

KSLU 90.9FM

# UNDERWRITING INFORMATIONAL PACKET

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2018



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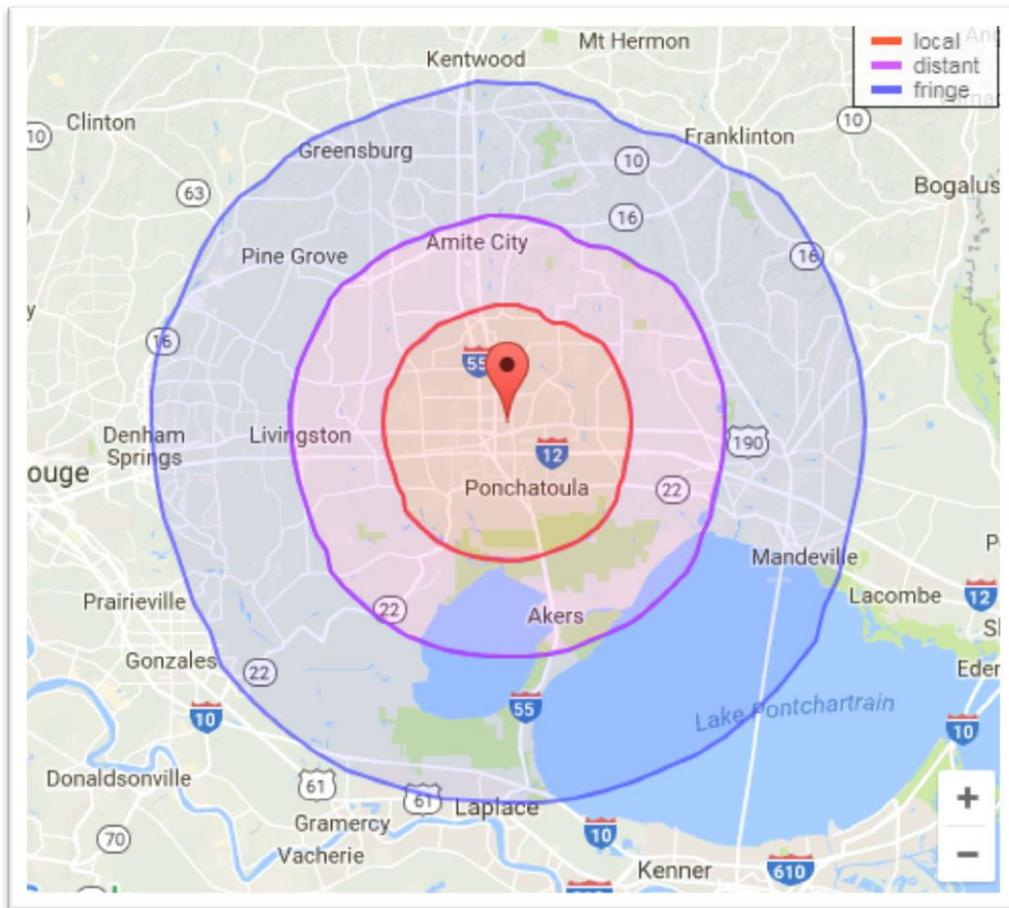
# SOUTHEASTERN'S OWN 90.9 FM KSLU

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## ABOUT KSLU

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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 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.



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## SPOT RATES & PROGRAM PRICING

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### INDIVIDUAL SPOT PRICING

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

### PACKAGE OPTIONS

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

### SPECIALTY SEGMENT & PREMIUM PROGRAM PRICING\*

<b>Specialty Segments &amp; Programs</b>	<b>Cost</b>
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
Pop Flix	\$100/Month

\* Program descriptions, sponsorship details, & schedules can be found on pages 6-12

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## UNDERWRITING EXPLAINED

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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:

“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.”

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**WHY UNDERWRITE WITH KSLU?**

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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



**The KSLU Krewes**

Thanks to your support, Southeastern students graduate with the skills they need to be successful in their dream careers!

- Range from teens to grandparents
- Think of your company first when they need the products you offer

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## WHO'S LISTENING?

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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 including kslu.org, the RadioFX app, and the TuneIn app. In the past month, our live stream has been accessed 23,575 times.

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

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## PROGRAMING: ADULT ALBUM ALTERNATIVE

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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.

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## SPECIALTY PROGRAMMING & SEGMENTS

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### **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 or a 15-30 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 an on air mention or a 15-30 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!

## **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.

## **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 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 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.

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

## **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.

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

## **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.

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 Clayton Dakota and 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.

## **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 Dustin Arroyo 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.

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.

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.

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

## **MIC CHECK**

On KSLU's Mic Check, Austin Martinez 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.

## **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.

## **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.

## **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.

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

## **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.

### **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.

### **POP FLIX**

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

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

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## **KSLU MOBILE DJ RENTAL & SPONSORSHIP**

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### **MOBILE DJ RENTAL**

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)!

### **MOBILE DJ 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: \$200/Event

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**ADDED VALUE**

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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!