



Reach a New Audience as a Radiopalooza Partner!

4th Annual Radiopalooza: A Community Music Festival

Saturday, May 31, 2014, 3 pm to 10 pm

Galvez Plaza at North Blvd Town Square in Downtown Baton Rouge

- Radiopalooza is an annual fundraiser and outreach festival for WHYR 96.9 Baton Rouge Community Radio, made possible by our sponsors.
- Sponsorship is a great opportunity to make your business visible to current and future patrons who share the same passion for community investment as your company.
- Your brand will reach a diverse cross-section of the Baton Rouge community that is already committed to local enterprise.
- Radiopalooza's line-up for 2014 includes seven 45-minute sets with an impressive range of performers, from pop-rock and alt country to big brass jazz funk and a singer-songwriter showcase set featuring 5 local artists.

Radiopalooza Partnership Levels for 2014

Radio Active - \$1,000 or more

- Receive 30 Individual Promotional spot announcements on WHYR throughout entire month of May
- Participate in the Festival via reserved space for your own trade booth or table
- Your Logo prominently featured on North Boulevard Town Square's largest media beacon screen
- Your Logo & name featured on all Radiopalooza online and printed promotional material
- Business name listed/linked on social messaging sites, including Facebook, Twitter, and blog

Radio Flyer - \$500 or more

- Receive 15 Individual Promotional spot announcements on WHYR throughout entire month of May
- Logo featured on North Boulevard Town Square's media beacon screen (display varies in size)
- Logo & name featured on all Radiopalooza online promotions and select printed material
- Business name listed/linked on social messaging sites, including Facebook, Twitter, and blog

Radio Head - \$250 or more

- Receive 10 shout-outs included in a Radiopalooza promotional spot on WHYR in the month of May
- Logo featured on all Radiopalooza online promotions and name listed on select printed material
- Business name listed on social messaging sites, including Facebook, Twitter, and blog

On-Air Promotional Messages

Radio Active and Radio Flyer Sponsors:

- WHYR will produce a 30-second promotional message featuring sponsors at the Radio Active and Radio Flyer levels.
- Sponsors will provide key content to be included, including business name, location, product(s), and/or services, etc., but the final copy will be written by WHYR to maintain regulatory compliance with the FCC.
- Sponsors will have the opportunity to review copy before production.
- WHYR is unable to air pre-produced spots.
- Each message is designed to highlight your partnership with Radiopalooza.
- Sponsors may choose to present a special offer to those customers who mention WHYR. That special offer will be included in your message.

Radio Head Sponsors:

- Partners at the Radio Head partnership level will be named in on-air promotional spots for Radiopalooza. Each Radio Head partner will be named as a supporting sponsor during at least 10 spots during the month of May.

Current 2014 Radiopalooza Performers

Mike Foster Project, <https://www.facebook.com/MichaelFosterProject>

Liam Catchings and The Jolly Racket, <http://thejollyracket.com/>

Speakeasy, <https://www.facebook.com/ExperienceSpeakEasy>

Pacifico, <http://pacifico.bandcamp.com/>

Singer Songwriter Showcase: Ryan Harris, Denton Hatcher, Jodi James, Clay Parker, Eric Schmitt

Captain Green, <http://www.captaingreenmusic.com/>

Jason Martin and The Corner Pocket, <http://jasonmartincornerpocket.bandcamp.com/>

Thank you for your time and your consideration of partnering with WHYR to sponsor our 2014 Radiopalooza community music festival in downtown Baton Rouge. Radiopalooza is a rain or shine event and admission is free to the public. We appreciate our sponsors and could not present this festival free to the community without your generous support.

For any further information or to become a Radiopalooza Sponsor, please contact:

Stacy Sauce, (225)246-0073, stacy.sauce@whyr.org



Partner with WHYR in presenting our 4th annual Radiopalooza!
Saturday, May 31st 3 pm to 10 pm
Galvez Plaza at North Blvd Town Square

Need to Know More About WHYR?

WHYR features diverse, locally produced programming



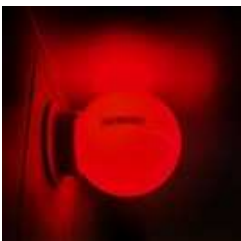
Our specialty music shows promote a richly diverse Baton Rouge community through a variety of genres including jazz, blues, Cajun and zydeco, and hip hop. Balancing what you love with what you didn't know you loved, our daily music mix uniquely features local, national, and international music spanning a number of decades and genres. Our locally-produced talk programming informs listeners about a multitude of local issues and community.

WHYR amplifies what is best about Baton Rouge



We promote and educate the community about the work of local non-profits, community-based groups, and remarkable individuals who are being the change we all wish to see in our city, through our community calendar, weekly e-newsletter, informative, issue-based Public Service Announcements, and talk programming. We are committed to identifying and promoting Baton Rouge's assets in an effort to facilitate a vibrant, informed, and interconnected community that can effectively work for positive change!

WHYR brings fresh perspectives to the local airwaves



In addition to our locally-produced programming, we continue to be the only local radio outlet for syndicated Pacifica programming such as *Democracy Now! with Amy Goodman*, *This Way Out: The International Lesbian and Gay Radio Magazine*, and *Alternative Radio*. These shows cover issues and ideas often ignored by other media outlets.

WHYR is a volunteer-run, non-profit radio station



Our volunteers give literally hundreds of hours of time to keep WHYR on the air every month. For tax purposes, please note that your sponsorship is tax-deductible. WHYR is a project of the 501(c) (3) non-profit Baton Rouge Progressive Network.

We are grateful for your support.

Overview

What is underwriting?

Baton Rouge Community Radio 96.9 FM is a non-profit, non-commercial station supported by donor contributions. Donating to the station is also called “underwriting the station” or “purchasing underwriting”. When your business purchases underwriting, we make on-air acknowledgments of your support. Such on-air spots are not considered traditional advertising because the FCC restricts the content of those spots to be non-commercial in nature.

What can acknowledgments contain?

Underwriting spots may contain factual identification and contact information such as your trade name, location, address, phone number, days and hours of operation, and website. Factual aspects of your products and services may be included, such as brand names, product origin (“French wine”, “Columbian coffee”), intended use (“men's suits”, “breakfast”), content (“silk blouses”), or form of delivery or method of preparation (“made from grapes”, “cooked with herbs”). Bona fide non-promotional brand slogans that are in well-established use by your business may be included.

What is prohibited?

Underwriting spots may not contain qualitative language (“homemade”, “great”, “wonderful”, “handcrafted”), comparative language (“freshest”, “better”, “most”), calls to action (“call today”, “come by”), number of years in operation (“serving the community for over 20 years”, prices or discounts (not even “sale” or “free”), first-person statements (“I recommend”), second-person statements (“you will enjoy”), or third-person statements (“celebrities eat lunch here”, “where everyone shops”). The location may not be given using another business as reference (“conveniently located across the street from Goudchaux's”).

Why underwrite community radio?

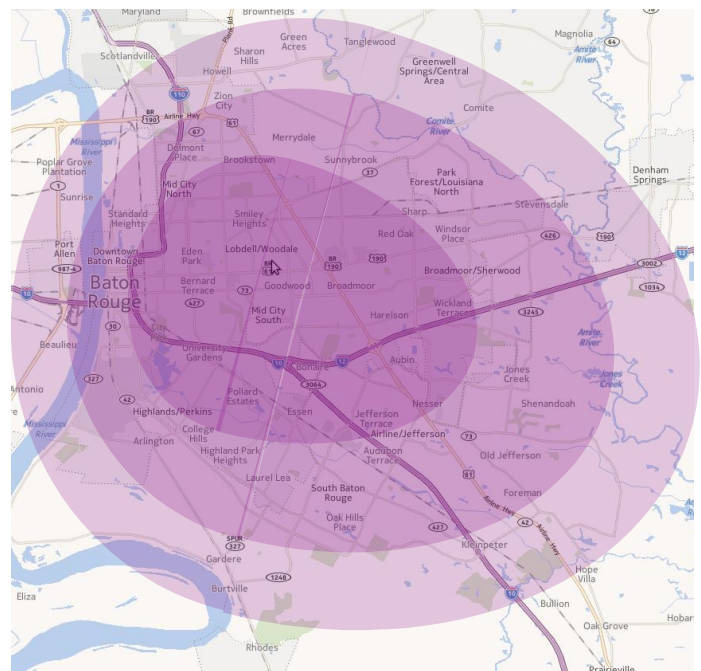
Underwriting enhances your image as a participant in—and supporter of—the local Baton Rouge community. Furthermore, your underwriting is 100% tax-deductible.

Program Schedule

We broadcast a diverse mixture of programming that entertains and educates people's musical, literary, and cultural interests; inspires action-oriented listeners who seek civic improvement and fresh visions for Baton Rouge; nurtures ongoing dialogues across races and cultures; and fosters collaboration for community progress. The current program schedule appears on a separate page in this packet. Show and personality descriptions are online at www.why.org.

Target Audience

Unlike commercial radio stations that typically target a specific demographic based on narrow musical genre interests, community radio covers what the mainstream ignores, thus appealing to the broad spectrum of listeners who are exhausted by traditional media and instead seek a more expansive product reflective of the diversity of cultures and interests in their surroundings. As indicated by the coverage map, over 200,000 people in metropolitan Baton Rouge are in range of our terrestrial signal, and our online internet stream is available globally at www.why.org.



Baton Rouge Community Radio 96.9 FM Program Schedule (April 2014)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
6:00a	Groks Science Louisiology Env. Update Third Place Flix List								
6:30a									
7:00a	Democracy Now! with Amy Goodman								
7:30a									
8:00a		This Way Out	Law and Disorder	Between the Lines	Alternative Radio	FILM	Arts Express	SCIENCE	Explorations
8:30a		Progressive Radio		Sprouts					
9:00a	Daytime Music Mix					The Score	Louisiana All-American Sports	Third Place	Food Sleuth
9:30a									Flix List
10:00a						Me and My Big Mouth	Groks Science		
10:30a							Env. Update		
11:00a							Louisiology		
11:30a									
12:00p	Daytime Music Mix					S. SOUL	Noel Jackson Music Satisfaction	Grapevine	
12:30p									
1:00p						JAZZ	Gifts and Messages	Down the Road	
1:30p									
2:00p									
2:30p	NEW AGE	The Clearing	Cajun Experience						
3:00p									
3:30p	BLUES	Juke Joint	Back Down Da Bayou						
4:00p									
4:30p	Democracy Now! with Amy Goodman								
5:00p									
5:30p	Groks Science	Louisiology	Env. Update	Third Place	Flix List	NEW AGE	The Clearing	Cajun Experience	
6:00p	Music Lagniappe	The L.I.F.E.	History of Rock	Gulf Coast Music Buzz	Me and My Big Mouth				
6:30p				The Low Down	Deep Wax	Subterranean Nation	Future Beats	Juke Joint	
7:00p	Sub85 Reggae	Serious Business							
7:30p	88mph		Urban Flosaurus	Red Medicine	(Live DJ Mix) Pier Pressure				
8:00p									
8:30p	Nighttime Music Mix								
9:00p									
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11:00p	Nighttime Music Mix								
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4:00a	Nighttime Music Mix								
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- Local Talk Show
- Local Music Show
- Syndicated Talk Show
- Syndicated Music Show