



**Indigenous in Music Larry K  
on Native Voice One (NV1.org)  
The Native American Radio Network**

**Proposal for Underwriting**

**To**

**Your Company Name  
Your Address**

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



**Indigenous in Music is a non-profit 501(c)(3)**

**For further information contact:**

**Larry Knudsen – Host/Producer 612.432.0057 [larry@indigenousinmusic.com](mailto:larry@indigenousinmusic.com)  
[www.indigenousinmusic.com](http://www.indigenousinmusic.com) [www.indigenousinmusicandarts.org](http://www.indigenousinmusicandarts.org)**



## Indigenous in Music with Larry K

### A Note from Larry K.

I would like to personally extend an invitation to your company, to be an important part of our syndicated radio program. I am very happy to announce we are now heard daily on our Flagship station Native Voice One, the Native American Radio Network and distributed on three radio networks and heard on over 60 stations and in eight major markets. A great opportunity for your company to reach the Native American, Mexican, Aboriginal, Latin American communities and businesses here in the US and let them know what you do.

**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 2006. 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 tunes. 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 Indigenous Grown 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 our flagship station 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 on at PRX – the Public Radio Exchange and Pacifica AudioPort and these fine radio stations across North America:

### **KNBA 90.3**

KSTK 101.7

KODK 90.7

KWLP 100.9

KPSQ-LP 97.3

CKNN 91.1

KGUA 88.3

KIDE 91.3

KVMR 88.3

KKRN 88.5

KKRZ 88.7

WFHB 91.3

### **WELT 95.7**

### **WLPR 89.1**

KHOI 89.1

KNHS 93.1

WHPW 97.3

WMPG 90.9

WXOJ 103.3

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

WBDY-LP 99.5

Global Community Radio

Native Family Radio

### **WCRS 92.7**

### **WGRN 94.1**

KVOY 104.5

KBOG 97.9 FM

KCIW LP 100.7

### **WPPM-LP 106.5**

KDKO 89.5 FM

### **KMSW 101.5 T**

WOOL 91.5

WGDR 91.1

WROF 95.7

KSVR 91.7

KUGS 89.9

KVGD 100.1

KOORI 93.7

Resonance 104.4

Radio Reequenns

Radio Agora 105.5

Radio one

TopCat 92.5

### **Alaska Anchorage**

Alaska, Wrangell

Alaska, Kodiak

Arizona, Peach Springs

Arkansas, Fayetteville

British Columbia, Belle Coola

California, Gualala

California, Hoopa

California, Nevada City

California, Round Mountain

Colorado, Alamosa

Indiana, Bloomington

### **Indiana, Fort Wayne**

### **NPR Indiana Lowell, Illinois Chicago**

Iowa, Story

Louisiana, Lafayette

Maine, Harpswell

Maine, Portland

Massachusetts, Northampton

Massachusetts, North Adams

### **Michigan, Detroit**

Minnesota, White Earth

Minnesota, Fond du Lac

Missouri, Fayette

Missouri, Joplin

Montana, Libby

Nevada, Carson City

New York, Binghamton

New York, Geneva

North Carolina, Lucama

### **Ohio, Columbus**

### **Ohio, Columbus**

Oklahoma, Norman

Oregon, Bandon

Oregon, Brookings

### **Pennsylvania, Philadelphia**

South Dakota, Lake Andes

### **Texas, San Antonio**

Vermont, Bellows Falls

Vermont, Plainfield

Virginia, Floyd

Washington, Mount Vernon

Washington, Bellingham

Washington, Goldendale

Australia, Redfern

London, United Kingdom

Austria, Liezen

Austria, Klagenfurt

Rome, Italy

Spain, Catalonia



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, responsibility and high-quality products.

80% have a 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, specific to our listening audience.

### **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 accept 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 (20 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 65 different stations, throughout the United States and Canada.

### **UNDERWRITING RATES**

**Hour 1 and Hour 2 Sponsorships Live Special Announcement from Host Hour 1 - Airtime: 00:01:00 and 00:30:00 Artist Interview Segment Hour 2 - Airtime: 00:01:00 and 00:30:00  
Airtime: 00:31:00**

#### **52 Weeks 52 Weeks**

Production of one 20 second spot Production of one 25 second spot 2 spots within one hour  
1 spot before interview

Total of 104 spots Total of 52 spots

**Total - \$12,000.00 Total - \$10,000.00**

#### **26 Weeks 26 Weeks**

Production of one 20 second spot Production of one 25 second spot 2 spots within one hour  
1 spot before interview

Total of 52 spots Total of 26 spots

**Total - \$6,000.00 Total - \$5,000.00**

#### **13 Weeks 13 Weeks**

Production of one 20 second spot Production of one 25 second spot 2 spots within one hour  
1 spots before interview Total of 26 spots Total 26 spots

**Total - \$3,000.00 Total - \$5,000.00**

**Non-Profit Rate 40% Off**

**Logo will be displayed on our homepage and our music page.**

## 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 agreed upon.

Company:
Name:
Address:
City: State: Zip Code:
Phone: Email:

### PROPOSED TEXT OF ANNOUNCEMENT(s)

Please send us 3 different scripts, we can have a volunteer read them, or you can send us over your own (3) 20 second recorded mp3's.

### 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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