



## Public Radio

entertains and informs its listeners with a world of music and news, while

providing its underwriting clients with an unrivaled reach to influential, well positioned, highly educated public radio listeners. Every underwriting announcement reaches into the homes, automobiles and workplaces of consumers and decision makers.

Our listeners are loyal supporters who appreciate and depend on public radio. They listen to be entertained by our music, informed by our news and weather reports, and to be kept up-to-date with information about local community affairs. Listeners appreciate the non-commercial, direct recognition of sponsors' products and services, and they appreciate the support of the station.

You will experience that people will visit your establishment, do business with you, and thank you for your support of public radio. This is a testimony to the incredible loyalty which public radio enjoys – a quality that is unique in the marketing community.

## **Become a WKCC Business underwriter**

Join our group of underwriters and make a contribution to the quality of life in our community. Phone 815-802-8233 for more information.

# Public Radio Underwriting Guidelines & Samples

## Guidelines

Your underwriting announcement will be crafted to suit your marketing and public relations needs while complying with the FCC\* regulations applicable to non-commercial stations. Rates are Net-to-Station with 10 week minimum placements. The announcement may be up to 15 seconds in length and may include some of the following elements:

- Underwriter's business or organization name, or that of the subsidiary, legal DBA, operating division or parent company
  - Location of business
  - Duration of business
  - Business phone number
  - Web address
  - A value-neutral description of the business or organization
  - Trade names, products or services that identify the underwriter
  - An established non-promotional corporate slogan

The Federal Communications Commission mandates that underwriting announcements may not include qualitative, comparative, or promotional language. Calls to action, pricing information and inducements to buy or sell are not allowed. In addition, pre-produced announcements and the use of music beds are not permitted. Station staff announcers will do voicing. Final approval of copy lies with the station.

These regulations serve to protect the non-commercial content that public radio listeners value so highly. In this way, the special integrity of the relationship between the stations and their listeners extends to the underwriter as well. The public radio listener positively identifies the underwriter with the high quality programming of public radio.

\* Section 399B of the Federal Communications Act of 1934, and sections 73.504(d) and 73.503(e), FCC 2D 255 (1994)

## Example

“Support for health reporting on WKCC comes from Heritage Woods in Manteno and Watseka – offering supportive living for seniors at a variety of income levels – with private apartments and meals. Heritage woods BMA dash MGMT dot com.”



WKCC 91.1 FM Kankakee, Illinois

Time	Program Block	Per Mention
<b>Monday - Friday</b>		
Midnight – 5:00	BBC World News	\$6
5:00 – 9:00	The Takeaway	\$12
	Local News	\$20
9:00 – 11:00	Performance Today	\$8
11:00 - Noon	Exploring Music with Bill McLaughlin	
Noon – 1:00	Here & Now	\$10
1:00 – 3:00	Talk of the Nation	
3:00 – 4:00	The World	
4:00 – 5:00	Marketplace (til 4:30) Outside, Latino USA, 51%, Bioneers, Left Right & Center	
5:00 – 7:00	BBC World News, Marketplace	
7:00 – 8:00	Exploring Music with Bill McLaughlin	\$6
8:00 – 10:00	Classical & Jazz Programming	
10:00 - Midnight	Performance Today	
<b>Saturday</b>		
Midnight – 5:00	Blues Before Sunrise	\$6
5:00 – 9:00	Collector’s Corner, Performance Today Weekend	\$8
9:00 – 11:00	Bob Edwards Weekend	\$10
11:00 – Noon	Wait, Wait... Don’t Tell Me!	\$15
Noon – 1:00	This American Life	
1:00 – 3:00	The Tavis Smiley Show	
3:00 – 5:00	The Midnight Special	\$12
5:00 – 7:00	A Prairie Home Companion	\$15
7:00 – 8:00	Beale Street Caravan	\$6
8:00 - Midnight	Friends of the Blues	\$10
<b>Sunday</b>		
Midnight – 5:00	The Midnight Special, Celtic Connections, Echoes	\$6
5:00 – 9:00	Sunday Baroque	
9:00 – 1:00	A World of Possibilities, Splendid Table, Travel with Rick Steves, Marketplace Money	\$12
1:00 – 3:00	A Prairie Home Companion	\$15
3:00 – 5:00	Le Show, Zorba Paster On Your Health	\$10
5:00 – 8:00	Etown, Celtic Connections, Women in Music	
8:00 - Midnight	Echoes, Hearts of Space, Weekend Radio	\$6
<b>Run-of-Schedule (ROS) M-Su 6:00a – 11:00p</b>		<b>\$8</b>

*Effective 4/1/2011 – Rates and programs subject to change.*

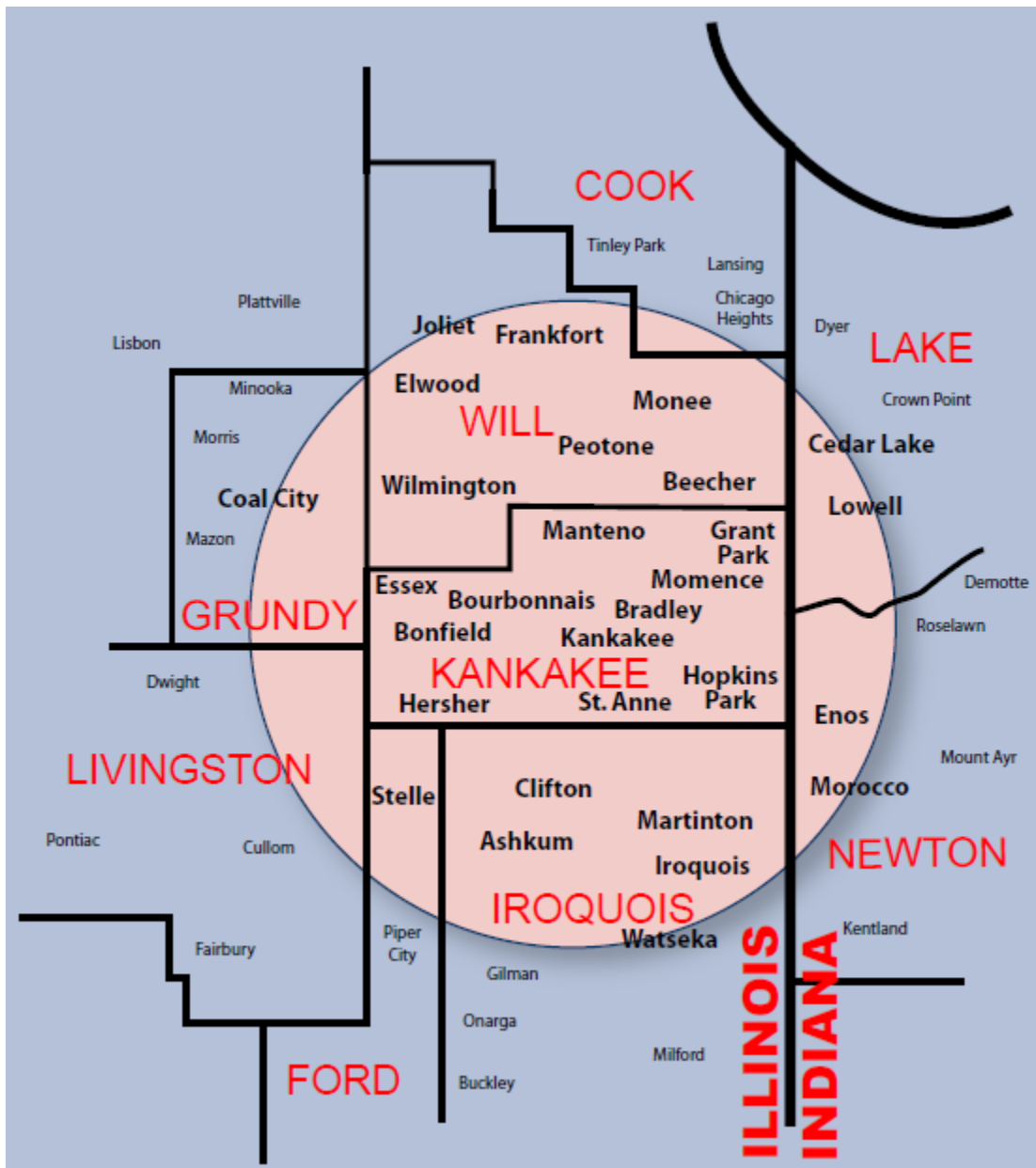
These underwriting rates are for your planning purposes. A campaign can be tailored to fit your needs once the following factors have been determined:

- ▶ Schedule start date
- ▶ Length of schedule
- ▶ Total number of announcements
- ▶ Current underwriting availability

Rates shown are net-to-station. Media buyers should request gross rates.

WKCC 91.1 FM, 100 College Dr, Kankakee, IL 60901 (815) 802-8233

## Coverage Area



# Put Public Radio To Work For You

## Reach An Exclusive Audience

You will *build community awareness* with underwriting on Public Radio. Information about your business' products or services will reach one of this area's most affluent audiences. These business decision-makers and avid consumers are simply not available through many other forms of media.

## Break Through The Clutter

*Loud and clear* is how your company's name and message will be heard in an environment free of commercial clutter. Listeners will automatically associate your company with public radio's quality programming.

## Complement Your Advertising Plan

More than 70% of public radio listeners say that a company's support of public radio is a *positive influence* on their decision to purchase that company's products and services. As an integral part of your commercial media mix, public radio is a highly targeted and effective complement to your promotional plan.\*

## Augment Your Public Relations Program

It is a fact that 80% of public radio listeners say their *opinion* of a company is *more positive* when they discover that the company supports public radio.\*

## Enhance Your Company's Image

We have also learned that 85% of public radio listeners think businesses that support public radio do so because they want to *make a charitable contribution* to the public interest. \*

\*Source: Audience 88, a comprehensive analysis of public radio listeners, prepared by Audience Research Analysis, Silver Spring MD