

KKFI 90.1FM - UNDERWRITING GUIDE

Kansas City Community Radio



**90.1FM KKFI HAS BEEN BROADCASTING AT 100,000 WATTS SINCE 1988
KANSAS CITY'S ONLY NON-COMMERCIAL COMMUNITY RADIO STATION**

MISSION STATEMENT

We seek to stimulate, educate and entertain our audience, to reflect the diversity of the local and world community, and to provide a channel for individuals and groups, issues and music that have been overlooked, suppressed or under-represented by other media.

Underwriting Representative - Diana Ennis - 816.994.7867 - Diana@kkfi.org

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REACH:

Terrestrial

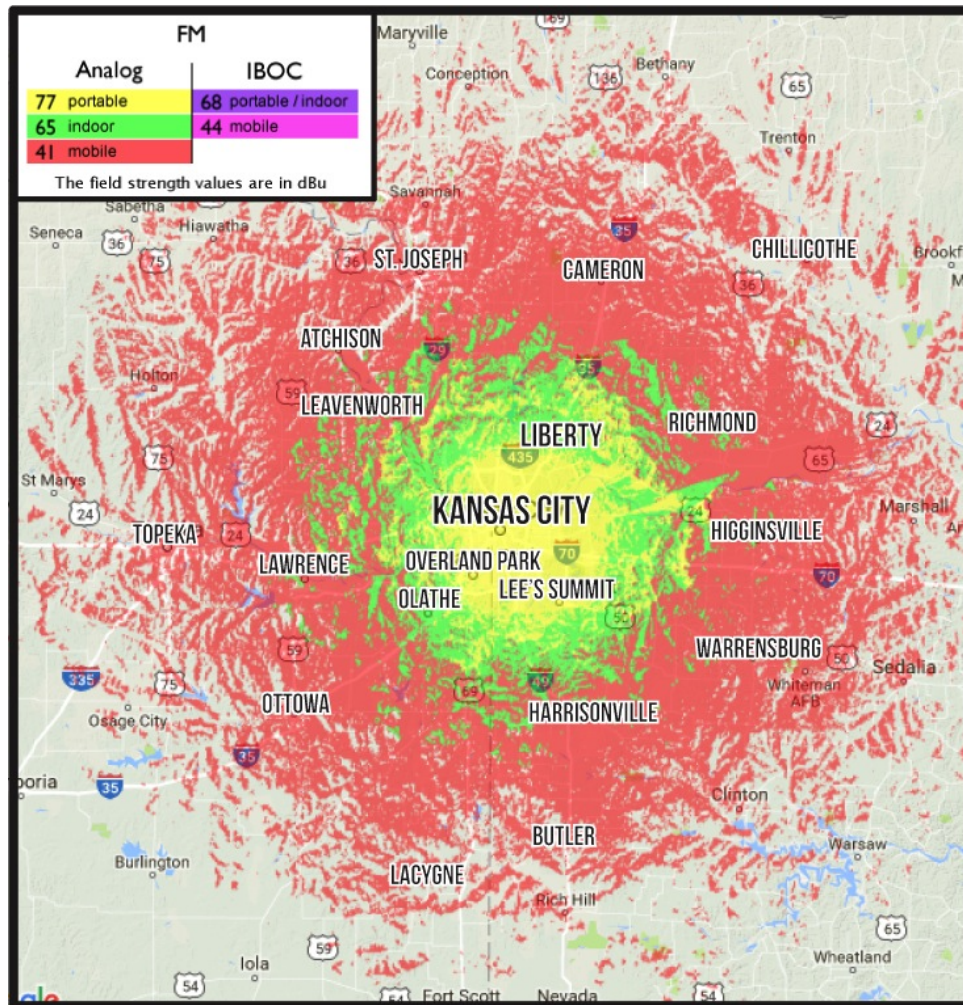
100,000 Watt FM Radio Station
70,000+ Listeners weekly¹
80 mile radius of Kansas City.
Population of over 2 million people

Streaming

10,000+ Streaming 24/7 at KKFI.ORG
10,000+ Mobile Streaming
-Tune In App/Public Radio

Online / Digital

KKFI.ORG
-25,000+ Unique Impressions(Monthly)
-3,500 Podcasts Downloads(Monthly)
-17 Locally Produced
18,000+ Social Media
-14,000+ Facebook
- 5,000+ Twitter & Instagram
5000+ Email Marketing Contacts



¹ Listener data extrapolated from analysis of Annual, 5 year, and 10 year donor patterns of giving.

² All coverage information from NPR Labs Mapping and Population System
<http://www.nprlabs.org/mappingandpopulationsystem.html>

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90.1FM KKFI - FCC UNDERWRITING GUIDELINES

UNDERWRITING ANNOUNCEMENTS MUST:

- State the underwriter's name (no more than twice within the announcement).

UNDERWRITING ANNOUNCEMENTS MAY:

- State the underwriter's location, phone number and web address.
- Provide value-neutral descriptions of the underwriter's business, product line or service.
- Identify brand names, products or services without using qualitative or comparative language.
- Air slogans or marketing themes that identify the underwriter but do not promote.
- Announce events such as concerts, shows, plays, etc., as long as event presentation is a regular activity of the business.
- Non-profit organizations may announce fundraising events that may or may not be their primary activity.

UNDERWRITING ANNOUNCEMENTS MAY NOT:

- Include promotional, comparative or qualitative language
- Include price information.
- Solicit consumer response through calls-to-action.
- Present inducements to buy.
- Personalize promotional descriptions using qualifiers such as "you" or "yours."
- Offer shopping incentives, such as sales, discounts or specials.
- Express a view on a public issue or support/oppose a political candidate.
- Relate directly to program content.
- Be produced outside the station.
- Include the name of a business that provided remuneration to the underwriter but not to KKFI. (Event promoters who make underwriting donations may not list their sponsors/donors in underwriting credit announcements unless those sponsors/donors are also current KKFI supporters.)

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UNDERWRITING BENEFITS

LISTEN THROUGH

Listeners don't change the channel

- Spots played first in break.
- 1 min. per break (or less)
- 4 breaks per hour (or less)

REACH A DEFINED AUDIENCE:

Announcements can be time and/or show specific

AN ALTERNATIVE TO ADVERTISING:

Identify your business as supporting community radio putting your enterprise in touch with a dynamic & loyal audience.

COST EFFECTIVE IDENTIFICATION:

Spotlights your business in a well-defined market segment of radio listeners at great value when compared commercial market rates.

IMAGE ENHANCEMENT:

Acknowledgments are concise and gimmick free

SUPPORT PROGRAMMING YOU ENJOY:

Identify your business with a particular style of music or public affairs programming found only on KKFI

WEEKLY PROGRAMMING:

ON-AIR CALENDARS

- 6 x week - KKFI Blues Calendar
- 6 x week - KKFI Jazz Calendar
- 6 x week - KKFI Roots Calendar

WEEKLY INTERSTICIALS

- 5 x week - Pacifica Headline News
- 15 x week - WIN(Workers Indep. News)
- 10 x week - Jim Hightower
- 3 x week - Freeze frame
- 3 x week - Take Two

MUSIC - 133 HOURS PER WEEK - LOCALLY PRODUCED

20 Hours of Blues, 14 Hours of Jazz, 10 Hours of Latino & Hispanic, 10 hours of R&B, Funk, & Soul, 12 hours of Rock & Roll, 14 Hours of Roots & World Music.

AN ECLECTIC MIX OF GENRES INCLUDING:

Blues, Jazz, Roots, R&B, Indie, Soul, Rock-a-Billy, World Music, Funk, Rock, Jam, Folk, Hip-Hop, Rap, Electronic, Country, Gospel, Metal, Punk, Reggae, Bollywood, Tejano & Classical.

KKFI DJ's are focused on the best and brightest Kansas City & regional artists. We also honor the greats, while always keeping an ear to the ground of what's next on the scene.

NEWS & PUBLIC AFFAIRS - 35 HOURS PER WEEK – 17 HOURS PER WEEK LOCALLY PRODUCED

News & Public Affairs Programming cover the Arts, Urban Affairs, Justice, Equality, Labor Rights and a myriad of Social Issues. **Including:**

Heartland Labor Forum, The tenth Voice, Jaws of Justice Radio, Native Spirit Radio, ArtSpeak Radio, Arts Magazine, Khadijah & the White Guy, EcoRadio KC & Many More.

BROAD COVERAGE OF IMPORTANT ISSUES INCLUDING:

18 Hours of Nationally Syndicated News & Public Affairs Programming. **Including:** Democracy Now!, Pacifica Headline News, WIN(Workers Independent News), American Routes, Jim Hightower, Interfaith Voices, W.I.N.G.S(Women's International News Gathering Service), Bioneers, & This Way Out(LGBTQ)

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UNDERWRITING PACKAGE OPTIONS

ON-AIR UNDERWRITING PACKAGES

Pre-Recorded Underwriting Spots

- 30 sec. Pre-recorded spot
 - At specific times of day maximize reach
 - During specific programming to target specific demographics
 - Sponsoring specific programming to target specific demographics
 - Only way to air spots 2x per hour

Calendar Underwriting

- Choose 1 or more Calendars to Sponsor
- 30 sec. Pre-recorded spot airs before every Calendar declaring support

Interstitial Underwriting

- Choose 1 or more Interstitial to Sponsor
- 30 sec. Pre-recorded spot airs before every Interstitial declaring support

ONLINE UNDERWRITING PACKAGES

Web Banner on Header of KKFI.ORG

- 25,000 to 30,000 Unique Impressions per month

Email Marketing on KKFI Newsletter List

- 5000+ active emails
- Single email sent to our list about Underwriter

Social Media - Boosted Posts on KKFI Facebook

- 14,000+ followers
- Can expand to followers contacts
- Can target by geography, interests, gender, age, etc.

Podcast & Streaming Underwriting - COMING SOON

- 15 second recorded spot plays every time anyone listens to podcast or stream of past shows.

ANNUAL PLATINUM UNDERWRITER - 25% BONUS SPOTS

GOLD UNDERWRITER - 20% BONUS SPOTS

SILVER UNDERWRITER - 15% BONUS SPOTS

ANNUAL PACKAGES ALWAYS INCLUDE

- 1 Marketing Email sent to 5000+ active email addresses
- Web Banner in rotation on header & Underwriters page of KKFI.ORG

Please ask about creative ways to support KKFI. We are always willing to work building community to make our world a better place to be. Thank You.

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