

Sponsoring KVSC 88.1FM

Underwriting is...

the process of businesses sponsoring radio programming on nonprofit (aka public or community) radio stations in exchange for on air mentions.

Underwriting announcements provide businesses that support the radio station an opportunity to be recognized by our demographically diverse audience.

For KVSC Underwriting is one of our principal methods of fundraising.

Unlike commercial radio advertisements, underwriters are not tuned-out by listeners; as they recognize the value of local business support. KVSC listeners want to know who is supporting the radio station that they too believe in and support.

Underwriting is an FCC guideline followed by public or community radio station to recognize contributions and donations to the radio stations by businesses. Specifics about the FCC guidelines can be found at www.fcc.gov/mb/audio/nature.html

Why it works...

Placing underwriting messages on KVSC 88.1FM allows you to create very concise, effective and well-received messages without the clutter of commercial advertising. KVSC does not have stop-sets of commercials breaks, your underwriting message will stand out.



Our station is a LOCAL community based station that is programmed by and for local members of the community giving you the chance to support and connect with the local community.

Underwriters sound like...

KVSC underwriting messages are up to 30 seconds in length. It's a value-neutral description of goods and services; they may include location information, a website or phone number and a non-promoting slogan. Here's an example of what a mention could sound like:

"Programming on KVSC is supported by Williams Widget Company. Located on Lincoln Avenue Southeast, Williams Widgets has provided St. Cloud with widgets and widget accessories since 1963. Information on products and the Williams production method is available online at williamswidgets.com"

KVSC's Marketing Department can be reached at: 320-308-3066

kvscmarketing@stcloudstate.edu

720 4th Ave South

St. Cloud State University

Stewart Hall, Room 27

St. Cloud, MN 56301

Underwriting Benefits

- People are used to avoiding commercials (TiVo, button pushing), but don't feel the need to on public radio
- Public radio listeners view underwriters as having a common interest, credible, honest, and offering a higher-quality product
- Public radio listeners are grateful for your support of "their" radio station and in turn support your business as a sponsor
- A high number of public radio listeners donate to their station and will likely support businesses that are also seen as contributing to the station
- Sponsorships create a sense of connection with the station and more importantly the community and its members
- Some of our listenership is highly loyal to public radio with very little crossover into other stations in our market, underwriting on KVSC will help you reach a key audience you may be missing elsewhere
- A great way to truly target your campaign which can serve a diverse community and in some cases your message can even be delivered in native

Underwriting Samples

The following are Underwriting scripts from past and present business sponsors of KVSC:

"Programming on KVSC is supported by the College of St. Benedict's/St. Johns University Fine Arts Series... presenting folk music troubadour Greg Brown on Saturday, April 16th at the Stephen B. Humphrey Theater at S-J-U. Greg Brown's performances are filled with humor, poetry and blues all wrapped into intimate evening of folk music. Tickets and Information are available at www.csb.sju.edu/finearts and at 320-363-fifty seven, seventy-seven. Thank you to CSB/SJU Fine Arts Series."

"The Red Carpet Night Club is supporting this evening's Area program. The Red Carpet Night Club, located on 5th Avenue in downtown St. Cloud, features live local and regional bands every week on the main stage...as well as in-house deejays in the new Club Red Wednesdays through Saturdays. The Red Carpet also features the Martini Lounge and outdoor deck. Thanks to the Red Carpet Night Club for their Hall of Fame support of KVSC."

"Programming on KVSC is supported by All Over Media. With markets in Minneapolis and St. Cloud, All Over Media offers promotional and marketing solutions for businesses in Central Minnesota. All Over Media features non-traditional indoor advertising with captive audiences at area bars, restaurants, nightclubs, and health clubs. Information is available at All Over Media Dot Com or 320-230-8900."

Who is KVSC 88.1FM?

KVSC-FM is an educational public radio station licensed to St. Cloud State University. The station is student-run and operates 24 hours a day, 365 days per year.

KVSC-FM has a power of 16,500 watts with a listening radius of about 70 miles. The station's frequency is 88.1 MHz, first on your FM dial.

KVSC-FM offers a blend of progressive rock, jazz, folk, reggae, world, blues, Minnesota music, and much more. KVSC has a wide variety of news programming which includes coverage of University, local & state wide events. Your Sound Alternative also has extensive sports coverage of SCSU Husky Athletics.

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The “Do’s” and “Don’ts” of Underwriting

Due to FCC regulations there are particular things that can and cannot be included in Underwriters. These elements are what differentiates Underwriters from Advertising, and ultimately sets your business apart from advertisements that listeners tune out.

Underwriters cannot contain:

Inducements to buy

“Stop by & check out our selection...”

“Call the store at...”

“Go see the great selection at...”

Price Information-

“7.7% interest rates available now!”

“Tickets are \$5 and \$3 for students”

Statements of discount

“Two for Tuesday”

“Customer Appreciation day...”

“Sale” or “Senior Discount”

Pronouns that imply endorsement

“Your local source for equipment...”

“We bring good things to life...”

Comparative & Qualitative Language

“The best donuts in town”

“Only provider in this area!”

Religious or Political language

“Offering salvation for the sinner”

“Vote for me!”

“Fighting the ban on...”

Underwriters can contain:

(1) slogans which identify and do not promote,

(2) location information,

(3) value neutral descriptions of a product line or service, and

(4) brand and trade names and product or service listings.

The differences can be subtle...

Underwriters cannot specify price, including the word “free”, but they CAN imply discounts.

They cannot use comparative or qualitative descriptions of products or services. (best, wonderful, comfortable, etc...) They cannot include a call to action (i.e. buy your car at Bill’s Auto, buy this, call now, etc).

Most often, the difference is very subtle. For example, we can’t say “Call 555-5555...” but we CAN say “more info is available at 555-5555...” We try to let descriptions of your products/services sell themselves.

Remember... these are *public radio listeners* that are expecting the announcements in this format. Public radio listeners are also very conscious of taking note of the companies that support the station and events that they also support. Listeners during this type of programming will be actively listening, so it will add effectiveness to your announcement.

**We will write & produce your Underwriter,
customized to reach your target audience!**

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More about KVSC 88.1FM, *Your Sound Alternative*

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6 a.m.	Morning Show: An invigorating morning program filled with music, news, sports and weather.					Frets: A blend of folk, bluegrass & Celtic music.	Eclectic Breakfast
9 a.m.						88.1 FM	Thriving on a Riff Jazz Show
11 a.m.							Woodsongs Old Time Radio Show
Noon	Noon Newswatch: KVSC's comprehensive news hour.					Ritmos Latinos (Latin Rhythms) (12-2 p.m.)	To the Best of Our Knowledge
1 p.m.						Voices from the Circle	American Routes (2-4 p.m.)
3 p.m.						Earthsongs	
4 p.m.	4 p.m. News Edition					Afropop Worldwide	The Root Cellar: A mix of old time Americana & roots-rock.
4:30 p.m.	Making Contact		Crispy Critics	Movies (4:20)	Husky Sports Friday		
5 p.m.	Diversions: A mix of music from close to home and around the world (5-7 p.m.)					Global Village (5-7 p.m.)	Into the Music (6-7 p.m.)
7 p.m.	The Area: All local & homegrown Minnesota music.	Alternative Thirteen	Whole Lotta Blues	Urban Invasion: A mix of hip hop, rap and r&b funk.	Free Form Friday	Granite City Rock Cafe	Classic Rock & Roll
10 p.m.	Monday Night Live	Crispy Bacon: New music showcase.					
11 p.m.	New Release of the Week	Undercurrents: Punk rock.	Progressive Rock Show		Beats 'n' Pieces: Beat oriented music.		
Midnight	Featured Artist Spotlight: One hour of music from a selected artist.						
	Late Night Progressive Rock Show						Classic Rock Backtracking
2 a.m.						Granite City Rock Cafe	Classic Rock & Roll
	Undercurrents: American music with a passport (2-6 a.m.)						

SCSU Listeners

- According to a survey conducted in the Fall of 2014, around 23% of St. Cloud State University Students listen to KVSC.
- Of those students surveyed that do listen to KVSC, a majority listen to the following types of programming on 88.1FM: Progressive Rock/Indie Rock, News, Sports, Local Music, Hip Hop/R&B, and Classic Rock.



ST. CLOUD STATE
UNIVERSITY

Donating Listeners

- A survey conducted in 2010 by Hatling Flint of KVSC's listening members (those who have supported the station fiscally) the following results were concluded:
 - More than half of the respondents reported "variety" or "diversity" of the music as a favorite characteristic of KVSC radio.
 - A large portion of respondents also reported that they enjoyed the non-commercial nature of KVSC and the fact that it was original as opposed to mainstream.
 - The most frequently reported programs liked by the respondents were "Diversions" and "The Root Cellar."

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THANK YOU
For Supporting 88.1 FM!

KVSC
88.1 FM

