	Jun. 24	Jun. 28
	29	12	13	14	15	16	17	18	**Jul. 12**	-	**Jul. 18**	Jul. 01	Jul. 05
	30	10	20	21	22	23	24	25	**Jul. 19**	-	**Jul. 25**	Jul. 08	Jul. 12
Aug	**31**	26	27	28	29	30	31	1	**Jul. 26**	-	**Aug. 01**	Jul. 15	Jul. 19
	32	2	3	4	5	6	7	8	**Aug. 02**	-	**Aug. 08**	Jul. 22	Jul. 26
	33	9	10	11	12	13	14	15	**Aug. 09**	-	**Aug. 15**	Jul. 29	Aug. 02
	34	16	17	18	19	20	21	22	**Aug. 16**	-	**Aug. 22**	Aug. 05	Aug. 09
	35	23	24	25	26	27	28	29	**Aug. 23**	-	**Aug. 29**	Aug. 12	Aug. 16
Sept	**36**	30	31	1	2	3	4	5	**Aug. 30**	-	**Sep. 05**	Aug. 19	Aug. 23
	37	6	7	8	9	10	11	12	**Sep. 06**	-	**Sep. 12**	Aug. 26	Aug. 30
	38	13	14	15	16	17	18	19	**Sep. 13**	-	**Sep. 19**	Sep. 02	Sep. 06
	39	20	21	22	23	24	25	26	**Sep. 20**	-	**Sep. 26**	Sep. 09	Sep. 13
Oct	**40**	27	28	29	30	1	2	3	**Sep. 27**	-	**Oct. 03**	Sep. 16	Sep. 20
	41	4	5	6	7	8	9	10	**Oct. 04**	-	**Oct. 10**	Sep. 23	Sep. 27
	42	11	12	13	14	15	16	17	**Oct. 11**	-	**Oct. 17**	Sep. 30	Oct. 04
	43	18	19	20	21	22	23	24	**Oct. 18**	-	**Oct. 24**	Oct. 07	Oct. 11
	44	25	26	27	28	29	30	31	**Oct. 25**	-	**Oct. 31**	Oct. 14	Oct. 18
Nov	**45**	1	2	3	4	5	6	7	**Nov. 01**	-	**Nov. 07**	Oct. 21	Oct. 25
	46	8	9	10	11	12	13	14	**Nov. 08**	-	**Nov. 14**	Oct. 28	Nov. 01
	47	15	16	17	18	19	20	21	**Nov. 15**	-	**Nov. 21**	Nov. 04	Nov. 08
	48	22	23	24	25	26	27	28	**Nov. 22**	-	**Nov. 28**	Nov. 11	Nov. 15
Dec	**49**	29	30	1	2	3	4	5	**Nov. 29**	-	**Dec. 05**	Nov. 18	Nov. 22
	50	6	7	8	9	10	11	12	**Dec. 06**	-	**Dec. 12**	Nov. 25	Nov. 29
	51	13	14	15	16	17	18	19	**Dec. 13**	-	**Dec. 19**	Dec. 02	Dec. 06
	52	20	21	22	23	24	25	26	**Dec. 20**	-	**Dec. 26**	Dec. 09	Dec. 13
Jan	**1**	27	28	29	30	31	1	2	**Dec. 27**	-	**Jan. 02**	Dec. 16	Dec. 20

2028

WK	M	T	W	T	F	S	S
							JAN
1	27	28	29	30	31	1	2
2	3	4	5	6	7	8	9
3	10	11	12	13	14	15	16
4	17	18	19	20	21	22	23
5	24	25	26	27	28	29	30
							FEB
WK	M	T	W	T	F	S	S
6	31	1	2	3	4	5	6
7	7	8	9	10	11	12	13
8	14	15	16	17	18	19	20
9	21	22	23	24	25	26	27
							MAR
WK	M	T	W	T	F	S	S
10	28	29	1	2	3	4	5
11	6	7	8	9	10	11	12
12	13	14	15	16	17	18	19
13	20	21	22	23	24	25	26
							APR
WK	M	T	W	T	F	S	S
14	27	28	29	30	31	1	2
15	3	4	5	6	7	8	9
16	10	11	12	13	14	15	16
17	17	18	19	20	21	22	23
18	24	25	26	27	28	29	30
							MAY
WK	M	T	W	T	F	S	S
19	1	2	3	4	5	6	7
20	8	9	10	11	12	13	14
21	15	16	17	18	19	20	21
22	22	23	24	25	26	27	28
							JUN
WK	M	T	W	T	F	S	S
23	29	30	31	1	2	3	4
24	5	6	7	8	9	10	11
25	12	13	14	15	16	17	18
26	19	20	21	22	23	24	25
							JUL
WK	M	T	W	T	F	S	S
27	26	27	28	29	30	1	2
28	3	4	5	6	7	8	9
29	10	11	12	13	14	15	16
30	17	18	19	20	21	22	23
31	24	25	26	27	28	29	30
							AUG
WK	M	T	W	T	F	S	S
32	31	1	2	3	4	5	6
33	7	8	9	10	11	12	13
34	14	15	16	17	18	19	20
35	21	22	23	24	25	26	27
							SEP
WK	M	T	W	T	F	S	S
36	28	29	30	31	1	2	3
37	4	5	6	7	8	9	10
38	11	12	13	14	15	16	17
39	18	19	20	21	22	23	24
							OCT
WK	M	T	W	T	F	S	S
40	25	26	27	28	29	30	1
41	2	3	4	5	6	7	8
42	9	10	11	12	13	14	15
43	16	17	18	19	20	21	22
44	23	24	25	26	27	28	29
							NOV
WK	M	T	W	T	F	S	S
45	30	31	1	2	3	4	5
46	6	7	8	9	10	11	12
47	13	14	15	16	17	18	19
48	20	21	22	23	24	25	26
							DEC
WK	M	T	W	T	F	S	S
49	27	28	29	30	1	2	3
50	4	5	6	7	8	9	10
51	11	12	13	14	15	16	17
52	18	19	20	21	22	23	24
53	25	26	27	28	29	30	31



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

npm
national public media

2029

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