

## ***Advertising Proposal for Henderson County Schools for 8/31/2020-8/29/2021***

WSON 96.5FM, 860AM, and wsonradio.com has crafted a customized advertising package to aid Henderson County Schools in keeping the citizens of Henderson County informed of its goals, activities, and services.

With the acceptance of this proposal, Henderson County Schools will receive one (1) 30-second announcement to air on a rotator from 6am – 6pm each Tuesday-Friday. That's a total of 208 ads at \$11.00 per announcement, which is our base rate for a 30-second ad. These ads are valued at \$2,288.00.

WSON AM & FM further proposes to continue the monthly locally originated “**Education Straight Talk**” program with Henderson County Schools Superintendent Marganna Stanley (Bob Lawson, Jan-Aug). This recorded program looks at local, state and national education issues in depth. The show runs an average of seven (7) to ten (10) minutes in length and airs each month throughout the year. The program will air one day per month in three consecutive newscasts (7:35am, 12:05pm, and 4:05pm). This program is valued at \$1,200.00 (\$100.00 per show).

Also included is sponsorship of the locally originated “**Weekly School Calendar**”. This recorded program, hosted by Megan Mortis, shares 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 each Saturday and Monday during the school year. Reports average three (3) minutes in length. This program is valued at \$4,440.00 (\$60.00 per show during the school year)

*\*Special for the first month of the 2020-2021 school year (Aug. 31-Set 28), WSON will collaborate with Henderson County Schools to produce and air a weekly, 10-to-15-minute program educating students and parents on Non-Traditional Instruction (\$225 value) at no cost.*

Henderson County Schools will receive sponsorship of the 2021 HCHS Graduation broadcast/webcast (\$500.00 value), and ten (10) 15-second “Graduation Salutes” the week before Graduation (\$50.00 value). And, receive a banner ad in the 2021 Henson Media Sports Guide publication (\$260.00 value).

In appreciation of our longtime relationship with the Henderson County Schools and its athletic programs WSON AM & FM further proposes to give the School District two (2) 30-second announcements in each of our broadcasts of Colonel and Lady Colonel sporting events (approximately 75 broadcasts per school year, \$1,650.00 value) **at no charge!**

**Henderson County Schools investment is \$6,492.00**  
***(Total value of this package is \$10,613.00)***

WSON AM & FM /Henson Media of Henderson County values the excellent working relationship we have enjoyed over the years with Henderson County Schools and pledges to continue working with the Henderson County Schools to promote high quality education for all Henderson County youth.

X

Henderson County Schools

X

WSON (Henson Media of Henderson County)