



# LEXINGTON COMMUNITY RADIO



LOCAL VOICES  
LOCAL MUSIC  
NEIGHBORHOOD NEWS  
SAFETY & WELLNESS  
ARTS & CULTURE  
COMMUNITY INTEREST  
ENTERTAINMENT  
SPORTS  
FOOD  
EDUCATION  
FAITH & SPIRITUALITY  
SCIENCE

OUR VOICES.  
OUR RADIO.

Opportunities for Sponsorship 2018





## LEXINGTON COMMUNITY RADIO IS THE VOICE OF THE PEOPLE.

Lexington Community Radio is created by 160+ of your friends and neighbors producing thousands of hours of original, hyper-local content each year in English and in Spanish on **WLXU 93.9 FM** and **El Pulso WLXL 95.7 FM**.



We are a go-to information resource for Lexington's urban neighborhoods--especially communities of color, Latinx communities, and LGBT communities whose experiences and concerns are not represented in other media.

Lexington Community Radio also plays a critical public safety role by providing real-time, community-level information during severe weather, disasters, and other local emergencies.

We broadcast live in the neighborhood. Plus you can listen anywhere in the world with our phone apps or by streaming [lexingtoncommunityradio.org](http://lexingtoncommunityradio.org).



## LEXINGTON COMMUNITY RADIO IS NEIGHBORHOOD PUBLIC RADIO.

Our Mission is to:

**Serve our listeners** by providing local, timely, relevant content and critical public safety information.

**Amplify underrepresented voices** and promote equality by engaging and supporting diverse views.

**Enliven our community** by creating connections and conversations around life in Lexington.



Lexington Community Radio is a 501c3 non-profit. Contributions made to the station are tax-deductible as allowed by law. For specific questions, please consult with your tax preparer.

*“Lexington Community Radio is a God-send! To be able to regularly access public information and programming that is un-filtered, unfettered...is a breath of fresh media air. Your work is THE critical element to maintaining free & open communication in a time when this basic democratic principle is at serious risk. Keep on keeping on!”*

**-Don Offutt, Listener & Fan of “Take The J Train”**





# COMMUNITY IS BUILT ON SHARED VALUES.

By supporting Lexington Community Radio, you are aligning yourself with folks who are passionate about our community and who love local businesses. It's a smart move.

Supporters of public radio:

### **Build brand loyalty and equity**

*Our members who pay to keep public radio on the air have high loyalty to the station and, by association, to the sponsors of our programs.*

### **Communicate support and connection to the local community**

*Public radio sponsorship offers a "halo effect" —audiences have a more positive attitude towards sponsors of public radio than advertisers on commercial networks.*

### **Stand out from the competition**

*With less clutter during program breaks, your message stands out, making it more effective.*

### **Demonstrate corporate goodwill**

*Our listeners expect companies to be socially responsible. Studies have shown that brand loyalty can be affected by community-centered marketing.*

### **Enhance credibility**

*Link your brand with Lexington Community Radio to show you are invested in the people who create our programming and your friends and neighbors who listen.*

### **Increase your company's visibility before a highly desirable audience**

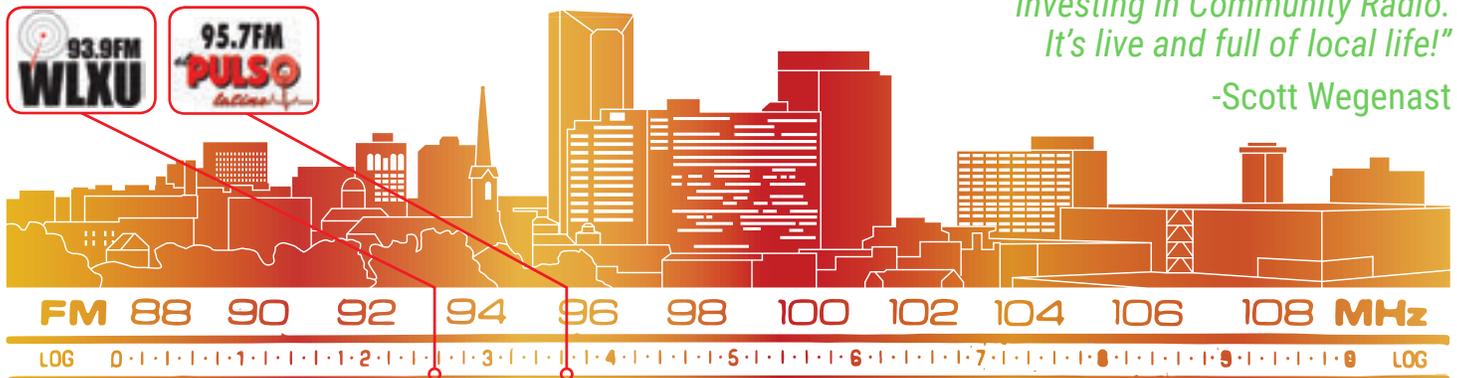
*Our audience is educated, influential and politically engaged in our community.*

## OUR LISTENERS ARE:

- **Ethnically Diverse and multi-lingual**
- **Gen-Xers and Socially-Minded Millennials**
- **Community-Oriented**
- **Politically Active and Engaged**
- **Supporters of Local Business, Music, Arts and Culture**
- **Community Organizers and Advocates**
- **Educated and Informed**



## LEXINGTON COMMUNITY RADIO



*"Local radio is the best with real neighbors on the air. Lexington is lucky to have leaders investing in Community Radio. It's live and full of local life!"*

*-Scott Wegenast*



*"I have been a radio personality at LCR since the first day of broadcasting on WLXL. I started recording my show from home, and now I'm live on Wednesday from 11am to 1pm, and Sunday 5pm to 7pm. My show fills a void my listeners have been waiting for in Lexington—old school R&B/Hip-Hop from the 70s,80s and 90s. I like to think of my listeners as 30-plus, grown and sexy."*

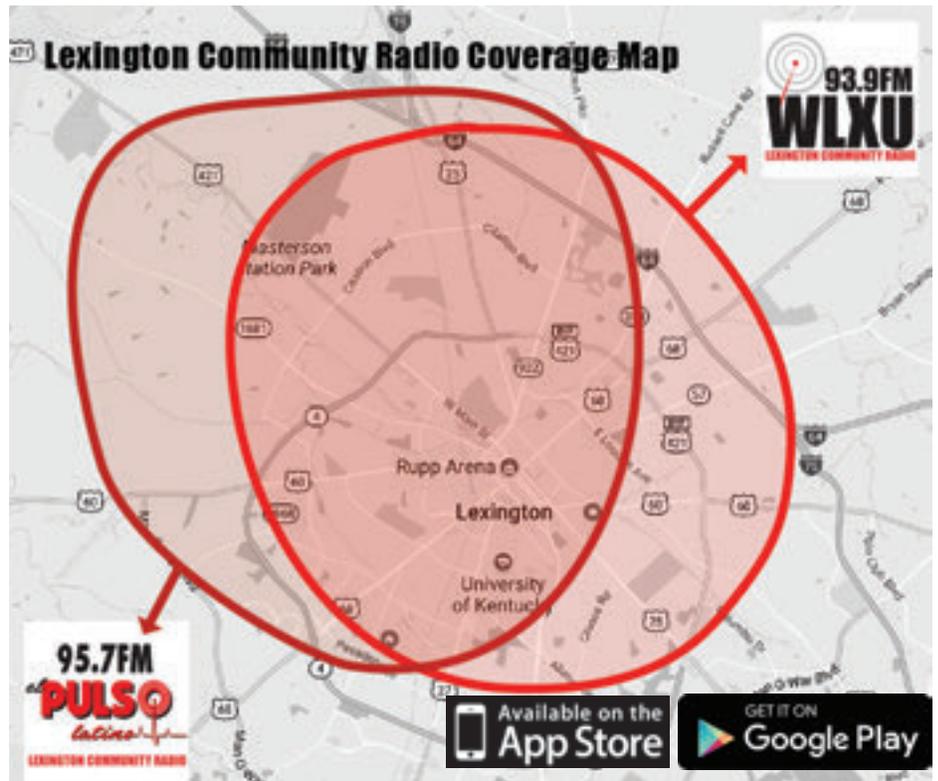
- DJ Walt Cee

The Time Capsule



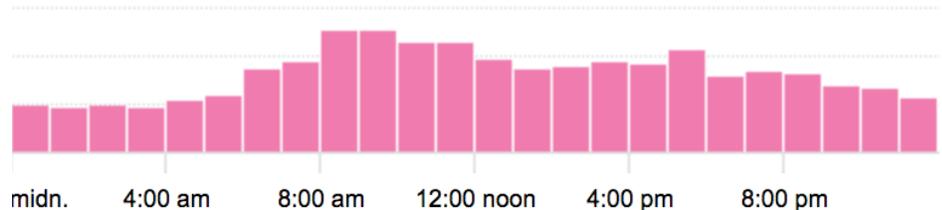
*"I continue to be amazed by the excellent customer service from the LCR team. It's always a pleasure bringing our staff to the studio and they recognize the benefits of our partnership, which was recently extended by the Board of Health."*

- Kevin Hall, Fayette County Health Department



## LEXINGTON COMMUNITY RADIO LISTENERSHIP OVERVIEW

- 400,000+ broadcast reach
- 4800+ daily broadcast listeners
- 9400+ online listeners monthly
- 10,000+ streaming impressions daily
- WLXU 93.9FM & WLXL 'El Pulso Latino' 95.7 FM have equal listenership (within 1-2%)



Listeners by day part



Listeners by day of the week



## OUR LOCAL LISTENERS RETURN SPONSOR LOVE.

LISTENERS  
RELY ON  
PUBLIC RADIO.

**74%**

Discuss content  
with friends, family and  
colleagues

**87%**

Consider public radio  
“personally important”  
to them

**95%**

Take action in  
response to something  
they hear

“When I can, I try to shop local and with LCR sponsors. I assume we’re all like-minded. It keeps the circle going. It’s gratitude for being a sponsor.”

“Sponsorship shows the business is behind the station and cares about the community. To me, it makes a difference because they care.”

“A ‘sponsor’ is someone who donates money and supports the cause. ‘Advertisers’ are just focused on the sales they’re going to get.”

“They come off as ‘sponsors’ rather than ‘advertisers,’ and that has a different air.”





*"I think our show has had a tremendous impact on the community by way of allowing individuals to have open and honest dialogue. Our future plans are to bring awareness to the forefront of social injustices. Providing an informative platform that is enlightening to those who are seeking a catalyst to being involved in community. While our main focus of the show is African American issues and concerns, our goal is to be inclusive and unbiased. Urban Conversations is just the beginning of what can be accomplished if you're committed to community."*

- Robert 'Future' George.,  
Host, Urban Conversations

## PRESENTING SPONSORSHIPS

Presenting sponsors are the stalwart champions of Lexington Community Radio. They understand the importance of providing sustaining support to ensure our citizens have free access to the airwaves and keep creating original content focused on life right here at home.

### **Tower Sponsor \$25,000**

- Recognition as the presenting sponsor of three eligible shows of your choice.
- 52 weeks of underwriting acknowledgments during the sponsorship year.
- Prominent logo on Lexington Community Radio website and social media pages.
- On-air special featuring in-depth business profile.

### **Transmitter Sponsor \$15,000**

- Recognition as the presenting sponsor of two eligible shows of your choice.
- 52 weeks of underwriting acknowledgments during the sponsorship year.
- Logo on Lexington Community Radio website and social media pages.
- On-air interview featuring in-depth business profile.

### **Relay Sponsor \$10,000**

- Recognition as the presenting sponsor of an eligible show of your choice.
- 52 weeks of underwriting acknowledgments during the sponsorship year.
- Logo on Lexington Community Radio website and social media pages.



# UNDERWRITING

Underwriting is a powerful tool—unique to public radio—which benefits our corporate partners by providing focused and uncluttered space for their message.

*Underwriting is not advertising.* Instead, underwriting marks your business as a civic leader—supporting the creative work of our Lexington Community Radio volunteers as well as our dedicated listeners.

Underwriting acknowledgments are 15-30 seconds long. Extensive national research has demonstrated that public radio listeners are put off by long messages. In fact the more a message extends beyond 15 seconds, the more likely listeners are to change the channel.

Underwriting bestows a scientifically proven ‘halo effect’ on corporate partners. Public radio listeners are more likely to positively identify with underwriters and their products than with advertisers on commercial radio stations.

## OPTIMUM EFFECTIVE SCHEDULING

To maximize the impact of underwriting messages, we use a formula based on listeners and listening time called **Optimum Effective Scheduling (OES)**.

Based on year-to-date calculations, an **Optimum Effective Schedule** consists of 25 acknowledgments per week.

We offer underwriting sponsorships by the week to ensure our corporate partners receive optimal recognition.

## ADDITIONAL VALUE

Multiple weeks can be reserved at discounted rates.

To fulfill our mission of amplifying under-represented voices, Lexington Community Radio offers a 15% discount to businesses owned by women, people of color and/or LGBT individuals. Non-profit organizations receive a 15% discount as well.

This agreement is made on:

# UNDERWRITING AGREEMENT

MM/DD/YYYY

between Lexington Community Radio (hereinafter "LCR") and:



## LEXINGTON COMMUNITY RADIO

organization

address

phone

email

For value received, LCR agrees to broadcast and Organization agrees to pay for underwriting announcements as indicated herein.

**Underwriter:**

signature

printed name      date

**LCR Representative:**

signature

printed name      date

UNDERWRITING RATE CARD	
Number of Weeks	
Rate for Weeks	
subtotal	
- 15% for 501c3 non-profits; business owned by women, people of color or LGBT individuals; or businesses with 5 or fewer employees	
subtotal	
other notes	
subtotal	
RUSH PRODUCTION 24-Hour Turnaround: \$150 charge (Mon-Thu only)	
RUSH PRODUCTION 48-Hour Turnaround: \$100 charge (Mon-Wed only)	
TOTAL	
<small>Organization desires to broadcast indicated underwriting spots in conformity with this Agreement and all rules, regulations and policies of the FCC. This Agreement shall be governed by, and construed and enforced in accordance with the laws of the Commonwealth of Kentucky and shall be performable in Fayette County, Kentucky. This is the entire agreement of the parties in regard to these matters. Amount is payable to Lexington Community Radio PO Box 526 Lexington, KY 40588-0526.</small>	
SCHEDULE START DATE	
SCHEDULE END DATE	
INTERNAL USE ONLY:	

### UNDERWRITING RATE CARD

UNDERWRITING RATE CARD		
Number of Weeks	Number of Spots	Rate
<b>Tower Sponsor</b>	<b>2600 + present 3 shows</b>	<b>\$25,000</b>
<b>Transmitter Sponsor</b>	<b>1950 + present 2 shows</b>	<b>\$15,000</b>
<b>Relay Sponsor</b>	<b>1300 + present 1 show</b>	<b>\$10,000</b>
26	650	\$5,850
12	300	\$3,450
4	100	\$1,350
1	25	\$375

# UNDERWRITING TERMS

Lexington Community Radio owns and operates two noncommercial low-power FM radio stations, WLXL 95.7 FM and WLXU 93.9 FM, each authorized by the Federal Communication (FCC). Pursuant to the rules and regulations of the FCC, the parties to this agreement acknowledge that LCR is permitted to broadcast underwriting and sponsorship announcements from for-profit entities, but is not permitted to broadcast commercial advertisements by for profit entities. In the event the signed underwriter is a bona fide non-profit entity, the Station is permitted to broadcast commercial advertisements on their behalf.

## Broadcast Announcements:

LCR will provide Organization a copy of the broadcast announcement(s) governed by this Agreement. LCR has final editorial control over the content of the announcement(s) and may revise, reject or terminate any such announcements(s) in order to maintain good faith compliance with relevant FCC rules and regulations.

## Confirmation of Performance:

At the conclusion of this contract term, LCR will provide Merchant with a written statement verifying the dates and times that each announcement was broadcast, including the total cost thereof.

## Emergency Programming:

LCR retains the right to interrupt or preempt any announcement covered by this Agreement at any time in case of emergency, or to broadcast other announcements or program, if in its editorial discretion, to do so would best advance LCR's public safety responsibilities. LCR will make good-faith efforts to replace any pre-empted announcements.

LCR may pay a percentage of the total agreement amount as a commission to the underwriting representative assigned to the underwriter.

Acknowledgements may air on WLXU 93.9FM and/or WLXL 'El Pulso Latino' 95.7FM as directed.

Rates include one message per flight. ENG-ESP translation available for \$75/message.

Lexington Community Radio is a 501c3 organization. Donations are tax-deductible as permitted by law.

To fulfill our mission of amplifying under-represented voices, Lexington Community Radio offers a 15% discount to businesses owned by women, people of color and/or LGBT individuals. Non-profit organizations also receive a 15% discount.

# UNDERWRITING PRODUCTION

## **REGULAR PRODUCTION**

Once final scripts are approved please allow 3-5 business days for production. Underwriting logs close at 3PM on Tuesdays and Fridays.

## **RUSH PRODUCTION**

24-Hour Turnaround: \$175 charge per acknowledgment (Mon-Thu only).  
48-Hour Turnaround: \$125 charge per message (Mon-Wed only).

# UNDERWRITING GUIDELINES

Underwriting is a way for you to show support of Lexington Community Radio and its mission. Underwriting is not the same as advertising. It is governed by special FCC guidelines.

## **Acknowledgement for your support MAY include:**

- Name, location, telephone number and/ or website
- Value-neutral description of your product or service
- Your brand or trade names
- Historical information, such as length of time in business

An example of an ACCEPTABLE underwriting message:

*"ACME Industries is a proud sponsor of Lexington Community Radio. Since the 1930s ACME has offered a wide range of products, including the Tunnel-on-a-Boulder roadrunner catcher. You can see the full range of products at [acmeinc.com](http://acmeinc.com)"*

## **Messages may NOT include:**

- Comparative or superlative language (no "largest," "best," etc.)
- Mention of price- no interest rates, discounts, sales or savings
- Promotions or calls to action ("call," "come by," "be sure to," etc.)
- Excessive use of a business name
- Long lists of services or products

An example of an UNACCEPTABLE underwriting message:

*"Lexington Community Radio is underwritten by ACME Industries, the best resource for discerning coyotes, featuring Toon Town's lowest prices on roadrunner traps and accessories. Visit our showroom today at 123 Beep-Beep Parkway or visit [acmeinc.com](http://acmeinc.com)."*

