



KCCU's Rates & Information

Daypart Rates

Time	Rates (Net)
6a-12md	\$12.00
6a-7p	\$15.00
6a-10a	\$18.00
10a-3p	\$18.00
3p-7p	\$18.00
7p-10p	\$12.00
10p-5a	\$7.00

Yearly Rates

Yearly / Monthly	Total Spots	Spots per Month
\$5000.00 / \$416.67	720	60
\$3000.00 / \$250.00	384	32
\$2400.00 / \$200.00	264	22
\$1800.00 / \$150.00	180	15
\$1200.00 / \$100.00	120	10
Website	Monthly \$50.00	

Your spots run on All Stations on the KCCU Network

KCCU-Lawton - 89.3FM
KLCU-Ardmore - 90.3FM
KMCU-Wichita Falls - 88.7FM
KOCU-Altus - 90.1FM

Various Programs 3pm Mon - Thu:
 Mon-Splendid Table ■ Tue-Value This ■ Wed-Inside Europe from DW ■ Thu-Big Picture Science

Monday 6:30pm: Texas Matters

Features:

Writers Almanac: Mon-Fri 11am & 8pm

National Native News: Mon-Fri at 6:01pm

Texoma Report: Mon-Thu at 4:44 & 5:44pm, Tue - Fri at 6:45 & 7:45am & Thu, Thu & Fri at 8:45am

Community Focus: Fri at 8:50am

Slice of Life: Wed at 8:45am & 6:45pm, Sun at 8:35am

Quartz Mountain Update: Fri at 4:44 & 5:44pm

Mktplace Morning Report: Mon-Fri at 5:51, 6:51, 7:51 & 8:51am

Genealogy Minute: Sat at 2:58 & 7:58pm

Classical Music Today: Mon-Fri at 11am & 8pm.

KCCU - 89.3FM				
Program Guide				
Time	Mon-Thu	Friday	Saturday	Sunday
12am-4am	C24 from PRI		PRI's Jazz After Hours	
5am	NPR's Morning Edition		Reveal	Planetary Radio/ Cambridge Forum
6am				NPR's Weekend Edition
7am				
8am	APM's Performance Today		Big Picture Science	DW Inside Europe
9am				Wait, Wait, Don't Tell Me
10am				
11am	Midday Concert	Wind & Rhythm	Splendid Table	Footlight Parade
12pm		Classical Guitar Alive	Am. Indian Living	Value This
1pm	PRI's The Takeaway	Science Friday	Travel	WWDTM
2pm	PRI's The World		Swinging	Native Am. Calling
3pm	Various	Travel w/ R. Steves	Wood-songs	American Routes
4pm	NPR's All Things Considered		All Things Considered	
5pm			All Things Considered	
6pm				12th Street Jump
7pm	Performance Today		Beale Street	Chicago Symphony Orchestra
8pm			Am. Standards	
9pm	PRI's C24	Dreamfarm Radio	Jazz in New Millennium	Pipe-dreams
10pm		PRI's Jazz after Hours		
11pm		C24		

◀Various Programs/Features listed on the previous page.



**Underwriting:
Sponsoring Programs Listeners
Want to Hear!**

**Contact Joy Chapman
Development & Underwriting
Director**

Office: (580)-581-2436

Toll Free: 1-888-454-7800

Email: jchapman@cameron.edu

KCCU-FM

KCCU-FM, licensed to Cameron University in Lawton, Oklahoma, began broadcasting in 1989. Since then, KCCU has built a network that reaches an audience of over 10,000 unique listeners each week, in southwest Oklahoma and northwest Texas.

KCCU programming includes National Public Radio news, classical & jazz music, as well as variety programs. KCCU also airs programs for the Native American Community. We also air thousands of public service announcements every year in support of area non-profits.

Why Underwrite?

Underwriting is defined as program underwriting on public radio. Underwriting is a way for you to sponsor programs on KCCU-FM, while also strengthening your public relations efforts. Your underwriting reaches the more affluent, educated, and community-oriented audience who make up KCCU listeners

KCCU highlights several underwriters every hour with a 20-second announcement. 88% of NPR listeners say their opinion of a company is more positive when they discover the company 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 available at 123-456-7890 or at doctorsmith-dot-com.

Testimonials

“KCCU has improved the quality of life in Lawton and its surrounding area.” - Dr. John Morris, Cameron University, Lawton

“Ever since KCCU came to town I’ve been thrilled to support them....[By supporting KCCU] you are supporting your community.” - Gary Silverman, CFP, Wichita Falls

“It’s in-depth news and you can really, really get a sense of the world.” - Community Listener from Altus

Facts About Our Audience

- 55% pay attention to underwriting announcements.
- 71% of NPR listeners have a positive image of program underwriters.
- 70% of NPR listeners will patronize an underwriter over a non-underwriter if price and quantity are equal.

NPR Audience Insights- National Public Media 2017

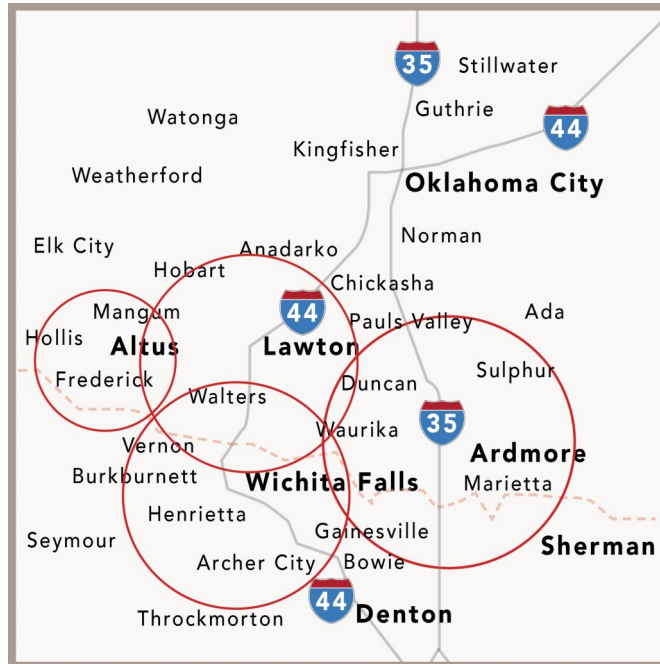
National Public Radio and the Corporation for Public Broadcasting fund a number of studies each year detailing the demographical statistics of public media consumers.

Public radio listeners are better educated on average than commercial broadcasting consumers.

Public radio listeners have a higher educational quotient than their commercial media consuming counterparts.

Public radio listeners have a higher median household income than consumers of commercial media.

Who are you trying to reach?



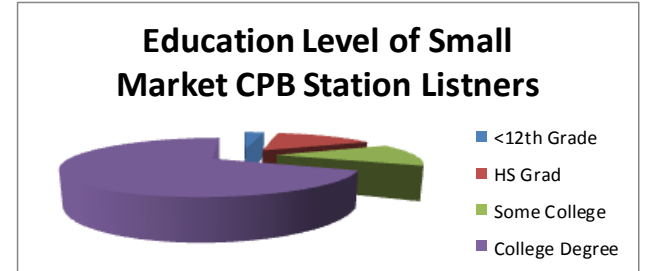
Our Demographics

When you become a part of the KCCU family, as an underwriter in one of the many communities we serve, you reach a discriminating audience and making the most of your investment.

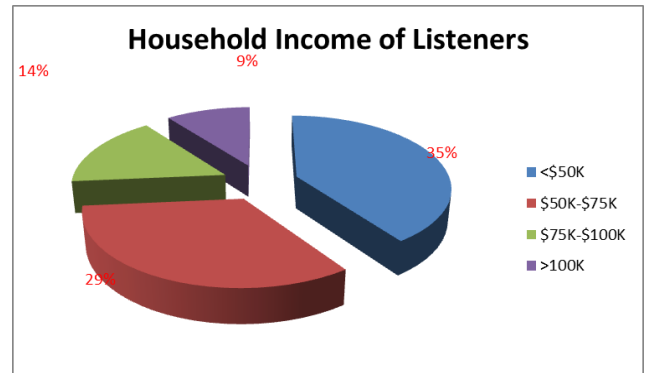
With our network of stations, KCCU also reaches a wider area of southwest Oklahoma and northwest Texas than any other area station. In addition, our unique programming reaches a **more affluent, educated, and community-oriented audience** than other, commercial media outlets.

68% of listeners in small market CPB-supported stations have at least an associates degree. 34% have a bachelors degree and 26% have a post-graduate degree!

Data in this section derived from Small Markets Profile 2017 prepared for NPR by GfK MRI



The Median Household Income for a small market CPB station is \$72,400. 23% of households that listen to CPB small-market stations have incomes in excess of \$75,000.



For additional information or to schedule a underwriting consultation, KCCU Development Director Joy Chapman can be reached toll free at 888-454-7800, directly at (580)-581-2436 or via email at jchapman@cameron.edu.