MEDIA KIT

88.7 fm KRVS Radio Acadie



UNDERWRITING & SPONSORSHIP

MUSIC & CULTURE-DRIVEN PUBLIC RADIO

Mission Statement

We serve audiences in and beyond French Louisiana with content that reflects and amplifies the region's culture, heritage, languages, and values

KRVS began as a student station in 1963 — we continue to strengthen our connections with students by involving them at the station

KRVS REACH

Our growing & engaged international audience interacts daily via krvs.org and our mobile app

National and International Audience Locales



Over 651,000 people across 16 parishes (counties) can hear KRVS' 100,000-watt signal, including 100% of residents in Lafayette, Acadia, St. Landry, Allen, Jefferson Davis, Vermilion, St. Martin & Evangeline Parishes

AUDIENCE GROWTH

- Our global audience has increased by 65% over the last 5 years; we hear from those listeners
- Our Acadiana terrestrial FM listening audience has grown by 20% over the last year

KRVS On-Air

Listeners tune in from all 50 states and over 75 countries

Average listening time per unique user is 5.5 hrs every week

Over 26,900 unique listeners tune in to KRVS every week

20,900 weekly cume via KRVS 88.7 FM

KRVS Website and App

450,000 Stream starts annually

The average digital ad on KRVS.org receives 175,000 impressions with more than 125 clicks over a year

KRVS.org annually receives 348,000 site visits from 100,900 unique users

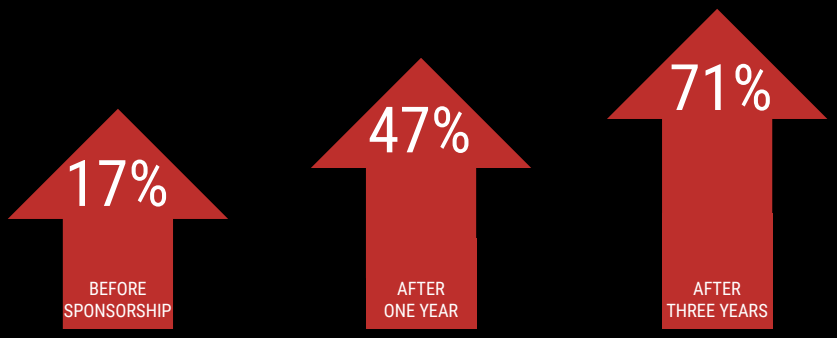
With enhanced marketing efforts our social media following has increased by 80% over the last year, and continues to grow

Source: Neilsen Fall 2022, Google Analytics & Triton Digital 2023

GET RESULTS FROM UNDERWRITING AND SPONSORSHIP

When you support KRVS, you are connecting with our audience of highly engaged, culturally aware listeners who value the station and value your support.

It's called the public media "Halo Effect" — the positive sentiment that public radio listeners apply to companies that support the community service of public radio stations. As a sponsor of KRVS, *you* will become a part of the station in the ears and hearts of our listeners.



Brand Awareness
Lightspeed Research NPR Sponsor Impact Survey. 2009-2012

95% of listeners take action in response to what they hear on public radio

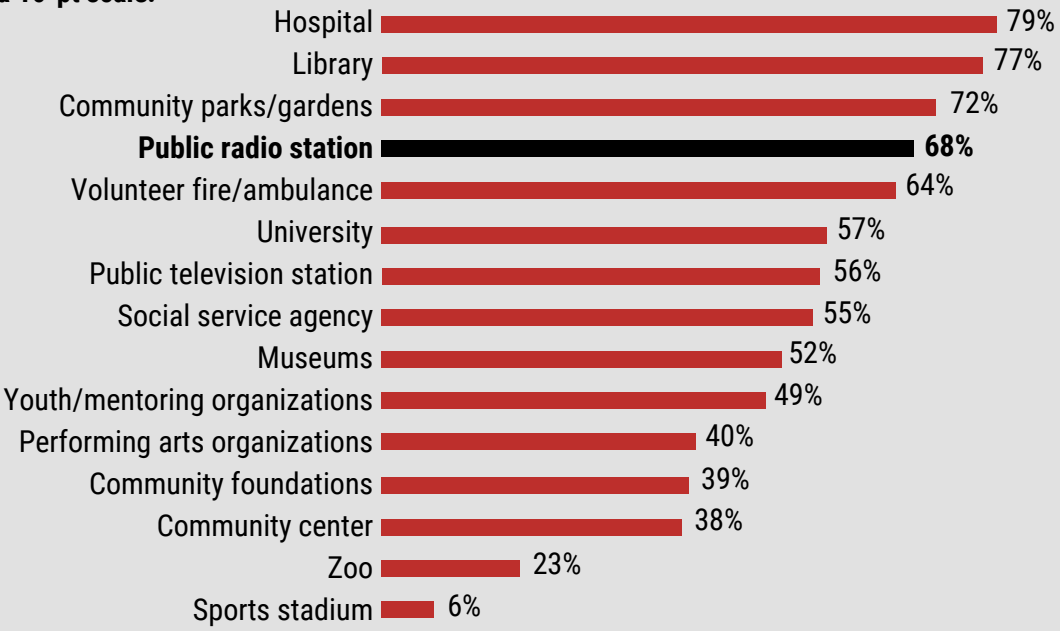
80% of listeners say they prefer to take their business to our sponsors

88% of our listeners think better of your business when they hear it supports public radio

77% are likely to seek more information about goods and services from public radio sponsors

Listeners value public radio as an indicator of quality of life just as they do hospitals, libraries, and parks

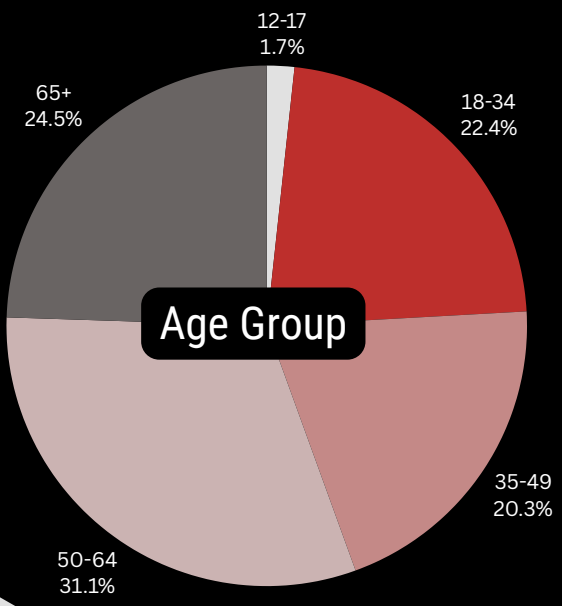
How would you rate the value of the following public services to your community?
% Rating 1-10 on a 10-pt scale:



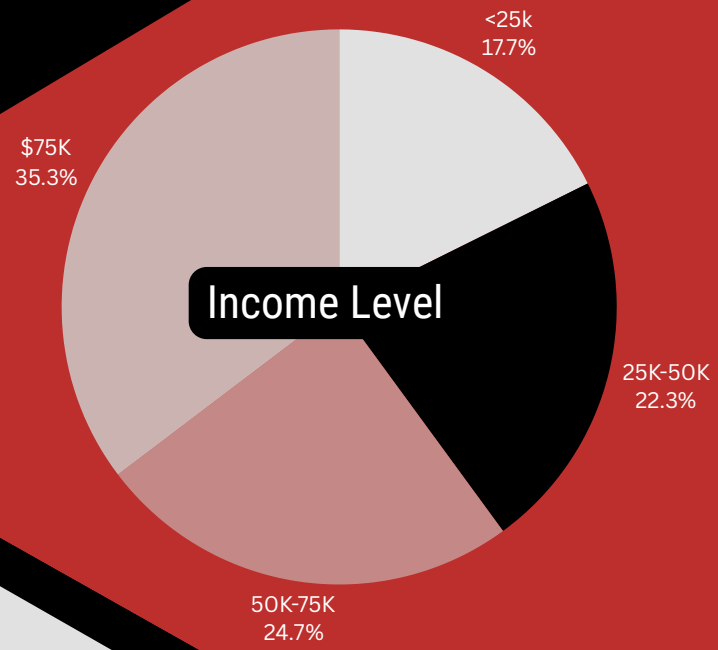
Public Radio Listener Insights: 2022, NPR

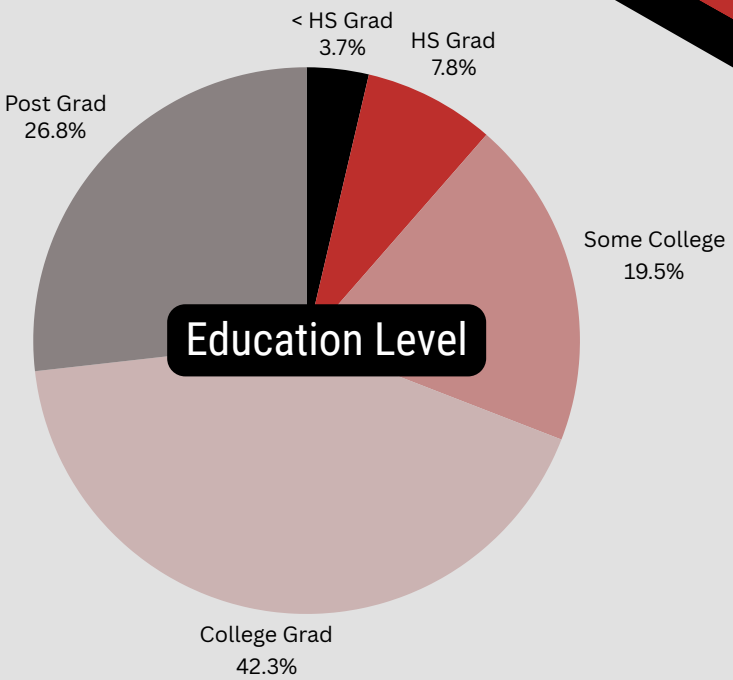
YOUR MOST VALUABLE CUSTOMERS ARE OUR BIGGEST FANS

Local Listener Demographics




Program host "Nonc" Jules Guidry interviews French Canadian program host Adrien Comeau from public radio CIFA in Nova Scotia






Louisiana Creole language advocate and long-time program producer Herbert Wiltz hosting live from Festivals Acadiens et Créoles.

Public Radio Listener Insights: 2022, NPR

FROM OUR UNDERWRITERS AND SUPPORTERS

"KRVS connects all of us to our culture here in Acadiana. It's programming connects citizens in our community to each other, and connects with audiences around the world. As CGI continues to grow our workforce in Acadiana, our support for KRVS is critical to us because we recognize that these connections help reinforce and build the quality of life that makes this region truly unique and special."



WILLIAM LABAR
VICE PRESIDENT, CGI FEDERAL



Bernard Gillette

"As a local business owner and community member, I feel it's imperative to support KRVS, not only because I love the programming, but for the role it plays in bringing the world to Acadiana and Acadiana to the rest of the world. Our amazing region is so enriched by this gem of a radio station, and Sola Violins is proud to be part of it."

ANYA BURGESS
OWNER & LUTHIER, SOLA VIOLINS
FIDDLER, MAGNOLIA SISTERS & BONSOIR CATIN AND GRAMMY NOMINEE

"KRVS programming is an important part of my life, especially the French language programming. It was only through the vehicle donation option that I would be able to make a gift of support that is proportionate to my gratitude for KRVS giving Louisiana French speakers a consistent source of media in our language."



DR. RACHEL DOHERTY
ASST. DIRECTOR FOR PROGRAMMING AND SPECIAL PROJECTS
CTR FOR LOUISIANA STUDIES, UL LAFAYETTE



Jo Vidrine

"KRVS is Acadiana's source for what's happening and their commitment to this community is unsurpassed. Coupling excellent programming and distribution with a wide variety of spot packages and placement options, the KRVS team makes it simple to custom tailor any radio marketing needs. Go big, go local, go KRVS!"

JOEL SAVOY
NATIONAL COUNCIL FOR THE TRADITIONAL ARTS
PRESIDENT, VALCOUR RECORDS AND GRAMMY WINNER
CHAIRMAN, ASSOCIATION FOR THE LIBERTY THEATRE OF EUNICE

PRESS & PUBLIC COMMITMENTS



Representatives with Basin Arts, KRVS and the UL College of the Arts gather with local artists to celebrate the launch of a partnership between the three arts institutions to host a new arts-focused radio segment, ART CIRCLE
Courtesy of Basin Arts

CLICK HERE TO READ



StoryCorps Mobile site manager Franchesca Peña, outside the trailer for storytellers, at Maison Freetown, Wednesday, November 29, 2023.
Photo by Robin May

CLICK HERE TO READ



KampusFM members; a core group of student volunteers who handle marketing, graphic design, playlist curation and recruitment efforts. They come from various majors and backgrounds and fill roles that best serve their strengths and talents.
Photo by Doug Dugas, University of Louisiana at Lafayette

CLICK HERE TO READ



To the left is the Carbonne family, from Luxembourg. They made a simple request to their smart speaker to play Cajun radio, and voilà, there we were! While exploring America they made it a point to visit Acadiana because of what they learned about the area on KRVS! A demonstration of the power of music and the magnetism of this culturally rich region.



Guests drop in often on Saturday's popular Zydeco Est Pas Salé program.
Co-host Melvin Caesar visits with two-time Grammy winner Terrance Simien.

Public Service Initiatives

- KRVS regularly transmits the best of Lafayette's major annual events to global audiences as the exclusive carrier of live broadcasts from Festivals Acadiens et Crèoles and Festival International de Louisiane.
- New audio streams, accessible via the station website, phone app and HD radio, serve distinct audiences. While KRVS HD1 simulcasts the main broadcast signal, HD2 Kampus FM offers music and frequently updated information curated and created by students at the University of Louisiana at Lafayette. HD3 is a 24-hour stream of national and international news and information from public media sources including National Public Radio and the BBC.
- More than 120 times a year, the station produces in-depth interviews with representatives from cultural and social service non-profits about their events and other activities. These and KRVS' weekly public affairs program Bayou Politique help keep listeners current on issues that matter to them and their Acadiana neighbors.
- A significant portion of KRVS' daily programming is in Louisiana French and Creole. This encourages usage, vocabulary building and ear training in these languages for listeners across the age spectrum, and reflects the unique heritage, music, and folkways of the station's primary service area.