

KSLU 90.9FM

UNDERWRITING INFORMATIONAL PACKET

2018

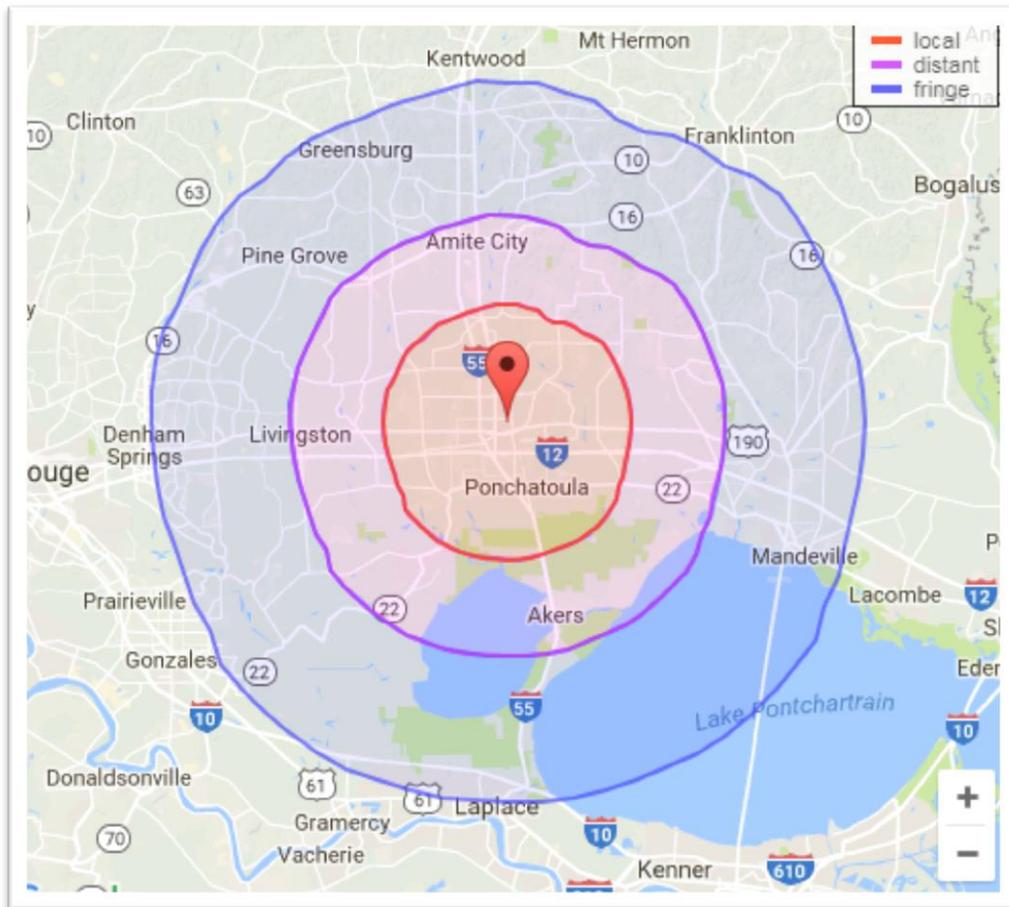


1220 SGA DRIVE
HAMMOND, LA 70402
(985) 549-2327

SOUTHEASTERN'S OWN 90.9 FM KSLU

ABOUT KSLU

KSLU is a 3000 watt CPB-qualified, non-commercial, educational radio station owned and operated by Southeastern Louisiana University in Hammond, LA. The radio station's city-grade signal reaches a 10 mile radius and is often heard from Denham Springs to Covington to Kentwood. Many of the announcers are communication students at Southeastern training for careers in the broadcast industry. KSLU strives to serve both Southeastern and the surrounding communities.



KSLU PROGRAMING: ADULT ALBUM ALTERNATIVE

KSLU plays a broad selection of music including classic rock, alternative rock, blues, EDM, bluegrass, soul, jazz, and culturally diverse music from around the world. In addition, KSLU programing includes talk radio programs covering current events, civic organizations, community initiatives, and more.

Offering something for everyone, KSLU 90.9 FM is an inclusive station reaching listeners from a variety of ages, backgrounds, and interests.

In addition to regularly played music, weekly programing includes:

- Caffé Italia
- Confetti Park
- World Cafe
- Rock School
- Point of View
- The Dirt Road
- Electric Edge
- Experience Points
- Hearts of Space
- Pop Flix
- Mic Check
- The Whole 9 Yards
- Perpetual Change
- Putumayo
- Retro Reality
- Rincon Hispano
- The Best of American Music
- Souled Out
- Dinner Jazz

UNDERWRITING EXPLAINED

Advertising on public radio is called “underwriting”. Simply put, underwriting is when KSLU gives on-air recognition of your contribution to the station. FCC guidelines require that our on-air announcements be factual. KSLU will partner with you to create a customized underwriting announcement for your business or organization.

These are informative announcements, but not commercials. However, an underwriting announcement still offers many of the same benefits as a standard commercial, sharing your business name, what you offer, your location, website, phone number, etc., with the added bonus of providing an in-valuable contribution to KSLU and the students devoting their time and talents to the station.

Underwriting Regulations:

- All underwriting announcements are 30 seconds or less
- Announcements Do Not:
 - Mention prices (Only \$5, Sale, Free, Etc.)
 - Give calls to action (“Come on down!”)
 - Use promotional terms (“They’re great!” “Best in town!”)
- Announcements May Include:
 - Your address
 - Your phone number
 - Your services
 - Event information
 - Your slogan (Excluding slogans that defy one of the previously stated regulations)
 - Tips or useful information
 - You can educate listeners by sharing information that aligns with your business, such as health advice, upcoming events, financial tips, hurricane preparedness, etc.

Underwriting lets listeners know that your business supports the university radio station. Announcements introduce your business and remind listeners that you are part of our listening community.

SAMPLE ANNOUNCEMENT:

“Levitate Float Center is a proud sponsor of KSLU programming. Levitate is located at 200 East Charles Street in downtown Hammond, and is home to full sensory deprivation experience. Visitors

are suspended in water, in light and sound proof tanks that promote physical recovery, mind expansion, and stress relief. The water is mixed with Epsom salts and warmed to skin temperature, to promote a gravity free environment for meditation. Levitate also features an oxygen bar and a lobby open to students. Levitate Float Center is online at levitatefloatcenter.com. (985) 520-5939.”

WHY UNDERWRITE WITH KSLU?

KSLU trains tomorrow’s broadcast leaders, today. We’re dedicated to partnering with businesses that understand the importance of education. We hope to develop long-lasting, beneficial partnerships with all our underwriters!

Here’s how underwriting can help your business grow:

Brand Recognition:

- Underwriting lets listeners know that your business supports the university radio station. Your announcements introduce your business and remind listeners that you are part of our listening community.

Don’t Get Lost in the Crowd:

- According to the Pandora Added Value Survey (2012), 79% of listeners change the radio station when a commercial set comes on. Underwriting announcements don’t inundate listeners with back to back commercials like traditional radio!

Your Support:

- Showcases your company’s goods and services
- Demonstrates your commitment to education and our community
- Strengthens your company’s image
- Builds the skills necessary for students to thrive in the radio industry

Our Listeners:

- Shop at businesses mentioned on KSLU
- Are as diverse as our community
- Range from teens to grandparents
- Think of your company first when they need the products you offer

PRICING: BEST TIME AVAILABLE

- Drive Time (6am-9am, 3pm-6pm): \$12 per aired segment
- Day Time (9am-3pm): \$10 per aired segment
- Night Time (6pm-6am): \$8 aired segment

Underwriting is 100% Tax Deductible

BEST TIME AVAILABLE PACKAGES

Quarterly

Sponsor segment airs once per day every week-day for the entirety of the 3-month period during a designated time frame.

6 Months

Sponsor segment airs once per day every week-day for the entirety of the 6-month period during a designated time frame.

* Added Value: Get an additional month of promotion on KSLU for FREE with your 6 Month package

Yearly

Sponsor segment airs once per day every week-day for the entirety of the 1 year period during a designated time frame.

* Added Value: Get a FULL QUARTER (3 months) of promotion on KSLU for FREE with your year-long package.

Custom packages are available upon request

SPECIALTY PROGRAMMING

ROCK SCHOOL

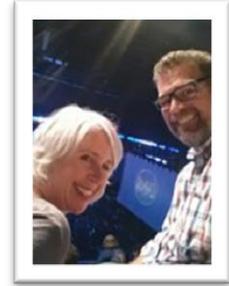
Rock School is a weekly, one-hour radio show, hosted by communication professor and rock enthusiast Joe Burns. The show explores new topics each week, playing the music that best highlights the subject. The program has aired for over 10 years and has produced over 500 episodes, never repeating a topic or show.

Rock School airs twice per week on KSLU as well as 15 affiliate stations and the PRX network. A podcast of the program is also available, with a national listenership in the range of 10,000 downloads per week.

Rock School airs Thursdays at 5:00 pm and Sundays at 4:00 pm on 90.9 FM KSLU.

Sponsorships include two airings of sponsor spots per show, and a sponsor mention during program announcements during the week.

- **Specialty Program Pricing: \$350 per month**



Rock School Host, Joe Burns, and Co-Host, Tammy Burns

POINT OF VIEW

Point of View is KSLU's community interest show which features news and information that impacts our local community. Host Amber Narro invites area leaders and newsmakers to the program to discuss upcoming events, healthy living options, non-profit activities, and a variety of other topics that benefit listeners in our region.

Point of View, with Amber Narro, airs Thursdays and Fridays at 11:00 am on 90.9 FM KSLU.

Sponsorships include two airings of sponsor spots per show, and a sponsor mention during program announcements during the week.

- **Specialty Program Pricing: \$350 per month**



Point of View Host
Amber Narro

CONFETTI PARK

The Confetti Park podcast and radio program, hosted by Katy Hobgood Ray, features music and stories spun in Louisiana. It showcases songs that kids love, songs created for kids, and songs created by kids. Sparkling interviews, in-studio performances, delightful music medleys, jokes, local author storytime, and a little surprise lagniappe make for an entertaining show!

Confetti Park airs Sundays at 12:00pm.

Sponsorships include two airings of sponsor spots per show, and a sponsor mention during program announcements during the week.

- **Specialty Program Pricing: \$250 per month**



Confetti Park Host
Katy Hobgood Ray

WORLD CAFÉ

World Cafe is a two hour daily syndicated show distributed by NPR (National Public Radio) that showcases in-studio performances and interviews from new & significant music and the artists who create it. The show is hosted by Talia Schlanger.

- **Specialty Program Pricing: \$250 per month**



CAFFÉ ITALIA

Caffe Italia is KSLU's weekly taste of Italy with Francesco Fiumara. Caffe Italia features the best of classical, contemporary and cultural music from Italy mixed with conversation in Italian and English. Francesco takes a weekly tour of his homeland every Sunday evening from Milan to Sicily, Palermo to Rome and everywhere in between. You don't have to speak Italian to appreciate Caffe Italia! Caffe Italia serves up a slice of Italy every Sunday evening from 8 to 9pm on 90.9 KSLU.

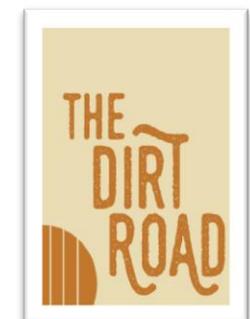
- **Specialty Program Pricing: \$200 per month**



THE DIRT ROAD

The Dirt Road features the best blues music from past and present. Join Surah every weekday night from 6-7pm when KSLU dims the lights and serves up a mix of classic cuts and emerging artists. Join us as we delve deep into the heart of America's music and travel down The Dirt Road.

Specialty Program Pricing: \$200 per month



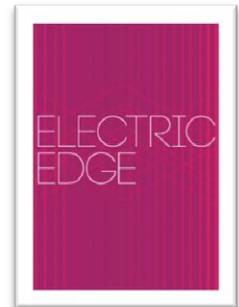
ELECTRIC EDGE

Every Thursday night from 7PM-9PM, tune in to ELECTRIC EDGE to hear Clayton Dakota drop the best in House, Dubstep, Trap, and all of your other favorite EDM genres - you'll hear everything in the EDM spectrum! You'll even hear EDM news updates and announcements. From the local underground scene, to world class festival headliners - We have it all!

At 7PM, you'll hear the best from Big Room to Future Funk, and everything else in between! Melbourne Bounce, Hard Style, Chill, and even more!

At 8PM, get your subwoofers ready - It's the 808 BASS HOUR! We'll be dropping the heaviest and filthiest bass drops the industry has to offer! The best drops in Dubstep, Trap, and every hybrid genre with the lowest and hardest hitting bass!

- **Specialty Program Pricing: \$200 per month**



EXPERIENCE POINTS

Have you ever played a video game, seen someone play a video game, or gone to get fast-food at 3 am because you need fuel for hours more of gaming? Well, if you answered yes to any of those then you're in luck! Level-up with Matt Gill and Chase Courtney (AKA Red Bear) as they side scroll through the world of video games. It's Experience Points every Wednesday night from 8 to 9pm right here at KSLU.

- **Specialty Program Pricing: \$200 per month**



HEARTS OF SPACE

Hearts of Space grew out of former architect Stephen Hill's fascination with space - creating, ambient and contemplative music, and evolving into a multifaceted music and broadcast program.

Now in its 28th year of national syndication, Hearts of Space is one hour program airing weekly on over 200 public radio stations, including KSLU.

- **Specialty Program Pricing: \$200 per month**



MIC CHECK

On KSLU's Mic Check, Fred and Jamon bring you the latest in Hip-Hop and R&B music. Catch up on R&B news, and hear music from major and local artists and DJs. You can drop in to Mic Check every Thursday night from 9pm - Midnight (CT).

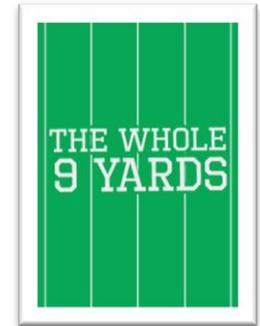
- **Specialty Program Pricing: \$200 per month**



THE WHOLE 9 YARDS

John Dudek and Jamie Boh take you on a run across the field, down the court, and around the dome with an hour of discussion about a variety sports. Tune into KSLU's most informing, entertaining, and energetic sports show, The Whole Nine Yards, airing every Monday at 7pm.

- **Specialty Program Pricing: \$200 per month**



PERPETUAL CHANGE

enrich your Friday nights with phenomenal music from around the world on Perpetual Change. Explore the common thread that binds us all on Fridays from 7 to 10pm.

- **Specialty Program Pricing: \$200 per month**



PUTUMAYO

Hosted by KFOG personality Rosalie Howarth, the Putumayo World Music Hour is an internationally syndicated radio show that takes listeners on a weekly journey through the music of many different cultures, now heard internationally on more than 150 commercial and non-commercial stations around the world, including KSLU

- **Specialty Program Pricing: \$200 per month**



RETRO REALITY

E.T., Ferris Bueller, The Goonies, Axel Foley; remembering what the 1980s were all about. Tune in to hear the best of the yesterday's music today. It's Retro Reality every weekday from 11am to noon following Point of View on Thursdays and Fridays.

- **Specialty Program Pricing: \$200 per month**



RINCON HISPANO

Presented in Spanish and English, Rincon Hispano takes you on an auditory tour of the many Spanish speaking countries around the world, playing their best and most representative music. Tune in every Sunday from 7 p.m. – 8 p.m.

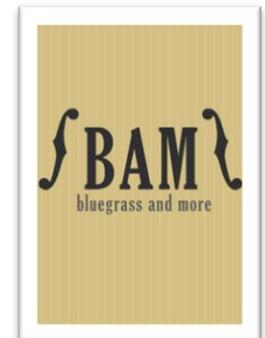
- **Specialty Program Pricing: \$200 per month**



BAM: BLUEGRASS & MORE

There aren't many people as passionate about bluegrass music as Dayne Sherman and Davey Brooks. They bring bluegrass music back to the airwaves with Bluegrass And More© on 90.9 FM KSLU. Dayne and Davey play the classics from Earl Scruggs and Lester Flat to contemporary artists like Tony Trischka and Todd Taylor. Plus, they talk with the legends of bluegrass music to bring you their take on the genre. It's Bluegrass And More© every Sunday afternoon from 5 to 6 pm on 90.9 FM KSLU.

- **Specialty Program Pricing: \$200 per month**



DINNER JAZZ

Zia "The Cat's" Dinner Jazz is a wonderful blend of jazz vocals and instrumentals that mull effortlessly into one of the most respected hours of jazz programming on the radio. On the road from Bessie Smith to Alvin Batiste, Zia stops At Birdland, On Green Dolphin Street and along other Milestones to serve up a generous helping of Dinner Jazz every Sunday night at 6pm on 90.9FM.

- **Specialty Program Pricing: \$200 per month**



POP FLIX

Airing Fridays at 11:30 a.m., hosts Dr. Joe Burns and Dustin Arroyo discuss classic and modern films.

- **Specialty Program Pricing: \$200 per month**



SPECIALTY SEGMENTS

STEM SCIENCE RADIO

KSLU offers a daily 2-minute segment focusing on the fields of science, technology, engineering and mathematics, hosted by Physics Education Research Associate Professor Rhett Allain.

STEM airs Monday through Friday at 8:50am.

- **Specialty Program Pricing: \$100 per week**



STEM Host Rhett
Allain