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?
1. SIGN UP: [www.collegeradio.org](http://www.collegeradio.org)

2. UTILIZE: Promos/Sweepers, Images, Banners

3. LOCALIZE: Plan, Partner, Promote, Participate

4. HAVE FUN
NEW MUSIC FASTER: MAXX KENIF.

NEW MUSIC FASTER

October 15, 2015 / Collegerradio Today

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
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@collegerradioday.com

AUDIO

CRD 2015 Keynote Interview with Stewart Copeland of The Police:

CRD 2015 Interview with Josh Eppard of Coheed and Cambria:

2015 CRD 1-hr Simulcast (please register here if you are going to play this audio):
https://soundcloud.com/collegerradioday/sets/college-radio-day-2015-simulcast-2-Eg7Ee

Personalized station CRD sweepers (for all stations who registered by Sep 1st) 2 sweepers per station:
AZ thru CO: https://soundcloud.com/collegerradioday/sets/crd-sweepers-az-thru-co
CT thru MA: https://soundcloud.com/collegerradioday/sets/crd-sweepers-ct-thru-ma
MI thru OK: https://soundcloud.com/collegerradioday/sets/crd-sweepers-mi-thru-ok
OK thru WY: https://soundcloud.com/collegerradioday/sets/crd-sweepers-ok-thru-wy

Official College Radio Day 2015 On-air Promos:

Artist Shout-Outs for CRD 2015:

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

“The College Radio Road Trip” (the award-winning 2014 documentary by Nikki Marra – available as an encore presentation):
https://soundcloud.com/collegerradioday/sets/college-radio-roadtrip

LISTEN TO COLLEGE RADIO FOREVER!

DONATE TO THE COLLEGE RADIO FOUNDATION

FOLLOW US ON TWITTER!

SOCIAL LINKS

Tweets
Logos and Banners

**COLLEGE RADIO DAY 2015**
Is Friday, October 2

**WILL YOU STAND WITH COLLEGE RADIO?**

**IF YOU CARE ABOUT MUSIC YOU CARE ABOUT COLLEGE RADIO**
Live Show:
Good Morning Texas Tech
Live Show:
Good Morning Texas Tech
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.
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?