



## **Kekahu Foundation, Inc.**

**KKCR-FM**

PO Box 825, Hanalei, HI. 96714

(808) 826-7774 [kkcr@kkcr.org](mailto:kkcr@kkcr.org) [www.kkcr.org](http://www.kkcr.org)

FALL 2020

Aloha KKCR 'Ohana!

KKCR's He'e Nalu (WaveRider) Program is the perfect way to share your announcement to thousands of listeners on Kaua'i, O'ahu and all over the world. He'e Nalu announcements promote your business or event, or they can share your gratitude and inspire our community. Our upcoming Fun Drive starts at 4pm on Saturday, November 28<sup>th</sup> and ends at 9pm on Saturday, December 5<sup>th</sup>.

Your tax-deductible contribution of \$150 (\$100 for current KKCR Underwriters and non-profit organizations), entitles you to 21 on-air announcements that will be broadcast three times each day of our 7-day fundraiser. (Announcements will be divided into groups and aired one time between 9 and 11am, one time between noon and 3pm, and one time between 3 and 6pm each day starting on November 29<sup>th</sup>.) Also, your event or business name with a website link or phone number will be posted on our very popular website [www.KKCR.org](http://www.KKCR.org) for three months.

A He'e Nalu form is on the back of this letter and is available on our website [KKCR.org](http://KKCR.org).

This is a great opportunity to inspire, show gratitude for your community and promote your business or upcoming event while supporting Kaua'i Community Radio. For more information and assistance with your He'e Nalu announcement call us at (808) 826-7774 or email [kkcr@kkcr.org](mailto:kkcr@kkcr.org).

Reserve your spot in the lineup today!

Mahalo nui loa,

Kaua'i Community Radio  
Staff & Volunteers

# KKCR HE'E NALU 2020

KKCR ~ PO BOX 825, HANAIEI HI 96714 ~ (808) 826-7774 ~ [kkcr@kkcr.org](mailto:kkcr@kkcr.org) ~ [www.KKCR.org](http://www.KKCR.org)

DATE \_\_\_\_\_

COMPANY \_\_\_\_\_

NAME \_\_\_\_\_

MAILING \_\_\_\_\_

ADDRESS \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

## Your tax-deductible He'e Nalu contribution of \$150\* entitles you to:

- A 15 word announcement aired on KKCR three times a day for seven days - twenty-one on-air announcements between November 29th and December 5th.
- A three-month posting on the KKCR.org homepage with a website link or phone number.

*\*\$100 for KKCR Underwriters and Non-profits*

## PAYMENT OPTIONS

All WaveRider contributions must be paid-in-full before on-air announcements commence.

CHECK OR MONEY ORDER to KKCR, PO Box 825, Hanalei HI 96714

CREDIT CARD - CALL IN, OR COMPLETE FORM:

Card Holder Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration: \_\_\_\_/\_\_\_\_ CVC: \_\_\_\_\_ Billing Zipcode: \_\_\_\_\_

## HE'E NALU ANNOUNCEMENT GUIDELINES

We are happy to help you craft a perfect 15 word radio announcement. Call (808) 826-7774 or email [gm@kkcr.org](mailto:gm@kkcr.org).

Submitted announcements that do not follow guidelines will be edited.

**GUIDELINES:** He'e Nalu guidelines ensure that KKCR complies with FCC and CPB rules for our non-commercial, non-profit, community radio station.

- Value neutral product descriptions only.
- No promotional slogans.
- No comparative, superlative or qualitative terms
- No mention of price, discount, rates, sales, etc.
- No call to action - "Call today", "Tell Your Friends"

SAMPLE  
MESSAGE:

Kaua'i Independent Food Bank feeding Kaua'i's hungry from keiki to kūpuna. [Kauaifoodbank.org](http://Kauaifoodbank.org)

## YOUR HE'E NALU ANNOUNCEMENT:

(15 words only – phone, website and company name count as one word each):

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