

WKNC 88.1 FM | wknc.org

WKNC-FM is a student-run, non-commercial radio station. Operating 24/7/365, WKNC's 25,000-watt broadcast signal reaches listeners throughout the entire Raleigh-Durham-Chapel Hill market and an even wider audience with its online stream. WKNC prides itself on alternative programming of indie rock, electronic, metal and underground hip-hop, with a heavy focus on North Carolina music. Weekend specialty shows include Americana, punk, R&B, a capella, South Asian and classic country and western.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
midnight	Underground 12 a.m. - 6 a.m.	Underground 12 a.m. - 6 a.m.	Afterhours 12 a.m. - 6 a.m.	Afterhours 12 a.m. - 6 a.m.	Afterhours 12 a.m. - 6 a.m.	Chainsaw Rock 12 a.m. - 6 a.m.	Underground 12 a.m. - 6 a.m.
1 am							
2 am							
3 am							
4 am							
5 am							
6 am	Indie Rock 6 a.m.-12 p.m.	Indie Rock 6 a.m.-12 p.m.	Indie Rock 6 a.m.-12 p.m.	Indie Rock 6 a.m.-12 p.m.	Indie Rock 6 a.m.-12 p.m.	Specialty Programming 6 a.m.-6 p.m.	Specialty Programming 6 a.m.-6 p.m.
7 am							
8 am							
9 am							
10 am							
11 am							
noon	Local Lunch 12 p.m.-1 p.m.	Local Lunch 12 p.m.-1 p.m.	Local Lunch 12 p.m.-1 p.m.	Local Lunch 12 p.m.-1 p.m.	Local Lunch 12 p.m.-1 p.m.	Specialty Programming 6 a.m.-6 p.m.	Specialty Programming 6 a.m.-6 p.m.
1 pm							
2 pm	Indie Rock 1 p.m.-6 p.m.	Indie Rock 1 p.m.-6 p.m.	Indie Rock 1 p.m.-6 p.m.	Indie Rock 1 p.m.-6 p.m.	Indie Rock 1 p.m.-6 p.m.		
3 pm							
4 pm							
5 pm							
6 pm							
7 pm							
8 pm	Underground 6 p.m. - 12 a.m.	Afterhours 6 p.m. - 12 a.m.	Afterhours 6 p.m. - 12 a.m.	Afterhours 6 p.m. - 12 a.m.	Chainsaw Rock 6 p.m. - 12 a.m.	Underground 6 p.m. - 12 a.m.	Underground 6 p.m. - 12 a.m.
9 pm							
10 pm							
11 pm							
midnight							

Daytime Packages

Basic - \$175 / week

1 Morning Spot M-F
1 Afternoon Spot M-F
Total of 10 Spots M-F

Plus - \$225 / week

1 Morning Spot M-F
1 Afternoon Spot M-F
1 Evening Spot M-F
Total of 15 Spots M-F

Premium - \$275 / week

1 Morning Spot M-F
1 Afternoon Spot M-F
1 Evening Spot M-F
6 Weekend Spots
Total of 21 Spots M-Sun.

Discount Packages

Buy 3 or more weekly packages within 2 months and receive a 10% discount.

Open Rate

\$20/spot

Twitter

WKNC has over 9,500 Twitter followers. \$25/Tweet.

86%

identify as regular listeners

87%

listen on the radio

18% listen on a mobile device
32% listen online

75%

of listeners live in Raleigh

33%

have been listening for 5+ years

37%

listen to Afterhours electronic music

80%

of listeners are age 18-34

56% male

2% trans and gender non-conforming

42% female

39%

listen to Underground hip-hop

40%

of listeners are NC State students

12% Alumni

75%

regularly tune in for Daytime Rock

*This information is from listener surveys conducted spring 2007, fall 2008, fall 2010 and fall 2015.

Donor Announcement Don'ts

Donor announcements on WKNC are meant to identify businesses and organizations that have provided financial support to the radio station. The FCC regularly investigates and fines non-commercial radio stations for airing impermissible advertisements. To keep in compliance, donor announcements on WKNC may not include any of the following:

Qualitative or comparative language

examples: "only the freshest ingredients," "best wings in town," "convenience like no other in town"

Price information and discounts

examples: "less than \$10 per month," "free estimates," "move-in rent special"

Calls to action

examples: "stop by one of our four locations," "be sure to try our signature desserts," "visit our website"

Inducements to buy, sell, rent or lease

examples: "how about doing something fun," "if you need anything for the great outdoors," "take the stress out of your next car purchase"

Front Page Sponsorship

300 x 250 = \$50 / week or \$150 / month

The front page of wknc.org receives 15 percent of all traffic to the website, averaging 8,000 page views per month. Two 300 x 250 pixel ads are visible on the right side of the home page. The Student Media design team can help you with your creative; just allow five business days for design time. Web ads are due one week in advance of scheduled run date.

Sample Sponsorship

"Programming on 88.1 WKNC is brought to you in part by Dan's Deli on Western Boulevard in Raleigh. Dan's Deli features made-to-order deli sandwiches, along with a variety of salads, soups and side dishes. Locally owned and operated since 1999, Dan's Deli is open until 3 a.m. on Friday and Saturday with delivery service available to the NC State campus and surrounding area. WKNC would like to thank Dan's Deli for their continued support."