



UNDERWRITING GUIDELINES

KGOU UNDERWRITING ANNOUNCEMENTS:

- Must identify the name of the person or company donating to KGOU
- May include company name, address, phone number or website address
- May include factually descriptive information about the underwriter's products, product lines or services, but may not be qualitatively or promotionally descriptive
- May include the underwriter's well-established corporate slogan (as long as it does not promote)
- May include brand or trade names that help identify the underwriter
- May not be aired more than once per hour

FCC GUIDELINES PROHIBIT:

- Call to action or inducements to action, i.e., Call...Visit...Go to
- Superlatives or comparatives, such as bigger or best
- Comparisons with other products or businesses
- Price information, reference to prices, discounts or inducements to buy, sell, rent or lease products or services
- Endorsements/statements such as "recommended by dentists."
- Underwriting for politicians, local or national parties, or any political issue.
- Underwriting containing sexual references, gambling, firearms, alcohol or tobacco.
- Wording which expresses the views of any person with respect to any matter of public importance or interest.

KGOU is a non-profit station licensed to the University of Oklahoma. Your underwriting contribution may be funded from your advertising, public relations or charitable contribution funds.

KGOU underwriting announcements recognize and identify businesses and services supporting KGOU; a non-profit, non-commercial station licensed by the FCC. KGOU underwriting guidelines meet FCC underwriting regulations.

KGOU underwriting announcements are 15-seconds in length*, read by the KGOU announcer and include the preamble, "Support for KGOU provided by."

KGOU will supply talent and produce the underwriting announcements at no additional cost to the underwriter.**

Underwriting copy must be submitted to KGOU five days before the first scheduled broadcast date to insure it is of general interest to KGOU listeners, is consistent with KGOU and the University of Oklahoma's image and is not detrimental to the welfare and image of the station. KGOU reserves the right at any time to edit for time, compliance with FCC regulations, compliance with station guidelines and image, and to maintain the consistency of the programming environment.

KGOU underwriting inventory is limited; rates, packages and sponsorships are presented on a planning basis and are subject to change until the underwriter's signed agreement is received and confirmed by the station.

* Traffic & Construction reports, Pulse of the Planet and a few others are 10-seconds.

**KGOU will produce at no cost one underwriting announcement for each two month period announcements are aired. Additional announcements can be produced for \$50 each.

KGOU listeners are well educated, affluent professionals.

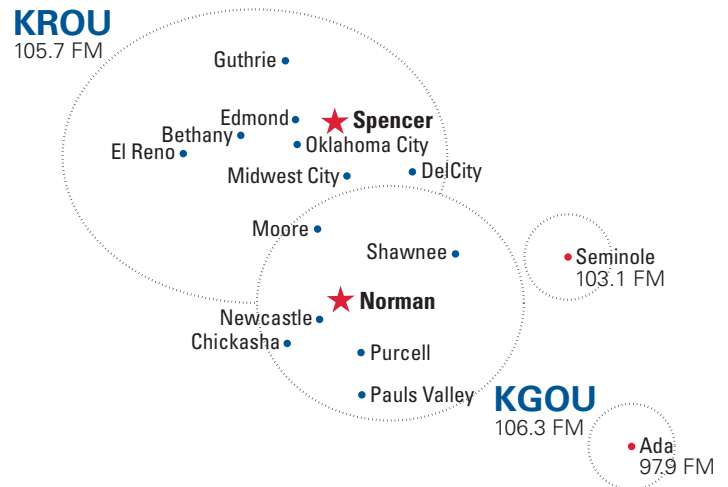
- **59%** are between the ages of 25 and 54.
- **54%** of NPR News listeners are men, while 46% are women.
- **65%** have graduated from college.
- **32%** have pursued graduate and professional studies.
- **77%** have household incomes greater than \$50,000.
- **58%** have household incomes greater than \$75,000.

Data Source:
 Mediamark Research Doublebase, 2008

Underwriting with KGOU has a positive impact.

NPR listeners are **80%** more likely to buy products and services from companies that support public radio than from companies that advertise on commercial radio. In addition, **88%** of NPR listeners hold a more positive opinion of a company when they learn it supports public radio. Also, **95%** of public radio listeners have taken direct action as a result of a sponsorship, acting on their preference to do business with partners of their station.

Data source: NPR/Jacobs Media
 "The State of Underwriting Study"
 2007 phone survey conducted by Edison Media Research



KGOU is composed of four FM stations simulcasting the KGOU programming schedule to cover the Oklahoma City Metro, Cleveland County, Seminole and Ada.

Over 67,000 different listeners in the ten county Oklahoma City Metro area tune to KGOU each week.*

KGOU, 106.3 FM, became a public radio station in 1983, and covers Cleveland County. KROU, 105.7 FM, is a repeater transmitter that went on the air in 1993 covering the Oklahoma City Metro. Translator stations can be heard at 103.1 FM in Seminole and 97.9 FM in Ada.

The KGOU Metro listening community continues to grow -

- **1988** - Over 10,000 different people listened to KGOU in an average week.
- **1998** - The KGOU community triples to 30,000 different listeners/week.
- **2009** - Over 67,000 different listeners/week.

* Arbitron Oklahoma City Metro average Fall 2008, Winter, Spring & Summer 2009, Persons 12+ Cume M-SU 6a-12m using Listener PC software supplied by RRC.



COPY EXAMPLES

Support for KGOU is provided by Native Roots Market on Main Street in Historic Downtown Norman offering Oklahoma Farm Fresh Fruits, Vegetables, Milk, Eggs, Baked Goods. They also offer Fair Trade and Organic Gifts and Home Accessories. Native Roots MARKET –dot- com.

Support for KGOU provided by Nancy Yoch of Don Cies Real Estate, Incorporatedassisting fellow public radio listeners with their housing needs for 33 years. Information at 329-0256 or by e-mail at n-y-o-c-h at b-u-y-norman.com.

Support for KGOU provided by HoganTaylor, offering a full range of accounting, tax, assurance, business valuation and other services with 180 employees in Tulsa, Oklahoma City and NW Arkansas. Information available online at Hogan Taylor dot com.

Support for KGOU is provided by Yoga Life Studio offering yoga classes focusing on technique, stretching, relaxation and gradual improvement. Yoga Life is located in Norman on Thompson Drive just off Main Street. Norman-yoga-dot-com.

Support for KGOU is provided by Accel Financial Staffing –recruiting, screening, interviewing, testing to identify accounting and financial staffers to fill the unique needs of each client. More at accel-financial-dot-com.

Support for KGOU provided by, Saturn Grill offering lunch and dinner seven days a week. The menu features sandwiches salads, pizza, pasta, deserts, beer and wine. Daily features and more on the web at Saturn Grill –dot-com.”

Support for KGOU provided by R-K Black, supplying Sharp copiers, printers and LCD projectors to organizations in the metro area. More information about Sharp products is available at 943-98-hundred or on-line at r-k-black-dot-com.”

Support for KGOU provided by The Oklahoma City Museum of Art announcing Fifty works for Fifty States: the Vogel Collection of drawings, minimalist and conceptual art amassed by a Librarian and a Postman. Information at OKCMOA.com

Support for KGOU is provided by the Robin Williams “Weapons of Self Destruction” Performance taking place on October 8th in Oklahoma City at the Ford Center. Tickets are available through Ticketmaster

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