



KEKAHU FOUNDATION, INC. KAUAI COMMUNITY RADIO - KKCR-FM

PO Box 825, Hanalei, HI. 96714
4520 D Hanalei Plantation Rd., Princeville, HI. 96722
(808) 826-7774 office (808) 826-7977 fax
www.kkcr.org uw@kkcr.org

UNDERWRITING BROCHURE

BENEFITS OF KKCR UNDERWRITING

Underwriting KKCR is an opportunity for businesses and organizations and individuals to identify themselves with KKCR'S mission to stimulate, educate and entertain our audience; preserve, perpetuate and celebrate Hawaiian culture; and provide a forum for overlooked, suppressed, or under-represented voices and music. KKCR also facilitates communication between listeners and underwriters by listing its underwriters on the KKCR web site (kkcr.org) with a contact number and/or a link to the underwriters' website. KKCR will list underwriters at least once a year in its KKCR Airwaves newsletter.

Underwriting on KKCR is an effective and affordable use of your company's marketing and public relations dollars. KKCR is a non-commercial, community radio station supported by the Corporation for Public Broadcasting and listener contributions - not advertising. When you make a business contribution, your support is acknowledged on-air. This is called underwriting. Underwriting at KKCR is a tax-deductible donation to the station. KKCR is a 501(c)(3) organization, any contribution or sponsorship of KKCR is a charitable act, and a tax write-off as allowed by law.

Underwriting spots on KKCR offer the perfect way to broadcast your company's message to the entire island of Kauai.

KKCR REACHES MORE OF YOUR CUSTOMERS

Underwriting messages on KKCR are heard by more of your customers than any other radio station on Kauai. KKCR is the only radio station on Kauai that broadcasts to the entire island of Kauai, from Haena to Polihale, parts of Oahu and streaming worldwide on kkcr.org

With our diverse program offerings, we reach more types of listeners than any single format station. By underwriting on Kauai Community Radio your message reaches a smart, progressive crowd that has a stake in our community. KKCR has something for everyone. Our listeners have diverse and eclectic tastes. They are not easily reached through typical corporate media outlets. We provide music and information that is unavailable on commercial radio. KKCR listeners appreciate a sincere message rather than a hyped commercial. Your support of non-commercial community radio is valued by our listeners.

CONTACT KKCR TO BEGIN UNDERWRITING FOR YOUR BUSINESS TODAY
(808) 826-7774 / UW@KKCR.ORG

UNDERWRITING RATES

PRIME PROGRAMMING

FOR 6 MONTH + CONTRACTS
Every Day from 7am to 7pm

Messages Per Week	Cost per Message	Messages / Monthly Cost
1	\$25.00	4 / \$100
2	\$20.00	8 / \$160
3	\$16.25	12 / \$195
4	\$13.75	16 / \$220
5	\$12.50	20 / \$250
6	\$11.25	24 / \$270
7	\$10.00	28 / \$280

*Add \$1 .20 for each additional message over 7/week

STANDARD PROGRAMMING

FOR 6 MONTH + CONTRACTS
Every Day from 7pm to 7am

Messages Per Week	Cost per Message	Messages / Monthly Cost
1	\$20.00	4 / \$80
2	\$16.00	8 / \$128
3	\$13.00	12 / \$156
4	\$11.00	16 / \$176
5	\$10.00	20 / \$200
6	\$9.00	24 / \$216
7	\$8.00	28 / \$224

*Add \$1.00 for each additional message over 7/week

No additional costs are incurred for production of the underwriting messages.

DISCOUNTS

10% Discount for pre-payment for six months or more.
10% Discount for Non-profits

SPECIAL EVENT UNDERWRITING

Anyone can use our free Community Calendar that airs twice a day 7 days a week to share news about an upcoming event. However, events are added to the Community Calendar on a first-come-first-served basis and our programmers choose which events to mention so there is no guarantee that your message will be announced.

If you would like to ensure that your special event reaches KKCR listeners, consider our Special Event Underwriting. These are short, 10 - 20 second spots that announce the events, the location, and how the audience can find out more information. This is a great way to promote a concert or fundraiser, celebrate a grand opening, or introduce a new business to the community. Special Event Underwriting must follow the Underwriting Guidelines. Please call or email us for more information on Special Event Underwriting rates.

Example Special Event Announcement

The Kaua`i North Shore Lions Club is having its annual "Hot Cakes & Hula" Breakfast on Sunday, April 12th from 7 to 11am at Hanalei Elementary School. Tickets available at the door, at Big Save Hanalei or (808) 482-0413.

UNDERWRITING CONTRACT

All underwriters must agree that their support of KKCR – regardless of level or duration of support – does not confer upon them any rights to influence the station policy, program selection, or content, either directly or indirectly. The underwriters' signatures or that of their representatives on the underwriting contract will indicate acceptance of this policy.

*** KKCR may refuse to accept underwriting from companies, businesses, organizations, or any other entities deemed to be inconsistent with KKCR's core values and mission or that could be detrimental to the welfare and image of the station.*

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UNDERWRITING GUIDELINES

KKCR is a non-commercial, community radio station. The Federal Communications Commission (FCC) allows businesses to be recognized for their tax-deductible donations through underwriting. They have developed underwriting guidelines to be used in formulating and airing thank you mentions to businesses that financially support non-commercial, community radio stations. These regulations serve to protect the non-commercial content that community radio listeners value. In this way, the special integrity of the relationship between the station and its listeners extends to the underwriter as well. Underwriting mentions are aired at the top of the hour and no more than four underwriters are mentioned per hour. They include identification of your business name by the on-air programmer before the message is aired.

UNDERWRITING GUIDELINES

Messages must stick to factual information and may not exceed 20 seconds in length, approximately 25 words. We are happy to help you write your message within our guidelines. KKCR will record and produce your message. You only need to approve the script.

Messages about your business may include:

- Name, location, telephone number and/or website of your business
- Value-neutral descriptions of your products or services
- Your brand or trade names
- Historical information, such as length of time in business

An example of an ACCEPTABLE underwriting message:

Kaua`i Marine and Mower located in old Kapaa town is proud to underwrite this KKCR program. Kauai Marine and Mower features Honda Garden and Lawn equipment and also Echo power equipment. 823-0556

Messages may NOT include:

- Comparative or superlative language (no "largest," "best," etc.)
- Mention of price- no interest rates, discounts, sales or savings
- Promotions or calls to action ("call," "come by," "be sure to," etc.)
- Excessive use of a business name (no more than twice per message)
- Long lists of services or products

An example of an UNACCEPTABLE underwriting message:

Kauai Marine and Mower offering the best selection and lowest prices on the island. Kauai Marine and Mower for all of your garden and lawn equipment needs. Call Kauai Marine and Mower today 823-0556.

Mahalo for your interest in Underwriting KKCR programs.
Feel free to contact us Monday thru Friday between 10am and 4pm.
(808) 826-7774 / uw@kkcr.org