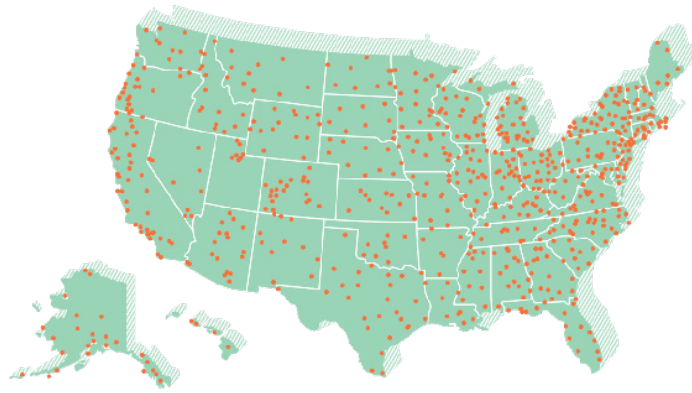




# 2017 NPR BROADCAST CALENDAR

	WK	M	T	W	T	F	S	S	AIRDATES	DEADLINE	RECORDING DATE
<b>JAN</b>	<b>1</b>	26	27	28	29	30	31	1	Dec. 26 - Jan. 01	<b>Dec. 14</b>	Dec. 19
	<b>2</b>	2	3	4	5	6	7	8	Jan. 02 - Jan. 08	<b>Dec. 21</b>	Dec. 26
	<b>3</b>	9	10	11	12	13	14	15	Jan. 09 - Jan. 15	<b>Dec. 28</b>	Jan. 02
	<b>4</b>	16	17	18	19	20	21	22	Jan. 16 - Jan. 22	<b>Jan. 04</b>	Jan. 09
	<b>5</b>	23	24	25	26	27	28	29	Jan. 23 - Jan. 29	<b>Jan. 11</b>	Jan. 16
<b>FEB</b>	<b>6</b>	30	31	1	2	3	4	5	Jan. 30 - Feb. 05	<b>Jan. 18</b>	Jan. 23
	<b>7</b>	6	7	8	9	10	11	12	Feb. 06 - Feb. 12	<b>Jan. 25</b>	Jan. 30
	<b>8</b>	13	14	15	16	17	18	19	Feb. 13 - Feb. 19	<b>Feb. 01</b>	Feb. 06
	<b>9</b>	20	21	22	23	24	25	26	Feb. 20 - Feb. 26	<b>Feb. 08</b>	Feb. 13
<b>MAR</b>	<b>10</b>	27	28	1	2	3	4	5	Feb. 27 - Mar. 05	<b>Feb. 15</b>	Feb. 20
	<b>11</b>	6	7	8	9	10	11	12	Mar. 06 - Mar. 12	<b>Feb. 22</b>	Feb. 27
	<b>12</b>	13	14	15	16	17	18	19	Mar. 13 - Mar. 19	<b>Mar. 01</b>	Mar. 06
	<b>13</b>	20	21	22	23	24	25	26	Mar. 20 - Mar. 26	<b>Mar. 08</b>	Mar. 13
<b>APR</b>	<b>14</b>	27	28	29	30	31	1	2	Mar. 27 - Apr. 02	<b>Mar. 15</b>	Mar. 20
	<b>15</b>	3	4	5	6	7	8	9	Apr. 03 - Apr. 09	<b>Mar. 22</b>	Mar. 27
	<b>16</b>	10	11	12	13	14	15	16	Apr. 10 - Apr. 16	<b>Mar. 29</b>	Apr. 03
	<b>17</b>	17	18	19	20	21	22	23	Apr. 17 - Apr. 23	<b>Apr. 05</b>	Apr. 10
	<b>18</b>	24	25	26	27	28	29	30	Apr. 24 - Apr. 30	<b>Apr. 12</b>	Apr. 17
<b>MAY</b>	<b>19</b>	1	2	3	4	5	6	7	May 01 - May 07	<b>Apr. 19</b>	Apr. 24
	<b>20</b>	8	9	10	11	12	13	14	May 08 - May 14	<b>Apr. 26</b>	May 01
	<b>21</b>	15	16	17	18	19	20	21	May 15 - May 21	<b>May 03</b>	May 08
	<b>22</b>	22	23	24	25	26	27	28	May 22 - May 28	<b>May 10</b>	May 15
<b>JUN</b>	<b>23</b>	29	30	31	1	2	3	4	May 29 - Jun. 04	<b>May 17</b>	May 22
	<b>24</b>	5	6	7	8	9	10	11	Jun. 05 - Jun. 11	<b>May 24</b>	May 29
	<b>25</b>	12	13	14	15	16	17	18	Jun. 12 - Jun. 18	<b>May 31</b>	Jun. 05
	<b>26</b>	19	20	21	22	23	24	25	Jun. 19 - Jun. 25	<b>Jun. 07</b>	Jun. 12
<b>JUL</b>	<b>27</b>	26	27	28	29	30	1	2	Jun. 26 - Jul. 02	<b>Jun. 14</b>	Jun. 19
	<b>28</b>	3	4	5	6	7	8	9	Jul. 03 - Jul. 09	<b>Jun. 21</b>	Jun. 26
	<b>29</b>	10	11	12	13	14	15	16	Jul. 10 - Jul. 16	<b>Jun. 28</b>	Jul. 03
	<b>30</b>	17	18	19	20	21	22	23	Jul. 17 - Jul. 23	<b>Jul. 05</b>	Jul. 10
	<b>31</b>	24	25	26	27	28	29	30	Jul. 24 - Jul. 30	<b>Jul. 12</b>	Jul. 17
<b>AUG</b>	<b>32</b>	31	1	2	3	4	5	6	Jul. 31 - Aug. 06	<b>Jul. 19</b>	Jul. 24
	<b>33</b>	7	8	9	10	11	12	13	Aug. 07 - Aug. 13	<b>Jul. 26</b>	Jul. 31
	<b>34</b>	14	15	16	17	18	19	20	Aug. 14 - Aug. 20	<b>Aug. 02</b>	Aug. 07
	<b>35</b>	21	22	23	24	25	26	27	Aug. 21 - Aug. 27	<b>Aug. 09</b>	Aug. 14
<b>SEPT</b>	<b>36</b>	28	29	30	31	1	2	3	Aug. 28 - Sept. 03	<b>Aug. 16</b>	Aug. 21
	<b>37</b>	4	5	6	7	8	9	10	Sept. 04 - Sept. 10	<b>Aug. 23</b>	Aug. 28
	<b>38</b>	11	12	13	14	15	16	17	Sept. 11 - Sept. 17	<b>Aug. 30</b>	Sept. 04
	<b>39</b>	18	19	20	21	22	23	24	Sept. 18 - Sept. 24	<b>Sept. 06</b>	Sept. 11
<b>OCT</b>	<b>40</b>	25	26	27	28	29	30	1	Sept. 25 - Oct. 01	<b>Sept. 13</b>	Sept. 18
	<b>41</b>	2	3	4	5	6	7	8	Oct. 02 - Oct. 08	<b>Sept. 20</b>	Sept. 25
	<b>42</b>	9	10	11	12	13	14	15	Oct. 09 - Oct. 15	<b>Sept. 27</b>	Oct. 02
	<b>43</b>	16	17	18	19	20	21	22	Oct. 16 - Oct. 22	<b>Oct. 04</b>	Oct. 09
	<b>44</b>	23	24	25	26	27	28	29	Oct. 23 - Oct. 29	<b>Oct. 11</b>	Oct. 16
<b>NOV</b>	<b>45</b>	30	31	1	2	3	4	5	Oct. 30 - Nov. 05	<b>Oct. 18</b>	Oct. 23
	<b>46</b>	6	7	8	9	10	11	12	Nov. 06 - Nov. 12	<b>Oct. 25</b>	Oct. 30
	<b>47</b>	13	14	15	16	17	18	19	Nov. 13 - Nov. 19	<b>Nov. 01</b>	Nov. 06
	<b>48</b>	20	21	22	23	24	25	26	Nov. 20 - Nov. 26	<b>Nov. 08</b>	Nov. 13
<b>DEC</b>	<b>49</b>	27	28	29	30	1	2	3	Nov. 27 - Dec. 03	<b>Nov. 15</b>	Nov. 20
	<b>50</b>	4	5	6	7	8	9	10	Dec. 04 - Dec. 10	<b>Nov. 22</b>	Nov. 27
	<b>51</b>	11	12	13	14	15	16	17	Dec. 11 - Dec. 17	<b>Nov. 29</b>	Dec. 04
	<b>52</b>	18	19	20	21	22	23	24	Dec. 18 - Dec. 24	<b>Dec. 06</b>	Dec. 11
	<b>53</b>	25	26	27	28	29	30	31	Dec. 25 - Dec. 31	<b>Dec. 13</b>	Dec. 18



## Public Radio Sponsorship Guidelines

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
- 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 faxed or 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 faxed or 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

JANUARY • 2018						
WK	M	T	W	T	F	S
1	1	2	3	4	5	6
2	8	9	10	11	12	13
3	15	16	17	18	19	20
4	22	23	24	25	26	27
FEBRUARY • 2018						
WK	M	T	W	T	F	S
5	29	30	31	1	2	3
6	5	6	7	8	9	10
7	12	13	14	15	16	17
8	19	20	21	22	23	24
MARCH • 2018						
WK	M	T	W	T	F	S
9	26	27	28	1	2	3
10	5	6	7	8	9	10
11	12	13	14	15	16	17
12	19	20	21	22	23	24
APRIL • 2018						
WK	M	T	W	T	F	S
13	26	27	28	29	30	31
14	2	3	4	5	6	7
15	9	10	11	12	13	14
16	16	17	18	19	20	21
17	23	24	25	26	27	28
MAY • 2018						
WK	M	T	W	T	F	S
18	30	1	2	3	4	5
19	7	8	9	10	11	12
20	14	15	16	17	18	19
21	21	22	23	24	25	26
JUNE • 2018						
WK	M	T	W	T	F	S
22	28	29	30	31	1	2
23	4	5	6	7	8	9
24	11	12	13	14	15	16
25	18	19	20	21	22	23
JULY • 2018						
WK	M	T	W	T	F	S
26	25	26	27	28	29	30
27	2	3	4	5	6	7
28	9	10	11	12	13	14
29	16	17	18	19	20	21
30	23	24	25	26	27	28
AUGUST • 2018						
WK	M	T	W	T	F	S
31	30	31	1	2	3	4
32	6	7	8	9	10	11
33	13	14	15	16	17	18
34	20	21	22	23	24	25
SEPTEMBER • 2018						
WK	M	T	W	T	F	S
35	27	28	29	30	31	1
36	3	4	5	6	7	8
37	10	11	12	13	14	15
38	17	18	19	20	21	22
39	24	25	26	27	28	29
OCTOBER • 2018						
WK	M	T	W	T	F	S
40	1	2	3	4	5	6
41	8	9	10	11	12	13
42	15	16	17	18	19	20
43	22	23	24	25	26	27
NOVEMBER • 2018						
WK	M	T	W	T	F	S
44	29	30	31	1	2	3
45	5	6	7	8	9	10
46	12	13	14	15	16	17
47	19	20	21	22	23	24
DECEMBER • 2018						
WK	M	T	W	T	F	S
48	26	27	28	29	30	1
49	3	4	5	6	7	8
50	10	11	12	13	14	15
51	17	18	19	20	21	22
52	24	25	26	27	28	29

JANUARY • 2019						
WK	M	T	W	T	F	S
1	31	1	2	3	4	5
2	7	8	9	10	11	12
3	14	15	16	17	18	19
4	21	22	23	24	25	26
FEBRUARY • 2019						
WK	M	T	W	T	F	S
5	28	29	30	31	1	2
6	4	5	6	7	8	9
7	11	12	13	14	15	16
8	18	19	20	21	22	23
MARCH • 2019						
WK	M	T	W	T	F	S
9	25	26	27	28	1	2
10	4	5	6	7	8	9
11	11	12	13	14	15	16
12	18	19	20	21	22	23
13	25	26	27	28	29	30
APRIL • 2019						
WK	M	T	W	T	F	S
14	1	2	3	4	5	6
15	8	9	10	11	12	13
16	15	16	17	18	19	20
17	22	23	24	25	26	27
MAY • 2019						
WK	M	T	W	T	F	S
18	29	30	1	2	3	4
19	6	7	8	9	10	11
20	13	14	15	16	17	18
21	20	21	22	23	24	25
JUNE • 2019						
WK	M	T	W	T	F	S
22	27	28	29	30	31	1
23	3	4	5	6	7	8
24	10	11	12	13	14	15
25	17	18	19	20	21	22
26	24	25	26	27	28	29
JULY • 2019						
WK	M	T	W	T	F	S
27	1	2	3	4	5	6
28	8	9	10	11	12	13
29	15	16	17	18	19	20
30	22	23	24	25	26	27
AUGUST • 2019						
WK	M	T	W	T	F	S
31	29	30	31	1	2	3
32	5	6	7	8	9	10
33	12	13	14	15	16	17
34	19	20	21	22	23	24
SEPTEMBER • 2019						
WK	M	T	W	T	F	S
35	26	27	28	29	30	31
36	2	3	4	5	6	7
37	9	10	11	12	13	14
38	16	17	18	19	20	21
39	23	24	25	26	27	28
OCTOBER • 2019						
WK	M	T	W	T	F	S
40	30	1	2	3	4	5
41	7	8	9	10	11	12
42	14	15	16	17	18	19
43	21	22	23	24	25	26
NOVEMBER • 2019						
WK	M	T	W	T	F	S
44	28	29	30	31	1	2
45	4	5	6	7	8	9
46	11	12	13	14	15	16
47	18	19	20	21	22	23
DECEMBER • 2019						
WK	M	T	W	T	F	S
48	25	26	27	28	29	30
49	2	3	4	5	6	7
50	9	10	11	12	13	14
51	16	17	18	19	20	21
52	23	24	25	26	27	28
1	30	31	1	2	3	4