



WKNC 88.1 FM

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WKNC-FM is a student-run, non-commercial radio station. Established in 1922, N.C. State student radio provides exciting programming to devoted listeners throughout the greater Triangle area. Boasting 25,000 watts of intense broadcasting, WKNC reaches a vast local, regional, and an international audience with online MP3 and OGG streaming technologies.

WKNC prides itself in offering unique and adventurous programming. The daily rock format during the week, coupled with specialty shows on the weekends, allows for a diverse and satisfied audience. Specialty shows include local music, heavy metal, bluegrass, jam band, international music, gospel, Latin music, Southeast Asian music and reggae shows. WKNC provides its listening community with an up-to-date concert calendar titled the "88 Rock Report" ticket giveaways, current news and announcements, sponsored concerts, remote broadcasts, and an interactive Web site.

WKNC is committed to maintaining a cutting-edge approach to radio broadcasting. The station offers state-of-the-art technology and training to engineers, on-air personalities, music directors, marketing managers and producers. In fact, several of Raleigh's own commercial radio personalities and television anchors have worked for WKNC at one time.

Sponsorships

WKNC welcomes sponsors looking to share our dedicated and successful community. Local establishments and organizations, both large and small, have a chance to be recognized for supporting quality radio programming. By contributing to N.C. State radio, the sponsor may be acknowledged during broadcasts, on the Web site, or during WKNC-sponsored concerts and events.

Advantages for WKNC Sponsors

Tax Write-Off

As a part of the state university system, WKNC is a non-profit organization. Many sponsorships and donations are tax deductible.

Inexpensive

WKNC offers affordable sponsorships that are significantly less expensive than conventional advertising offered by commercial radio stations.

Free Production

WKNC will draft, voice, and produce your donor announcement at no cost to you.

Community Awareness

Through your sponsorship of WKNC, you build an identity with the community.

Advance Education

Donations and sponsorships support the hands-on training that WKNC provides students of N.C. State University. Sponsorships allow organizations to be recognized for supporting NCSU students and the arts.

Sponsorship Options

Option 1: GREAT DEAL!

10 DA's: Mon-Fri (6a.m.-midnight) This schedule includes 10 donor announcements per week and would run for two weeks out of the month for a total of 20 donor announcements each month. Package includes one drivetime spot each day (Monday-Friday) for those two weeks out of the month the announcement is active.

Weekly Investment: \$125

Monthly Investment: \$250

Option 2: BETTER DEAL!

14 DA's: Mon-Sun (6a.m.-midnight) This schedule includes 14 donor announcements per week and would run every week of the month for a total of 56 donor announcements each month. Package includes one drivetime spot each day (Monday-Sunday) for every week the announcement is active. This option also entitles you to one "WKNC T-Shirt Stop."

Weekly Investment: \$125

Monthly Investment: \$500

Option 3: BEST DEAL!

21 DA's: Mon-Sun (6a.m.-midnight) This schedule includes 21 donor announcements per week and would run every week of the month for a total of 84 donor announcements each month. Package includes two drivetime spots (morning and afternoon) each day (Monday-Sunday) for every week the announcement is active. This option also entitles you to one "WKNC T-Shirt Stop."

Weekly Investment: \$187

Monthly Investment: \$750

Sponsorships of individual shows are also available, contact sales@wknc.org. Addendums may be made to any one of the options to include a sponsorship of a WKNC event or concert, or perhaps join us in the studio for an on-air interview during one of WKNC's electrifying shows. Remote

Broadcasts from your location

are also available!

The Remote

Broadcast would

include WKNC

giveaways such as

T-shirts, CD's, and

maybe even concert

tickets! Promotions

would also air on

WKNC leading up to

the event.





WKNC T-Shirt Stops are fun for everyone! T-Shirt stops are a great public relations tool that will attract the attention of your clients and increase business traffic. The on-air talent may bring CD's and other giveaways as well. There is a \$75 fee to be paid to the on-air talent and you may be asked to share the T-shirt costs.

_____ The Fine Print _____

All sponsorships must be prepaid unless credit has been established with Student Media of North Carolina State University. Student Media reserves the right to deny or revoke credit to any business with poor credit history, poor payment history, lack of references, insufficient length of operation at present location or of a transitory nature. If any invoice becomes 90 days past due, Student Media reserves the right to revoke credit for one academic year.

Sample Sponsorship

"Programming on WKNC 88.1 is brought to you in part by Joe's Pool Room - 'Where Pool is all we do!' Joe's Pool Room on Hillsborough Street across from the Bell Tower has been serving the N.C. State community since 1987 and is open seven days a week until 2 a.m. They serve all kinds of pizza and subs, and accept the Pack Meal Plan. You can reach Joe's at 555-5555 or find them on the Web at joespoolroom.com. WKNC would like to thank the staff at Joe's Pool Room for their continued support."

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
midnight							
1am	Sun. Night Lounge 10pm - 2am		Underground Midnight - 2am			Chainsaw 8pm - 2am	Underground 10pm - 2am
2am							
3am							
4am			Overnights 2am - 6am				
5am							
6am							
7am							
8am		AM Drive Time 6am - 9am					
9am							
10am							
11am							
noon							
1pm		Daytime 10am - 3pm				Weekend Specialty Shows Sat. 6am - 8pm Sun. 6am - 10pm	
2pm							
3pm							
4pm							
5pm		PM Drive Time 3pm - 8pm					
6pm							
7pm							
8pm							
9pm							
10pm		Afterhours 8pm - 12am			Loud Rock & Chainsaw 8pm - 2am		
11pm							Sun. Night Lounge 10pm - 2am
midnight						Underground 11pm - 2am	

Rock

Rock has evolved to an eclectic blend of music ranging from its original form to hip hop. No longer is it singled out as a specific music genre, but instead has become a melting pot of independent music, heavy metal, hip hop, and electronica.

Underground

Underground is WKNC's hip hop chop shop. Underground highlights the best in underground and up-and-coming talent as well as local talent. Aside from the late night shows, hip hop is dispersed into the daytime format

Afterhours

Afterhours is the electronic and ambient format usually played in the evenings on WKNC. The selection of music ranges from DJ to DJ because of the diverse sounds range from organic sounding bossanova to deep drum and bass.