

## KKCR'S MISSION STATEMENT

KKCR is Kaua'i's independent, non-commercial, listener-supported community radio station.

KKCR's Mission Statement seeks to:

- *Stimulate, educate and entertain our audience*
- *Preserve, perpetuate and celebrate Hawaiian culture*
- *Reflect the diversity of the local and world community*
- *Disseminate factual emergency response and disaster preparedness information*

KKCR provides a forum for overlooked, suppressed, or under-represented voices and music.

The Kekahu Foundation facilitates this broadcasting opportunity.



**KAUA'I COMMUNITY RADIO**

**P.O.BOX 825**

**HANAIEI, HI 96714**

**(808) 826-7774 • KKCR@KKCR.ORG**

## UNDERWRITING KKCR

**YOUR NON-COMMERCIAL ALTERNATIVE TO ADVERTISING**



KKCR is a non-commercial, community radio station supported by the Corporation for Public Broadcasting and listener contributions - not advertising. The Federal Communications Commission (FCC) allows businesses to be recognized for their tax-deductible donations through underwriting. When you make a business contribution, your support is acknowledged on-air. This is called underwriting.

- **Align your organization with KKCR's mission to Preserve, Perpetuate and Celebrate Hawaiian Culture.**
- **Demonstrate your commitment to our community and enhance the credibility of your organization.**
- **Your message stands out rather than getting lost in several minutes of hyped commercials.**
- **Zero production cost - update your message at any time.**

## **? MORE COVERAGE**

**KKCR is the only radio station on Kaua'i that broadcasts to the entire island of Kaua'i- from Hā'ena to Polihale, a large portion of O'ahu (including Waikiki) and worldwide 24/7 on KKCR.org. With over 10,000 listeners at any given time (Eastlan Ratings), underwriting messages on KKCR are heard by more of your customers than any other radio station on Kaua'i.**

## **? LOYAL AUDIENCE**

**Our listeners are especially dedicated, tuning in for significantly longer periods of time than commercial radio listeners. They value the special integrity of non-commercial radio and appreciate a sincere message rather than a hyped advertisement.**

## **? DIVERSE PROGRAMMING**

**Kaua'i Community Radio has something for everyone. Your underwriting message will reach a dynamic, intelligent audience that has a stake in our community. We provide music and information that is unavailable on commercial radio and our diverse programming reaches more types of listeners than any single format station.**

## **SPECIAL EVENT UNDERWRITING**

Special Event Underwriting messages air for a limited time in advance of a special event. You may choose the duration and frequency that your message airs. These messages are a great way to promote a concert or fundraiser, celebrate a grand opening, or introduce a new business to the community.

**One flat rate of \$8 per message**

**\$240 a month**

**One message daily for 30 days**

## **UNDERWRITING GUIDELINES**

The Federal Communications Commission (FCC) has developed guidelines used in formulating thank-you messages to businesses that financially support non-commercial, community radio stations. 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 at no additional cost.

### **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 Kapa'a town is proud to underwrite this KKCR program. Kaua'i Marine and Mower features Honda Garden and Lawn equipment and also Echo power equipment. 555-0556*

**CALL (808) 826-7774 OR EMAIL [KKCR@KKCR.ORG](mailto:KKCR@KKCR.ORG)  
TO HEAR YOUR MESSAGE ON THE RADIO TODAY!**