



88.1 KTXT-FM



COLLEGE RADIO DAY

The Lotion For Your Station's
PROMOTION

Ralph Barrera Ann Kapusta Derrick Ginter
KTXT-FM, Texas Tech University
2015 CBI NSEMC Minneapolis, MN

Texas Tech University



- Est. 1923 in Lubbock, TX
- 13 Colleges
- Only TX university to have undergrad inst., law school & med school in same location
- Fall 2015 Enrollment was 35,893 (2014=35,134)
- Big 12 Conference
- “Red Raiders”

KTXT-FM 88.1 “The Raider”



- Started as KTTC-AM in 1959
- Became KTXT-FM in 1961
- Under Mass Comm School until 2001, then placed under Student Newspaper.
- Shut-down in December 2008, ran automated/unattended for 4 years.
- Brought back as a Student FM in Fall of 2011.

College Radio Day



- Celebrates the importance of College Radio by uniting for one day.
- Founded in December 2010 by Dr. Rob Quicke.
- Hundreds of stations participate.
- A fundraising vehicle
- It's International!

2015 CRD Highlights



- 24-hour National Marathon.
- White House Simulcast Special
- The return of KTRU



HOW DO WE GET STARTED?

Getting Started with College Radio Day



1. SIGN UP: www.collegeradio.org
2. UTILIZE: Promos/Sweepers, Images, Banners
3. LOCALIZE: Plan, Partner, Promote, Participate
4. HAVE FUN



[HOME](#) / [COLLEGE RADIO DAY](#) / [COLLEGE RADIO FOUNDATION](#) / [NEW MUSIC FASTER](#) / [SHOP](#) / [CONTACT](#)

NEW MUSIC FASTER: MAXX KENIF.

OCTOBER 15, 2015 / COLLEGERADIO DAY

NEW MUSIC FASTER

New music doesn't come faster than this. Released today. [Maxx Kenif](#) is an artist from Orange, New Jersey.



He's taking us to the "cloud" and has told us "wassup?" He has returned after three months with new vibes, telling everyone to "pour me up." After dropping a couple of tracks to hold down the summer, the cloud artist has something in store for those who enjoy the sounds of Maxx Kenif. The wait is now over. This new vibe features an intro verse by SkitzZoe and production by Tha Architectz.

Quotable Lyrics:

Pull up to the crib, light me up again

Vent about your troubles

Roll up all your problems

But I still pour me up, you better pour me up

LISTEN TO COLLEGE RADIO FOREVER!



College Radio Forever

Get Tune In [+tunein](#)

DONATE TO THE COLLEGE RADIO FOUNDATION

Donate



Search ...

SEARCH

FOLLOW US ON TWITTER!

Tweets

[Follow](#)

College Radio Day
@collegeradioday

12h

Sweepers, Promos, Shout-Outs



[HOME](#) / [COLLEGE RADIO DAY](#) / [COLLEGE RADIO FOUNDATION](#) / [NEW MUSIC FASTER](#) / [SHOP](#) / [CONTACT](#)

MEDIA

The files and images on this page are meant for use by participating college and high school radio stations. If you have any questions about these files, or specific needs please contact us at events@collegeradioday.com

AUDIO

new **CRD 2015 Keynote Interview with Stewart Copeland of The Police:**
<https://soundcloud.com/collegeradioday/2015-world-college-radio-day-keynote-interview-stewart-copeland>

new **CRD 2015 Interview with Josh Eppard of Coheed and Cambria:**
<https://soundcloud.com/collegeradioday/crd-2015-interview-with-josh-epppard-of-coheed-and-cambria>

new **2015 CRD 1-hr Simulcast** (please [register here](#) if you are going to play this audio):
<https://soundcloud.com/collegeradioday/sets/college-radio-day-2015-simulcast/s-E3vEe>

new **Personalized station CRD sweepers** (for all stations who registered by Sep 1st) 2 sweepers per station:

AZ thru CO: <https://soundcloud.com/collegerad.../.../crd-sweepers-az-thru-co>

CT thru MA: <https://soundcloud.com/collegerad.../.../crd-sweepers-ct-thru-ma>

MI thru OK: <https://soundcloud.com/collegerad.../.../crd-sweepers-mi-thru-ok>

OK thru WY: <https://soundcloud.com/collegerad.../.../crd-sweepers-ok-thru-wy>

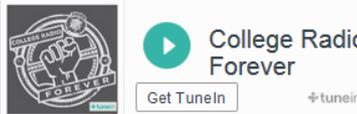
new **Official College Radio Day 2015 On-air Promos:**
<https://soundcloud.com/collegeradioday/sets/crd-2015-radio-promos>

new **Artist Shout-Outs for CRD 2015:**
<https://soundcloud.com/collegeradioday/sets/crd-2015-artist-shout-outs>

Official College Radio Day Sweepers (evergreen, for on-air play during the day):
<https://soundcloud.com/collegeradioday/sets/official-college-radio-day>

“The College Radio Road Trip” (the award-winning 2014 documentary by Nikki Marra – available as an encore presentation):

LISTEN TO COLLEGE RADIO FOREVER!



College Radio Forever
Get TuneIn [↗ tunein](#)

DONATE TO THE COLLEGE RADIO FOUNDATION

Donate



Search ...

SEARCH

FOLLOW US ON TWITTER!

Tweets

[Follow](#)

 **College Radio Day** 13h
@collegeradioday
CMJ's Lineup Adopts a Growing International Accent fb.me/45uvPxyyc
[Show Summary](#)

 **College Radio Day** 16 Oct
@collegeradioday
Agree with every word! fb.me/2NIR7rBFc
[Show Media](#)

Tweet to @collegeradioday

SOCIAL LINKS



Custom Sweepers



Logos and Banners



COLLEGE RADIO DAY 2015
IS FRIDAY, OCTOBER 2

*WILL YOU STAND WITH
COLLEGE RADIO?*

The logo for College Radio Day, featuring a vintage-style microphone in the center. Above the microphone is a banner with the word "COLLEGE." and below it is the word "RADIO" in large, bold letters, with "DAY" underneath. The entire logo is surrounded by several blue lightning bolts.

**IF YOU CARE ABOUT MUSIC
YOU CARE ABOUT COLLEGE RADIO**

College Radio Day 2014



Live Show: Good Morning Texas Tech



Live Show: Good Morning Texas Tech



Live Remote: At TTU Student Union



Live Remote: At TTU Student Union



Live Remote: At TTU Student Union



Partnership: Cans for Tickets



Some Lessons Learned



- 24-hour broadcast marathon isn't easy.
- Interest in helping local food bank was high.
- Interest in attending movie screening was low.
- Live remotes near SUB were very effective.
- Live music broadcast was excellent.
- Comedy duo wasn't funny.

College Radio Day 2015



Lessons Learned This Year



- 24-hour broadcast marathon STILL isn't easy.
- Aggressive marketing exhausted our SWAG supply.
- Focused on documenting our efforts with video.
- Used social media to a greater extent.



QUESTIONS OR COMMENTS?

