



Your Public Radio Station

Your spots run on All Stations
in the KCCU Network

KCCU-**Lawton/Duncan** 89.3 & 102.9 FM
KLCU-**Ardmore** 90.3 FM
KMCU-**Wichita Falls** 88.7 FM
KOCU-**Altus** 90.1 FM

Daypart Rates

Time	Rates (Net)
M-F 6am-9am Morning Drive	\$26.00
M-F 9am-3pm Midday	\$26.00
M-F 3pm-7pm Afternoon Drive	\$26.00
M-Su 7pm-10pm Evenings	\$17.00
M-Su 10pm-5am Night Music	\$10.00
Sat/Sun 6am-7pm	\$22.00

Rotators

M-F 6am-7pm Prime-Time Work Week	\$22.00
M-Su 6am-7pm Prime-Time All Week	\$22.00
M-Su 6am-12Mid ROS	\$17.00
Linked Banner on KCCU.org	\$75.00/month

PROGRAM SCHEDULE

89.3 & 102.9 FM Lawton-Ft. Sill / Duncan
90.1 FM Altus
90.3 FM Ardmore
88.7 FM Wichita Falls

	Monday-Thursday	Friday	Saturday	Sunday		
12 AM	Classical Music		Jazz Music		12 AM	
1 AM					1 AM	
2 AM					2 AM	
3 AM					3 AM	
4 AM					4 AM	
5 AM	Morning Edition NPR News		Weekend Edition NPR News		5 AM	
6 AM					6 AM	
7 AM					7 AM	
8 AM	Performance Today Classical Music		Splendid Table Wait, Wait, Don't Tell Me		8 AM	
9 AM					9 AM	
10 AM					10 AM	
11 AM	Classical Music	Wind & Rhythm	Jazz Music		11 AM	
12 PM		Classical Guitar Alive			12 PM	
1 PM		Science Friday			1 PM	
2 PM	All Things Considered NPR News		Jazz Music		2 PM	
3 PM					Wait, Wait, Don't Tell Me	3 PM
4 PM					All Things Considered	4 PM
5 PM					All Things Considered	5 PM
6 PM					Jazz Music	6 PM
7 PM	Performance Today Classical Music		Live at the Bop		7 PM	
8 PM					8 PM	
9 PM	Classical Music	The Retro Cocktail Hour	Night Lights Jazz	Jazz Music	9 PM	
10 PM		Jazz Music	Jazz Music		10 PM	
11 PM					11 PM	



You Are The Public
In Public Radio
A Service of Cameron University

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YOUR PUBLIC RADIO STATION

Underwriting:
Sponsoring Programs
Listeners Want to Hear!



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KCCU radio, licensed to Cameron University at Lawton and broadcasting since 1989, has developed a network of radio stations that reaches over 10,000 unique listeners weekly across southwest Oklahoma and northwest Texas.

The programming features news from National Public Radio, classical and jazz music and a diverse range of entertainment and informational programs. Also, the station supports numerous area non-profits by airing thousands of public service announcements annually.

Enhance Your Brand and Image

A professional association with KCCU identifies your company or organization as a civic and community-minded group with an interest in the public that goes beyond simply selling a product or service. Support to KCCU means your business can reach an extraordinarily active, influential and highly engaged audience in their communities.

Each hour, KCCU features underwriters with 20-second announcements. Additionally, 72% of listeners say their opinion of a business is more positive when they find out it supports public radio.

Sample Spot: (:20)

Local broadcast of this program is made possible in part by Dr. John Smith, serving the (Town) area for 25 years. Dr. Smith specializes in family practice and is located at 1234 Main Street in (Town). Information is available at 123-456-7890 or online at doctorsmith-dot-com.

Why KCCU?

Sponsoring KCCU programming provides your business or organization a unique opportunity to enhance its image and demonstrate your commitment to southwest Oklahoma and northwest Texas.

Every sponsor announcement on KCCU reaches into the homes, automobiles and offices of consumer, civic and business decision-makers. Our listeners regard your announcement as a statement of character from a company that supports public radio, just like they do.

Facts About Our Audience

The essential quality that distinguishes the public radio listener from others may be best described in a single word: “**more.**” The audience is extraordinarily active.

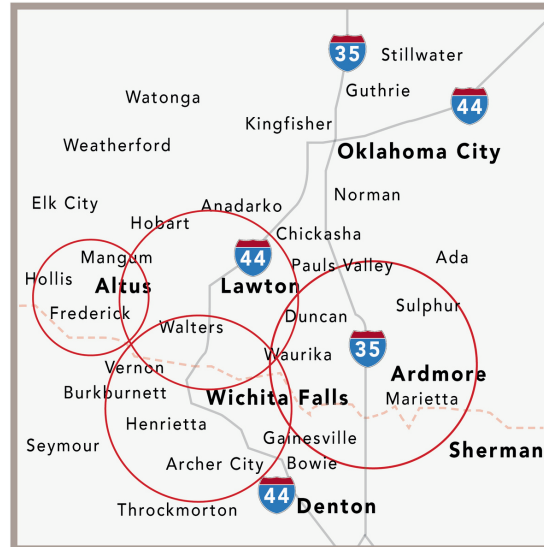
They are driven to learn more, to travel more, to become more involved in their communities, and to do more to influence the world around them. As it happens, they are also very well-educated. They tend to earn higher incomes than the population at large as a result.

KCCU Listeners Prize Our Services and Our Sponsors!

- 84% have taken action specifically because of a sponsorship announcement.
- When price and quality are equal, 68% prefer to buy products from businesses that support public radio.
- 63% pay attention to the sponsorship announcements they hear on public radio.
- 62% agree that public radio is selective about the businesses and products that can sponsor its programming.
- 54% feel the businesses they hear in sponsorship announcements on public radio are more credible than those they hear in advertising on other radio stations.

Source: NPR State of Sponsorship Survey, June 2023

Who are you trying to reach?



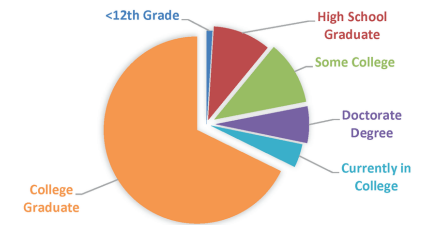
Our Demographics

An Exclusive Audience - KCCU is the only radio station serving southwest Oklahoma and northwest Texas. Our audience is influential, curious and loyal to public radio. On air and online, KCCU listeners are thought and opinion leaders. Whether you are seeking to reach business leaders, cultural connoisseurs, lifelong learners, civic leaders, sustainability champions, curious explorers, tech trendsetters or donors, KCCU can help.

A Clutter-Free Message - Sponsor announcements are not commercials. They are acknowledgements of KCCU support from businesses and organizations. Because messages are integrated into KCCU's regular programming, there is no tune-out factor. This makes your investment in KCCU even more valuable.

Education: NPR's audience is extraordinarily well-educated. Over seven in ten NPR News listeners have at least a bachelor's degree, compared to only 35% of the U.S. population. Also, they are almost 3 times as likely as the average American to have completed graduate school.

LISTENERS EDUCATION LEVEL



Household income of public radio listeners tend to be more affluent than other households, primarily as a result of their educational attainment. The median household income of an NPR News listener is about \$116,500, compared to the national average of about \$83,700.

Source: NPR Profile 2024

Contact Information

For additional information or to schedule an underwriting consultation, contact:

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