

KSLU 90.9 FM

# UNDERWRITING INFORMATIONAL PACKET

---

2019



RACHAEL BEARD  
1220 SGA DRIVE  
HAMMOND, LA 70402  
(985) 507-3091

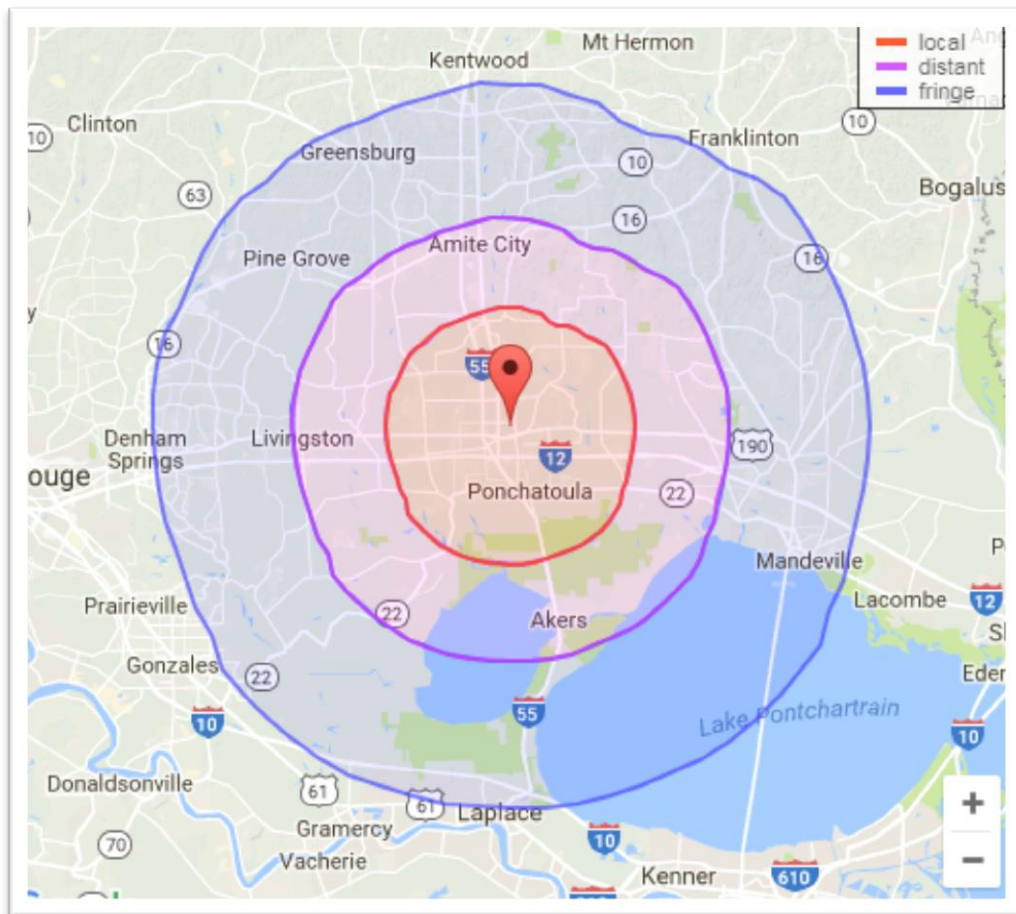
# SOUTHEASTERN'S OWN 90.9 FM KSLU

---

## 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 is often heard from Denham Springs to Covington, and from La Place 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, and your support ensures not only the future of an important community resource, but that our students graduate with the skills they need to be successful in their dream careers as broadcast professionals.



---

## WHAT KIND OF MUSIC PLAYS ON KSLU?

---

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 programming 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.

---

## WHO'S LISTENING?/LISTENER ENGAGEMENT

---

In the Hammond regional area, KSLU consistently performs as well or better than public radio stations broadcasting from Baton Rouge and New Orleans (including 89.3 FM WRKF, and 89.9 FM WWNO) with listeners ages 12-35, and maintains similar listenership through ages 35-55+.

KSLU also offers various live stream options from kslu.org and the TuneIn app. In the past month, our live stream has been accessed over 20,000 times.

Hammond, Ponchatoula, Denham Springs and Baton Rouge residents account for a strong part of our local streaming listeners.

Follow the Leader...



Facebook: 2,370

Instagram: 741

Twitter: 849

...and growing

**When you partner with KSLU, we utilize our follower base to increase your coverage and ROI.**

---

## WHY PARTNER WITH KSLU?

---

### **LISTENERS WILL ACTUALLY HEAR YOUR SPOT!**

- 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 commercial radio, so they're less likely to change the channel.

### **COST EFFECTIVE & 100% TAX DEDUCTIBLE**

KSLU is public radio, so technically your payment is considered a charitable donation. When it comes to pricing, we strive to meet the budget of our small business partners. First and foremost, we serve the community – the WHOLE community – and that means having something for everyone, a variety of options for new and established business.

### **BE THE NAME THEY KNOW:**

- Brand recognition matters! When customers frequently hear your name, you're more likely to be the first business they think of when a need arises. By partnering with KSLU, you build an association with a trusted resource, leaning on the authentic and trusted relationship we've built with our listeners. Plus, underwriting lets listeners know that your business supports the University and shines a light on your Lion Pride! Working with KSLU is a great way to let listeners know you invest in the community and drive them to invest in your business in return.
- Working with KSLU 90.9 FM:
  - Showcases your company's goods and services
  - Demonstrates your commitment to education and our community
  - Strengthens your company's image

### **MAKE A DIFFERENCE:**

- KSLU 90.9 FM is a training ground for Southeastern's student broadcasters. Our primary goal in fundraising is to maintain grants so that we can continue the work we do for our students. Thanks to your support, Southeastern students graduate with the skills they need to be successful in their dream careers!



KSLU is dedicated to partnering with local businesses who understand the value of both community and education. We strive to help all our sponsors increase revenue and brand recognition by offering a variety of services both on air and digital. We hope to develop long-lasting, beneficial partnerships with all our underwriters!

---

## WHAT'S UNDERWRITING? UNDERWRITING V.S. "COMMERCIALS"

---

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, and MAY 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:

- Address
- Phone number
- 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:

"Programming on KSLU is brought to you in part by Tangi Academy. Located at 43052 Yokum Road in Hammond, Tangi Academy is an open enrollment public school, serving students from

Tangipahoa, Livingston and St. Tammany parishes. Using an arts-integrated and globally minded curriculum, the school provides a student-centered environment celebrating individual capabilities, learning styles and cultures. Tangi Academy is available at (985) 269-7695 and online at [tangiacademy.org](http://tangiacademy.org).”

---

## **DOES KSLU OFFER ADDITIONAL INCENTIVES?**

---

### **YES! LET’S TALK ADDED VALUE**

To thank you for your sponsorship, we at KSLU strive to offer as much additional support as possible. This can include adding your logo to our Student Union digital billboards, making your business a featured sponsor on [kslu.org](http://kslu.org), and posting about your business through our social media channels. Plus, with select packages you’ll even receive additional FREE underwriting announcements!

---

## **WHAT ARE MY OPTIONS?**

---

### **HIGH FREQUENCY/HIGHT IMPACT OPPORTUNITIES**

#### **KSLU NEWS SPONSORSHIP**

The News on KSLU airs 9 times per day updating listeners on local and national news stories. The sponsorship package includes an on air mention plus a 10- second announcement with every update.

#### **KSLU WEATHER SPONSORSHIP**

The Weather on KSLU airs 9 times per day, updating listeners on current weather conditions and forecasts for the days ahead. This sponsorship package includes on air mentions plus a 10- second announcement with every update.

#### **KSLU EVENTS CALENDAR SPONSORSHIP**

KSLU Event Updates are announced every hour, Monday-Sunday. This package includes 138 mentions per week, over 500 per month!

## **DIGITAL OPPORTUNITIES**

### **KSLU Athletics Stream**

KSLU 90.9 FM streams all programming live through kslu.org and TuneIn, including all athletics events. The KSLU Live Stream is regularly accessed over 20,000 times per month (all year, not only during athletics events!). As the Live Stream Sponsor, you'll capture all those streaming fans for football, baseball, basketball, and even those just tuning in for the music, with a 10-second ad at the beginning of every streaming session. The KSLU Live Stream is priced at \$250/month.

### **Sponsored Social Media Content**

KSLU offer multiple opportunities for marketing on both terrestrial radio and through our social media channels. With our sponsored social content, we create specialized content promoting your business as a valued community resource. We do this by having you come on our community program "Point of View," bringing physical displays if needed. We'll film the segment and use it on social media, then air the recording on 90.9 FM. This helps our sponsors get a large reach online, and creates buzz among our listeners. Sponsored Social Content is available at \$50/segment.

## **SPONSOR ACCESS & FEATURED PROGRAMMING**

### **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. The sponsorship package includes an on air mention at the beginning of each segment, and a 15-30 second announcement following each airing.

STEM airs Monday through Friday at 8:50am.

### **MONEY MONDAYS**

KSLU's newest segment, Money Mondays, will air around 8am on Mondays, following the daily news broadcast. The segment will last up to 5 minutes long, but length can vary by segment. Amber Narro will be the host of Money Mondays, but the segment's sponsor would act as the weekly expert guest. Each segment could discuss a different finance subject, such as loans, interest rates, money market accounts, etc. We'll still need to follow FCC regulations, but the sponsor would be the credible resource, the local expert, and the easy choice for listeners when it's time to choose a finance institution.

It wouldn't be a huge time commitment from the sponsor, as multiple segments could be pre-recorded in only one day. A sponsorship for this program will be priced at only \$200 per month.

## **FITNESS FRIDAYS**

Fitness Friday will air around 8am on Fridays, following the daily news broadcast. The segment will last up to 5 minutes long, but length can vary by segment. A KSLU DJ will be the host of Fitness Fridays, but the segment's sponsor would act as the weekly expert guest. Each segment could discuss a different health topic, such as supplements, fitness routines, nutrition, heart disease, etc. We'll still need to follow FCC regulations, but the sponsor would be the credible resource, the local expert, and the easy choice for listeners when it's time to choose a health care provider or fitness institution.

It wouldn't be a huge time commitment from the sponsor, as multiple segments could be pre-recorded in only one day. A sponsorship for this program will be priced at only \$200 per month.

## **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 sponsor mentions during program promos during the week.

## **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 sponsor mentions during program promos during the week.



---

## ADDITIONAL SERVICES

---

### MOBILE DJ: LET US DJ YOUR NEXT EVENT!



Let KSLU DJ your next event. We provide our own equipment and custom set list for your event, along with an experienced student DJ. Our DJs can perform at any event, or reserve a DJ for your business to help draw attention during city-wide events where increased foot traffic is expected.

Cost: \$100/hour, and the first hour is free (3 hour minimum)!

### EVENT BOOTH SPONSORSHIP:

KSLU participates in many local and charity events, including Hot August Night, Starry November Night, the Hammond Shamrock Run, and more! We are now offering booth sponsorship so that your business can advertise and have a real presence at major events, without the worry of manning a booth or performing any kind of set up. When you sponsor KSLU's mobile DJ booth, our DJs will hand out your promotional items, work from your logoed tent (if available), hang your flag or promotional paraphernalia, and help draw attention to your business. Who doesn't want to be where the music is?



Cost: \$100/Event

---

## SPECIALTY PROGRAMS: AVAILABLE FOR SPONSORSHIP

---

### 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.

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

### 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.

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

### **THE DIRT ROAD**

The Dirt Road features the best blues music from past and present. Join us 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.

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

### **ELECTRIC EDGE**

Every Thursday night from 7PM-9PM, tune in to ELECTRIC EDGE to hear Scott Brady 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!

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

### **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.

### **RINCON HISPANO**

### **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.

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

### **MIC CHECK**

KSLU's Mic Check brings 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).

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

### **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.

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

### **CAFFÉ ITALIA**

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.

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

### **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

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

### **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.

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

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.

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

### **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.

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

---

**SPOT RATES & PROGRAM PRICING**

---

**INDIVIDUAL SPOT PRICING**

Drive Time: \$9/30-Second Announcement  
 Best Time Available: \$7/30-Second Announcement  
 Night: \$5/30-Second Announcement

**MONTHLY PACKAGE OPTIONS: Includes daily announcements, every week-day for 1 month**

<b>Drive Time Packages (6am-9am, 3pm-6pm)</b>	<b>Best Time Available (9am-3pm)</b>	<b>Night (6pm-6am)</b>
\$160/Month: 1 30-second announcement per day	\$100/Month: 1 30-second announcement per day	\$75/Month: 1 30-second announcement per night
\$320/Month: 2 30-second announcements per day	\$200/Month: 2 30-second announcements per day	\$150/Month: 2 30-second announcements per night
\$600/Month: 4 30-second announcements per day	\$390/Month: 4 30-second announcements per day	\$250/Month: 4 30-second announcements per day

**SPECIALTY SEGMENT & PREMIUM PROGRAM PRICING\***

<b>Specialty Segments &amp; Programs</b>	<b>Cost</b>
KSLU.ORG Athletics Stream	\$250/Month
KSLU News Sponsorship	\$350/Month
KSLU Weather Sponsorship	\$350/Month
KSLU Events Calendar Sponsorship	\$350/Month
STEM Radio	\$250/Month
Rock School	\$250/Month
Point Of View	\$250/Month
Money Mondays	\$200/Month
Health & Fitness Fridays	\$200/Month
The Dirt Road	\$200/Month
Confetti Park	\$200/Month
Retro Reality	\$200/Month
World Café	\$200/Month
BAM: Bluegrass & More	\$200/Month
Putumayo	\$100/Month
Caffé Italia	\$100/Month
Electric Edge	\$100/Month
Experience Points	\$100/Month
Hearts of Space	\$100/Month
Mic Check	\$100/Month
The Whole 9 Yards	\$100/Month
Rincon Hispano	\$100/Month
Dinner Jazz	\$100/Month