

What is Underwriting?

Underwriting announcements provide 15 to 30 seconds for you to increase awareness of your business to KSLU's listeners.

Why Underwrite?

- **Target the markets you want to reach.** The diversity of music and public affairs programmed on KSLU enables your announcement to reach several different target groups throughout the day, maximizing your exposure.
- **Increase the visibility of your company.** Underwriting provides you a high profile among KSLU's audience.
- **Strengthen your corporate image.** Show your association with and support of KSLU and St. Lawrence University's commitment to community, education and public service. National studies have shown that listeners build a more positive image of a company that underwrites on public radio.
- **Smart, affordable, and effective use of your marketing and public relations dollars.**
- **Create long-term positioning and awareness.**
- **Enhance employee pride.** Show your employees your sense of commitment to the community - they'll feel good about working for a company that supports their community.
- **Compliment existing ad campaigns.** Reinforce your overall marketing strategies. Include KSLU in your media mix.
- **Listeners appreciate "non-commercial" language of underwriting announcement in an uncluttered environment.** They are well aware that you are supporting their favorite programs. The audience listens more intently to the 2-3 announcement read live by our community programmers per hour than the 15-17 minutes of advertising on most commercial radio.
- **Show your support for diverse radio programming.** KSLU is an up and coming college radio station with something for everyone. We have over 30 programs ranging from Blues to Sports talk radio.
- **Tax Benefits.** By underwriting on KSLU, your announcements are tax deductible as a charitable donation to a non-profit. Or, you may write off underwriting expenses as advertising on your income taxes.

Underwriting Guidelines

Your 15 to 30 second on-air sponsorship message may be used to:

- Describe your business, event or organization.
- Identify products and/or services provided by your company.
- Communicate the corporate philosophy of your business.
- Demonstrate your company's commitment to KSLU's community and educational missions.

Your underwriting message may include any or all of the following:

- Who you are.
- Brief description of your products and/or services.
- Corporate slogan.
- Brand and trade names.
- How long you've been in business.
- Your address, phone number, web site and e-mail address.
- Just the facts, no opinions.

Your underwriting message may **not** include:

- Comparative, qualitative or promotional language.
- Calls to action.
- Pricing, discounts, endorsements.
- Inducements to buy, sell or lease.
- Religious or political language.

KSLU is not under the advisement of FCC, but we do adhere to FCC regulations. These regulations serve to protect the non-commercial content that KSLU and its listeners value.

Customized Schedule & Rates:

You choose the audience you want to target with your message. Then we'll be happy to create a customized underwriting package to meet your needs and budget. Rates depend upon the number of announcements, and the length of your partnership with our station. We have year-long, semester-long or daily rate options.

We will create a partnership that best fits your needs.