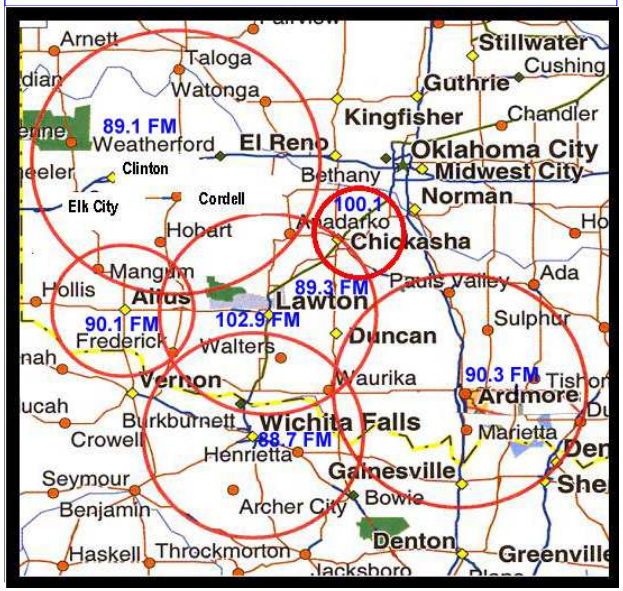
KCCU's Rates and Information

Run of Schedule (aired on a rotating basis)	
Monthly Cost	Spots per Month
$25.00	3
$50.00	5
$75.00	8
$100.00	10
$150.00	15
$200.00	20
$250.00	25

Program-based (aired during a specific program)	
Monthly Cost	Spots per Month
$50.00	2
$75.00	3
$100.00	5
$150.00	8
$200.00	12
$250.00	16

The KCCU Network:

Lawton-Ft. Sill 89.3 & 102.9 / Wichita Falls 88.7
Altus 90.1 / Ardmore 90.3 / Chickasha 100.1
Clinton & Western Oklahoma 89.1



KCCU-FM			
HD-1/Analog Program Guide			
	Week Day	Saturday	Sunday
12:00 AM	Classical Music	Jazz Music	Jazz Music
1:00 AM			
2:00 AM			
3:00 AM			
4:00 AM			
5:00 AM			
6:00 AM	NPR News Morning Edition	Oklahoma Innovations	Planetary Radio / Cambridge Forum
7:00 AM		NPR Weekend Edition	NPR Weekend Edition
8:00 AM			
9:00 AM	Performance Today	Big Picture Science	Inside Europe
10:00 AM		Wait, Wait	Classical Guitar
11:00 AM	Classical with Doug Cole	Splendid Table	Footlight Parade
12:00 PM		Prime Time Radio	Value This
1:00 PM	Here and Now	Travel	Prairie Home Companion
2:00 PM		Swingin'	
3:00 PM	Various*	Woodsongs	American Routes
4:00 PM	All Things Considered	Weekend ATC	
5:00 PM		Prairie Home Companion	Weekend ATC
6:00 PM	OK Forum		Native America Calling
7:00 PM	Performance Today	Beale Street	Live at the Concertgebouw
8:00 PM		American Standards	
9:00 PM	Classical Music	Jazz Overnight	Pipedreams
10:00 PM			
11:00 PM			Classical

Monday—The Splendid Table
Tuesday— Value This
Wednesday—Inside Europe
Thursday—PrimeTime Radio
Friday—Travel w/ Rick Steves

On Fridays:
Wind & Rhythm at 11am
Classical Guitar Alive at noon

Underwriting: Helping You, Helping the Nation

Contact Zachary McGrew
Your Public Radio Resource

Office: (580)-581-2474
Toll Free: 1-888-454-7800
Email:zmcgrew@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 at least **ten thousand 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 like *A Prairie Home Companion*.

We also air thousands of public service announcements every year in support of area non-profits.

Why Underwrite?

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

KCCU highlights two or three underwriters every hour with a 30-second announcement. Only one spot airs in each break, highlighting your business in a way that commercial media cannot. 88% of NPR listeners say their opinion of a company is more positive when they discover the company supports public radio.

Sample Spot: Local broadcast of this program is made possible in-part by Dr. John Smith. Dr. Smith specializes in family practice. His office is located at 1234 Main Street in (Town). The telephone number is 772-5555. Dr. Smith has been serving (Town) since 1975. He is a proud member of the KCCU underwriting family.

Testimonials

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

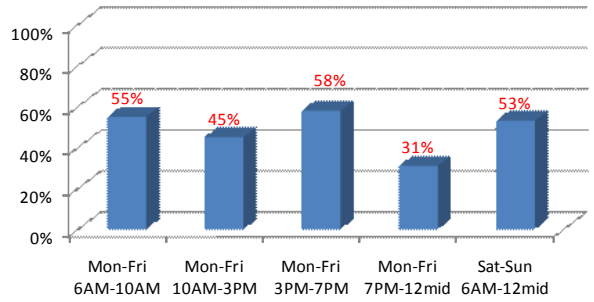
"Ever since KCCU came to town I've been thrilled to support them….[By supporting KCCU] you are supporting your community." - Gary Silverman, CFP, Wichita Falls

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

Facts About Our Audience

- 59% are investors.
- 22% own more than 100K in liquid assets.
- 95% of public radio listeners take direct action as a result of sponsorship, according to NPR.
- They are 40% more likely to belong to a charitable organization
- They are 38% more likely to work in local governmental bodies.

Percentage of Radio Listeners



The above graph shows the percentage of listeners who tune into public radio news at a given time. As the graph indicates, NPR news reaches an impressive share of the radio audience at any time of day.

The Best of Local and National News

For decades now, National Public Radio has gained a reputation for thoughtful, yet balanced journalism, the likes of which is often in short-supply nowadays.

Following this lead, KCCU's news department serves our listening area with in-depth news programming. We feature **daily newscasts** during All Things Considered and participate in State Impact Oklahoma and Texas, collaborative projects with other public radio stations, to bring you the most up-to-date and pertinent news in our area.

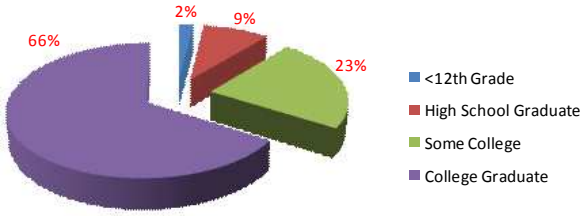
KCCU's most recent survey indicates that three quarters of our audience are primarily news listeners, and we constantly work to improve our coverage. Our staff has won numerous **state and national journalism awards** through the years. In addition, we provide live, local severe weather coverage whenever the situation in our area turns dangerous.

Locally and nationally, we rely on your support to continue this level of service.

Our Demographics

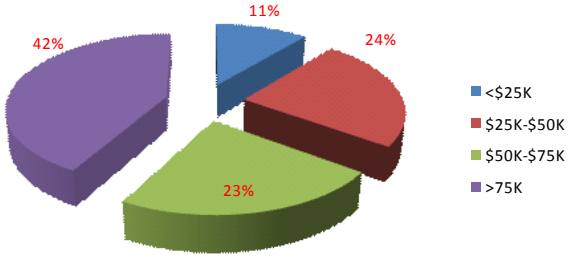
When you become a part of the KCCU family, as an underwriter in one of the many communities we serve, you reaching a discriminating audience and making the most of your investment.

Education Rates of Listeners



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.

Household Income of Listeners



Every week, nearly 11,000 people tune into the KCCU network. Why? We are the only station to provide in-depth national news and poignant local coverage, classical music, jazz, variety shows, and unique local segments like Mary McClure's *Slice of Life*.

For additional information or to schedule a underwriting consultation, KCCU Development Director Zach McGrew can be reached toll free at 1-888-454-7800, directly at (580)-581-2474, or through email at zmcgrew@cameron.edu.