

***WSON Radio and the Henderson County School System***  
***committed to serving our community***

WSON AM & FM has long partnered with the Henderson County Schools to keep the citizens of Henderson County informed of the goals, services and activities of the Henderson County School System.

Based upon direction from the school board we have crafted this revised proposal which includes:

Including the Henderson County School District as a member of the WSON All Sports Club at a monthly cost of \$600.00. This premium package includes **at least** two :30 second announcements during the broadcast of Henderson County Colonel & Lady Colonel play-by-play plus at least two :30 second announcements in the play-by-play of UK, WKU, Saint Louis Cardinal Baseball, Tenn. Titan Football and other NFL broadcasts. This package also includes one :30 second announcement to air each day Monday-Friday.

**Total cost of this package would be \$7,200.00. ( September 2014 – September 2015)**

That's about a 24-percent savings from previous years spending (\$9,600.00) and a nearly 20% increase in exposure for the district (12 months as opposed to the previous 10 months).

With the acceptance of this proposal:

WSON AM & FM commits to providing added value continuing the monthly locally originated **Education Straight Talk** program with Superintendent Marganna Stanley. This prerecorded program looks at local, state and national education issues in depth. The show runs an average of five (5) to six (6) minutes in length and airs throughout the school year.

Added value is \$900.00 ( \$90.00 per show during the school year, Aug-May)

Sponsorship of the locally originated **Weekly School Calendar**. This prerecorded program airs each Saturday and Monday morning and is hosted by Cindy Williams sharing the latest school activities. The program airs during the 7:30 am edition of WSON AM & FM's award winning Henderson Report of local news. Reports average three (3) minutes in length.

Added value is \$4,320.00 ( \$54.00 per show during the school year)

WSON AM & FM's **Halftime and End Game Colonel Coaches Comments**. These live reports with the Colonel and opposing team coaches air during our coverage of Colonel & Lady Colonel Football and Basketball games. Both in-game programs include a customized open and one (1) :30 second advertisement each. This sponsorship is valued at \$400.00 per month. The broadcasts air from Aug. 22nd through March 7<sup>th</sup>. (This is regular season only – we include post season games at no additional charge)

Added value is \$2,400.00 (6 months total, Sept.-March)

**Total added value is \$7,620.00**

**As you can see the District is getting better than \$2.00 in exposure  
for every dollar spent!**

It also bears noting that WSON AM & FM /Henson Media of Henderson County:

- Added an FM Translator in the Fall of 2011 which provides full day and night-time simulcast coverage AT NO ADDITIONAL CHARGE to our advertisers.
- Provides digital 24/7 on-line streaming of our programming AT NO ADDITIONAL CHARGE to our advertisers.
- Now provides FREE mobile apps for both the Apple & Android devices AT NO ADDITIONAL CHARGE to our advertisers.
- And provides live video streaming of home Colonel Football games and other special events AT NO ADDITIONAL CHARGE to our advertisers.

Submitted for your approval by Bill Stephens, WSON News Director & Account Representative

Accepted by Marganna Stanley Date 8-20-14