



## ***Indigenous in Music Larry K***

**Proposal for Underwriting**

**To**

**Ho-Chunk Nation  
P.O. Box 667  
Black River Falls, WI 54615**

**Indigenous in Music Inc.  
1438 19<sup>th</sup> Street, Sarasota, FL 34234**

**For further information, contact:**

**Larry Knudsen – Host/Producer 612.432.0057 [larry@indigenouzinmusic.com](mailto:larry@indigenouzinmusic.com)  
Daniel Matute – Program Engineer 941.894.4885 [daniel@indigenouzinmusic.com](mailto:daniel@indigenouzinmusic.com)  
[www.indigenouzinmusic.com](http://www.indigenouzinmusic.com)**



## Indigenous in Music with Larry K

### A Note from Larry K.

I would like to personally extend an invitation to our Nation to be an important part of our syndicated radio program. I am very happy to announce we are now distributed on three radio networks and heard on over 30 stations and in five major markets.

A great opportunity for our Nation to reach the Native American, Mexican, Aboriginal and Latin American communities here in the US and let them know what we do to support our communities.

**MISSION:** The Indigenous in Music Radio Show mission is to develop, organize, promote and administer a comprehensive, coordinated music program. Providing music from our Indigenous musicians, enriching education through music, and entertainment for the general public.

**WHO:** Indigenous in Music with Larry K has been broadcasting to the public interest since 2010. Today listeners rely on Indigenous in Music to deliver their weekly dose of Indigenous music and interviews.

**WHAT:** Every week host Larry K from the Ho Chunk Nation brings you two (2) hours of Indigenous sounds. Enjoy interviews and a mix of new music from our Indigenous musicians from around the Western Hemisphere, a variety of rock, pop, country rock, flute, house and electronica.

**WHERE:** Our show is recorded at the Two Buffalo Studios in Sarasota, FL and is heard around the USA and Canada.□

**WHY:** The “Indigenous in Music with Larry K” radio show was developed to support indigenous musicians. After we did our research, we discovered that our indigenous musicians were not getting the exposure needed to get into the mainstream music scene. Host Larry K, from the Ho Chunk Nation started the Indigenous in Music Radio Show.

Both a host and producer, Larry values the diversity of cultural expression and traditions, fosters the preservation and advancement of diverse musical genres, creates a sense of welcoming and belonging, enhances the enjoyment of life, and celebrates community with great programming.

**WHEN:** To develop and market our show to radio stations around the world. We will provide music and interviews to the general public. We will promote our indigenous musicians and entertainers.□□

## DISTRIBUTION



Indigenous in Music is heard twice daily on Native Voice One (NV1), the Native American Radio Network, our program is heard on top-market urban radio stations and on reservation/village based stations throughout the United States and Canada. Also you can find us 24/7 on demand at PRX – the Public Radio Exchange and Pacifica AudioPort. And these fine radio stations across North America:

### **KNBA 90.3**

KODK 90.7

KWLP 100.9

KPSQ-LP 97.3

CKNN 91.1

KGUA 88.3

KKRN 88.5

### **KCMJ 93.9**

WFHB 91.3

### **WLPR 89.1**

KHOI 89.1

KNHS 93.1

WMNB-LP 107.1

### **WNUC 96.7**

KKWE 89.9

WGZS 89.1

KPIP 94.7

KXMS 88.7

KVRZ 88.9

KNVC 95.1

Global Community Radio

### **WCRS 92.7**

### **WGRN 94.1**

KVOY 104.5

KBOG 97.9 FM

WGDR 91.1

KSVR 91.7

KVGD 100.1

### **Alaska**

Alaska

Arizona

Arkansas

British Columbia

California

California

### **Colorado**

Indiana

### **Indiana**

Iowa

Louisiana

Massachusetts

### **Michigan**

Minnesota

Minnesota

Missouri

Missouri

Montana

Nevada

New York

### **Ohio**

### **Ohio**

Oklahoma

Oregon

Vermont

Washington

Washington

### **Anchorage**

Kodiak

Peach Springs

Fayetteville

Belle Coola

Gualala

Round Mountain

### **Colorado Springs**

Bloomington

### **Chicago, Illinois – Lowell, Indiana**

Story

Lafayette

North Adams

### **Detroit**

White Earth

Fond du Lac

Fayette

Joplin

Libby

Carsen City

Geneva

### **Columbus**

### **Columbus**

Norman

Bandon

Plainfield

Mount Vernon

Goldendale



Larry K is the music profiler for the SAY Magazine based out of Winnipeg, Canada, and is distributed bi-monthly internationally. Our show and musical guests are featured in the magazine.□□□

**BENEFITS OF SPONSORSHIP**□

## **The Public Radio Difference**

Underwriting announcements on public radio create a “halo effect” for sponsors and convey integrity social responsibility and high-quality products.

80% have more positive opinion of a company when it supports public radio

90% to pick a direct action as a result of here in a sponsorship message

75% say when all else equal they prefer to buy from a public radio sponsor □

## **Unique Marketing Tool**

Public radio programming is unique among radio stations your message could be tailored to stand out on this unique medium

## **Commitment**

Public radio listeners are passionate and loyal – they spend their own money to support the programming, they are actually thankful you support their favorite programming.

## **Uncluttered Environment**

Your message doesn't get lost in a sea of other advertisers. The uncluttered environment leads to more active listening.

## **Reach your Target**

Your message reaches the influential people in the community; opinion leader; decision makers; business leaders; A specific audience can also be targeted by the content of the program.

## **Credibility**

The trust that the audience has in its radio station is transferred to you and your business

## **FAQ**

### **What's the difference between commercial radio and public radio?**

Public radio differs from commercial radio in several ways:

Public radio is nonprofit

Public radio produces and distributes primarily educational cultural and informational programs

Public radio may except gifts, grants, donations and contributions for the production, acquisition and broadcast of those programs

### **What's the difference between underwriting announcements and commercials?**

Underwriting is a way of supporting public radio and introducing your business to our listeners. More than just a commercial announcement, underwriting makes it clear that programming would not exist without the sponsor's support - something the audience notices and appreciates.

Underwriting announcements (15 seconds in length) have to maintain a “non-commercial” feel and may include a business name, a brief description of the business or service and location/contact information. □

### **Do we need to send you pre-recorded underwriting spots?**

No, we produce all spots in our studios with a professional on-air talent. You may submit your own copy - we put it all together for you at no charge.

**What kind of language can we use in our announcement?**

Established slogans or logograms that identify the underwriter, but are not overtly promotional, and which do not refer to a specific product or service.

Factual, value-neutral descriptions of a sponsor or its products or services.

Internet addresses and dates for specific events, performances or appearances.

**What kind of Language is not allowed?**

Any language that is promotional in nature.

Language that is qualitative or comparative, or statements based directly or indirectly on someone's opinion.

Language that could be perceived as an linM advocacy position.

A call to action to consume a product or service, or inducement to buy, sell, rent or lease.

Pricing information or indication of associated savings or value.

**Can we use more than one messaging campaign for our broadcast flight?**

Certainly. You may submit entirely different pieces of copy that can be rotated over the course of your broadcast flight in order to convey different messages.

**What time does linM play?**

linM is scheduled throughout the week at different times, on over 30 different stations, throughout the United States and Canada.

## UNDERWRITING RATES

### 1 HOUR

#### 13 Weeks

Production of one 15 second spot

3 spots within one hour

Total of 39 spots

Cost for three spots: \$115.00

**Total Grant- \$4,500.00**

#### 26 Weeks

Production of one 15 second spot

3 spots within one hour

Total of 78 spots

Cost for three spots: \$115.00

**Total Grant- \$9,000.00**

#### 52 Weeks

Production of one 15 second spot

3 spots within one hour

Total of 156 spots

Cost for three spots: \$115.00

**Total Grant - \$18,000.00**

### 2 HOURS

#### 13 Weeks

Production of one 15 second spot

6 spots within two hours

Total of 78 spots

Cost for six spots: \$230.00

**Total Grant- \$9,000.00**

#### 26 Weeks

Production of one 15 second spot

6 spots within two hours

Total of 156 spots

Cost for six spots: \$230.00

**Total Grant- \$18,000.00**

#### 52 Weeks

Production of one 15 second spot

6 spots within two hours

Total of 312 spots

Cost for six spots: \$230.00

**Total Grant - \$36,000.00**

## LIVE SPECIAL ANNOUNCEMENT FROM HOST LARRY K

### Artist Interview Segment

#### 26 Weeks

Production of one 20 second spot

Total of 26 spots

Cost per spot: \$192.31

**Total Grant - \$5,000.00**

#### 52 Weeks

Production of one 20 second spot

Total of 52 spots

Cost per spot: \$192.31

**Total Grant - \$10,000.00**

**Non-Profit Rate 50% Off**

**Logo will be displayed on our website.**

## RADIO UNDERWRITING CONTRACT

Thank you for your commitment to independent community radio by becoming an linM sponsor through underwriting. Unless noted otherwise, this contract is for dates of agreed upon.

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### PROPOSED TEXT OF ANNOUNCEMENT

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### PACKAGE SELECTION

Spots \_\_\_\_\_ Weeks \_\_\_\_\_  Live Announcement From Larry K: Weeks \_\_\_\_\_

Total Amount \$ \_\_\_\_\_

Begin Date: \_\_\_\_\_ End Date: \_\_\_\_\_

If paying by credit card, call Indigenous in Music at 612-432-0057. Or mail a check to:

Indigenous in Music Inc.

1438 19<sup>th</sup> Street

Sarasota, FL 34234-2032

\_\_\_\_\_  
Underwriter signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Larry K

\_\_\_\_\_  
Date



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**For further Information on Sponsorships, contact:**

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MUSIC

# LARRY K



Ho-Chunk Larry K takes his show "Indigenous in Music" into international syndication on Native Voice One (NV1) The Native American Radio Network

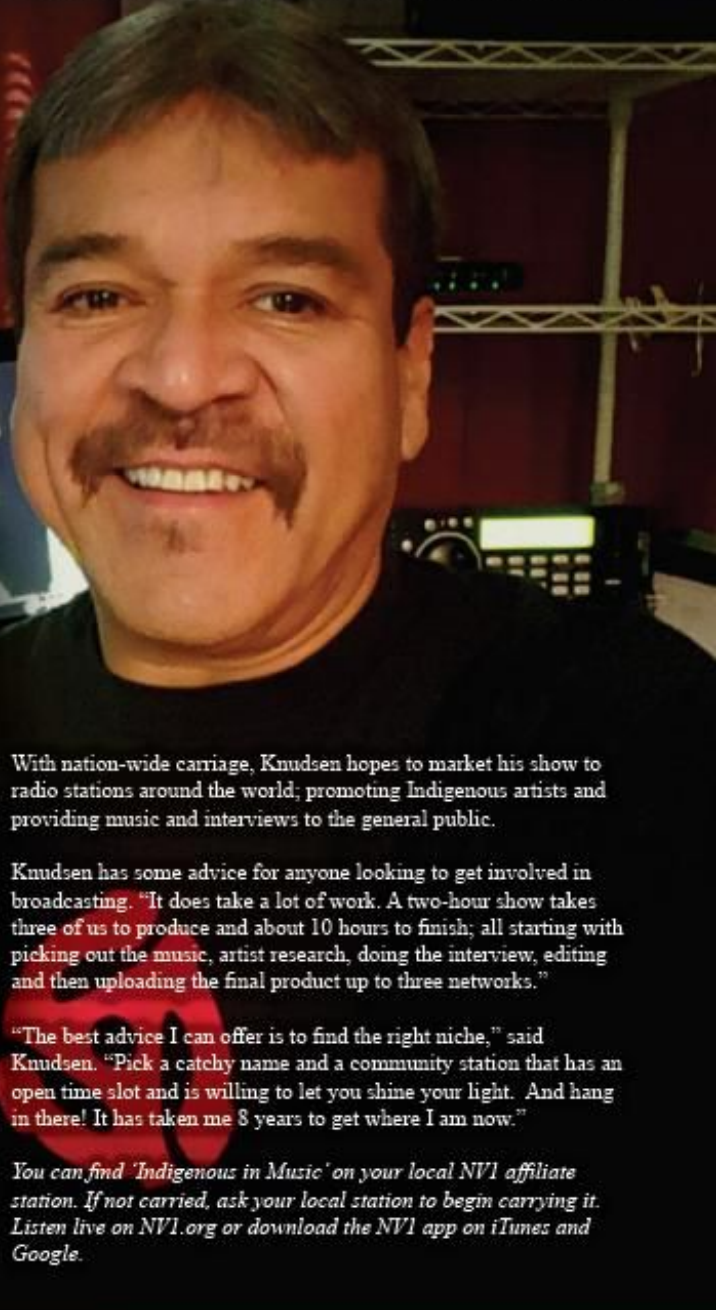
Lary Knudsen (originally from Ho-Chunk Nation of Wisconsin, USA) remembers being 14 years old and listening to WDGY 1130 AM in Minneapolis, Minnesota. He was captivated by the DJs and inspired by what he heard. He would call in to request songs, and he even won a few prizes. Two turntables later, "Larry K" was born!

In 2006, Knudsen started doing interviews, album reviews and promoting Minneapolis Musicians like Blue Dog, Sarah Hindsley, Cochise Anderson, Buggin Malone, Red Pony Band, The Pipestone Band and Marc Lemere. Knudsen knew these musicians weren't getting any airplay and realized something had to be done.

'Indigenous in Music' was launched in 2010 in Sarasota, Florida, on WSLR 96.5. Arleene Sweeping, the station manager at the time, recognized that Knudsen's show was unlike any other broadcast on the radio and was good enough to put up for syndication.

During his reign at WSLR, Knudsen decided it was time to take his show to the next level. In 2015 he left WSLR and moved the show to "Two Buffalo Studios" where he found Native Voice One (NV1) and The Native American Radio Network. Now 'Indigenous in Music' can be heard daily.

'Indigenous in Music' features music performed by Indigenous artists from the western hemisphere, a large feat motivated by the lack of exposure available to Indigenous musicians. "No one was playing our music in the mainstream music scene, and that's why 'Indigenous in Music' exists," said Knudsen.



With nation-wide carriage, Knudsen hopes to market his show to radio stations around the world; promoting Indigenous artists and providing music and interviews to the general public.

Knudsen has some advice for anyone looking to get involved in broadcasting. "It does take a lot of work. A two-hour show takes three of us to produce and about 10 hours to finish; all starting with picking out the music, artist research, doing the interview, editing and then uploading the final product up to three networks."

"The best advice I can offer is to find the right niche," said Knudsen. "Pick a catchy name and a community station that has an open time slot and is willing to let you shine your light. And hang in there! It has taken me 8 years to get where I am now."

*You can find 'Indigenous in Music' on your local NV1 affiliate station. If not carried, ask your local station to begin carrying it. Listen live on NV1.org or download the NV1 app on iTunes and Google.*

## MUSIC INTERVIEWS by LARRY KNUDSEN

Indigenous in Music with Larry K and his interviews can now be heard on

This month's artists:

- Date: **Feb. 5** Locos por Juana
- Date: **Feb. 12** Corey Medina
- Date: **Feb. 19** Joey Stylez

