



Underwriting on KUNV 91.5 FM

AND KUNV 91.5 HD2, THE REBEL

The Broadcast Service of UNLV

Providing quality cultural, educational, informational, and entertainment programming to the Las Vegas valley and our extended listenership and providing UNLV students with the opportunity to achieve professional broadcast and media management skills.

A Connection to our Community

KUNV continues to offer southern Nevada unique programming, commercial free.

Our nonprofit station airs an assortment of contemporary and classic jazz programs Monday through Friday and our eclectic weekend programming reaches and reflects the rich, cultural diversity of our city's population. Hawaiian, Latin, Reggae, Blues, Folk, World, Hip Hop, Rock and other specialty music programs air every Saturday and Sunday.

As an educational resource to students attending UNLV, KUNV is proud of ever-increasing student participation at KUNV 91.5 HD2, The Rebel – a student-operation radio station, providing a another voice for students, alumni, student organizations and the Las Vegas community.



A Connection to our Community

KUNV continues to offer southern Nevada unique programming, commercial free. Considered the “Source for Jazz,” KUNV airs an assortment of classic jazz programs Monday through Friday.

Eclectic weekend programming reaches and reflects the rich, cultural diversity of our city’s growing population. Hawaiian, Latin, Reggae, Blues, Folk, World, Smooth Jazz and specialty music programs air every Saturday and Sunday.

As an educational resource to students attending the University of Nevada, Las Vegas, KUNV is proud of ever-increasing student participation and late night programs that showcase students’ talents and reflect their musical preferences.

***“There is only two kinds of music, the good and bad.
I play the good kind.”***

Louis Armstrong, American Jazz Trumpeter, Singer
(1899/1900 – 1971)

CPB-NPR Jazz Audience Profile

National Public Radio attracts an audience most notably distinguished by its educational excellence and professional success. Listeners are your choice consumers, savvy business leaders, and influentials who are active in their communities.

Demographics

56%	men
44%	women

66%	aged 25 to 54
26%	aged 18 to 34
50%	aged 35 to 54

65%	White
33 %	African American

50%	college degreed or beyond
22%	graduate school

68%	House Hold Income \$50,000+
47%	House Hold Income \$75,000+

55%	married
28%	single

74%	employed
	22% professional
	16% managerial

Lifestyles

69%	public involvement
45%	theatre/concert/dance attendance
51%	regular fitness program
37%	own financial securities
80%	House Holds own computers
67%	domestic travel

Source: MRI, Doublebase 2004

***“My audience was my life. What I did and how I did
it was all for my audience.”***

**Cab Calloway, Jazz Singer, Entertainer
(1907 – 1994)**

KUNV Underwriting Guidelines & Samples

Guidelines

Your underwriting announcement will be crafted to suit your marketing and public relations needs while complying with the FCC regulations applicable to non-commercial stations. Announcements may not include qualitative, comparative, or promotional language, calls to action, pricing information or inducements to buy or sell.



These regulations serve to protect the non-commercial content that public radio listeners value so highly. In this way, the special integrity of the relationship between KUNV and our listeners extends to the underwriter as well. The KUNV listener positively identifies the underwriter with the high quality programming of public radio.

The announcement may include some of the following elements:

- Underwriter's business or organization name, or that of the subsidiary, legal DBA, operating division or parent company
- Location of business
- Business hours of operation
- Business phone number
- A value-neutral description of the business or organization
- Trade names, products or services that identify the underwriter
- An established non-promotional corporate slogan

Samples

“Programming on KUNV is made possible in part by the Argo Corporation. The Argo Corporation has provided real estate development, brokerage and management since 1980 and is proud to support jazz programming in our community. Currently, Argo is presenting an executive center office park at 1515 East Tropicana, - close to UNLV, McCarran Airport, and the Las Vegas Strip. For more information, please call 739-6222. That’s 739-6222.”

“Support for KUNV comes from Osaka Japanese Bistro. Located at 4205 West Sahara Avenue and in Henderson at 10920 South Eastern Avenue, Osaka Japanese Bistros features a sushi bar, hibachi grill, tatami rooms and live jazz 5 nights a week. For more information, call 876-4988. 876-4899”

“That’s the kind of ad I like, facts, facts, facts.”

Samuel Goldwyn, American Film Producer, Founder, MGM
(1882 - 1974)

Underwriting on KUNV 91.5 FM

Annual Plan

5 announcements per week – 52 weeks @ \$25 per spot
(Plan will be billed at \$542.00 monthly)

This highly effective schedule allows you to reach our jazz audience every day of the week. Copy can be modified throughout the year to refresh a message or highlight another aspect of your business.

Special Event Plan

10 announcements at \$30 each - \$300

Whether it's a concert, conference or a celebration, let KUNV listeners know about your special event. **The Special Event Plan can be modified to 20 spots at \$25 each for \$500.**

KUNV can also work with you to design a customized plan to successfully meet your goals.

Standard KUNV Underwriting Rates

Weekday Underwriting Monday – Friday 6 a.m. - Midnight	\$50/spot
Weekend Underwriting Saturday – Sunday 6 a.m. - Midnight	\$30/spot
Non-profit Underwriting Monday – Sunday Anytime	\$25/spot
Student Programming & Late Night Monday – Sunday Midnight – 6 a.m.	\$20/spot

KUNV will write, record, and provide a music bed at no additional charge.

- Trade agreements are based on the \$50/spot rate.
- All rates shown are net to KUNV

For more information, please call (702) 895-0061.