KUAF 91.3 FM Program Schedule

FM SCHEDULE	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
12:00 am	Classical Music					Fred Hall's Swing Thing Jazz	Fred Hall's Swing Thing Jazz
12:30 am							
1:00 am – 5:00 am						Classical Music	
5:00 am							
5:30 am							
6:00 am	Morning Edition from NPR					This American Life with Ira Glass	Tech Nation
6:30 am							
7:00 am						Weekend Edition from NPR	
7:30 am							
8:00 am							
8:30 am							
9:00 am	1A (formerly The Diane Rehm Show)					Wait Wait... Don't Tell Me!	Ozarks At Large
9:30 am							
10:00 am						Ask Me Another	This American Life
10:30 am							
11:00 am	Fresh Air with Terry Gross					America's Test Kitchen	On the Media
11:30 am							
12:00 pm	Ozarks At Large					Big Picture Science	Travels w Rick Steves
12:30 pm							
1:00 pm	Here & Now from NPR				Talk of the Nation/ Science Friday	Tech Nation	TED Radio Hour
1:30 pm							
2:00 pm						Planetary Radio	Reveal (PRX)
2:30 pm						Living Planet	
3:00 pm	All Things Considered from NPR					Latino USA	Sunday Specials
3:30 pm							
4:00 pm						All Things Considered Weekend	
4:30 pm							
5:00 pm						Woodsongs Old Time Radio Hour	Living on Earth
5:30 pm							
6:00 pm	Fresh Air with Terry Gross (repeat of 11 a.m. broadcast)					Ozark Highlands Radio	Fresh Air
6:30 pm							
7:00 pm	Ozarks At Large (repeat of noon broadcast)					The Pickin' Post	Sunday Service
7:30 pm							New Letters of the Air
8:00 pm	Of Note with Katy Henriksen				Beale St. Caravan Blues		Of Note with Katy Henriksen
8:30 pm							
9:00 pm					Generic Blues Show	The Folk Sampler	
9:30 pm							
10:00 pm	Classical Music				Shades of Jazz	Jazz Travels	Classical Music
10:30 pm							
11:00 pm							
11:30 pm							

Met Opera airs on Saturdays Dec.-May. Other weekend programs may vary!

Underwriting Rates

All rates are net to station

Drivetime/News & Information - comprised of some of KUAF's most popular programs and peak listening periods. The **Drivetime** rotation includes the following Public Radio programs Monday - Friday:
NPR's Morning Edition (6a-9a)
All Things Considered (3p-6p)
Fresh Air with Terry Gross (6p-7p, a repeat of the11a broadcast)
$42 per announcement - rate drops to $40 per with 52 week commitment regardless of number of announcements purchased.

Run of Schedule - reaches our TOTAL listening audience by rotating throughout News, Information and (optional) weekend programming. ROS begins at 6a and continues through 7p, Monday through Sunday. Programs include *NPR's Morning Edition*, *1A*, *Fresh Air with Terry Gross (both 11a and 6p broadcast)*, KUAF's *Ozarks at Large, Here & Now, and All Things Considered*. Weekend programs include *Wait, wait... Don't Tell Me*, *This American Life* and others.

$38 per announcement - rate drops to $36 per with 52 week commitment regardless of number of announcements purchased.

Paid Public Service Announcements - for NON-PROFITS ONLY. Announcements rotate during Run of Schedule.
$32 per announcement - no annual discounts apply.

Customized Schedule - Underwriters may choose to support any number of KUAF programs at a variety of levels: 1 to 15 spots per day and from 1 day to 52-weeks. KUAF will be glad to work within your needs and budget. Let's talk!

Underwrite Public Radio Programming

Rhonda Dillard • Underwriting Director
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Visit or LISTEN LIVE online at www.kuaf.com

Newsletter

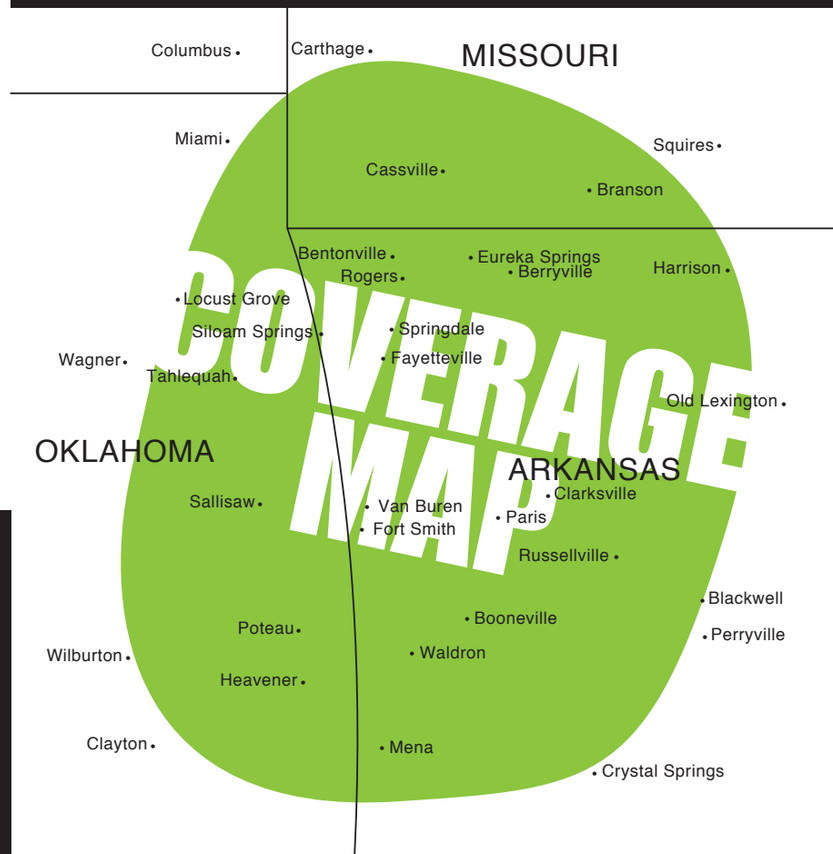
APP

KUAF 91.3 FM NPR · 9 S. School Ave. · 1 University of Arkansas · Fayetteville, AR 72701

KUAF 91.3 FM underwriting information

Share your business, corporate or organization's information with the KUAF audience through underwriting.

KUAF National Public Radio 91.3 · npr · Ozarks At Large KUAF 91.3 FM



KUAF 91.3 FM
Underwriting Q & A

What is KUAF 91.3 FM NPR?
KUAF is your indispensable connection to the world. From local events and classical music, to breaking national and international news, more and more radio listeners are tuning to KUAF 91.3 NPR for vast coverage of information and entertainment.

KUAF is a 100,000 watt, non-profit National Public Radio affiliate serving 12 counties in Arkansas, plus parts of southern Missouri and eastern Oklahoma.

Unlike commerical radio stations KUAF is listener supported. This means our listeners are the lifeblood of this station. Together with our underwriters they have made it possible for KUAF to celebrate over 25 years of success. Just tune in to one of our fund drives and find out how loyal our listeners are.

KUAF hopes to earn your business and our listeners will keep you coming back.

Who's listening?
An average of 55,000-60,000 persons tune in weekly to 91.3 FM for their news, information and music.

KUAF is consistently one of the top radio stations with persons 18+ with college degrees or better according to Arbitron/RRC.

KUAF attracts an equal number of both men and woment who are choice consumers, savvy business leaders and influentials who are decision makers and active in their communities.

What is underwriting?
An underwriting spot is an announcement made on public/non-commerial broadcasting outlets, in exchange for funding. These announcements mention the name of the sponsor and resemble traditional advertisements, however must follow non-commerical rules set by the Federal Communications Commission (FCC).

What is underwriting? (continued)
Donors who contribute funding can include corporations, small businesses, philanthropic organizations, charitable trusts, and individuals. An underwriting spot can include the name and a message of appreciation, either from the sponsor indicating its pride in the program or from the station indicating its thanks for the underwriter's sponsorship.

If you provide a service or product for an intelligent and loyal customer who is educated, affluent and has discretionary income, then this is the right fit for you. Whether your investment is large or small, you'll know it's reaching an audience that is truly listening and will seek you out. Our opportunities, as well as the results, may surprise you.

Why underwrite on KUAF?
Underwriting singles you out...
Underwriting on KUAF places your product or service in front of a loyal audience and because you support KUAF, our loyal listeners will support you. 88% of NPR listeners say their opinion of a company is more positive when they discover the company supports public radio.

You can reach a specific target audience...
KUAF offers you the choice of program rotations, allowing you the freedom to select the programming that will most economically reach your segment of the market with the greatest potential.

Underwriting identifies your company as socially aware...
An association with KUAF Public Radio, and its long-standing reputation for social responsibility, identifies your company as a civic and community-minded organization with an interest in the public that goes beyond simply selling a product or service.

Is underwriting tax-deductible?
KUAF is a non-profit, educational organization, licensed under the University of Arkansas. Underwriting may be tax deductible as a business expense. Consult your tax advisor for full details.

How am I billed?
KUAF processes billing at the end of each broadcast month. Underwriters can be billed in full, on an average monthly amount, or per announcement after it's completion. Statements can be paid via check, credit card or setup on a bank draft.

What can I say in my announcement?
KUAF uses identity lines that are factual descriptions of the underwriter's service, product or event. We use a successful format: a 15 second identification of the underwriter including name, straight forward product/event facts, address, website address and/or phone.

Easy rule of thumb: Keep announcements straight forward and factual. Spots are prohibited from making any sort of a "call to action" (example: come, see, visit), phrases that includes product claims, pricing information, or providing an incentive to buy a product or service.

Stick to a statement about your product or service that informs and educates the listener. Your message will be noticed!

KUAF will be happy to help you develop an on-air announcement to target your audience while complying with FCC and station guidelines.

May I change copy or cancel my order?
If you're not happy, we're not happy. Your order may be charged, updated or cancelled at anytime. A simple phone call or email is all that's required.

KUAF National Public Radio 91.3

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