

**KEKAHU FOUNDATION, INC.  
KKCR-FM KAUA'I COMMUNITY RADIO**

PO Box 825, Hanalei, HI 96714  
(808) 826-7774 / [kkcr@kkcr.org](mailto:kkcr@kkcr.org) / [www.kkcr.org](http://www.kkcr.org)



**SUMMER 2019**

**Aloha!**

**KKCR's WaveRider Program is the perfect way to get your business or event announcement out to thousands of KKCR listeners at 90.9FM Hanalei, 91.9FM Islandwide, 92.7FM Moloa'a on Kaua'i, at 88.9FM on O'ahu and all over the world at [KKCR.org](http://KKCR.org). Our Summer Fun Drive will begin at 7am on Monday, September 9<sup>th</sup> and end at 9pm on Saturday, September 21<sup>st</sup>.**

**Your tax-deductible donation of just \$250 (\$200 for current KKCR underwriters), entitles you to over 85 on-air announcements (less than \$3 per announcement!) that will be broadcast during every live 2-hour program throughout our 12-day fundraiser.**

**To ensure that your announcement stands out, we are limiting our WaveRiders to just 40 for this Summer 2019 drive. Don't delay and miss out on this incredible deal! Reserve your spot in the lineup today!**

**WaveRider announcements will be divided into four lists of ten announcements each. Each list will be aired one time throughout each live 2-hour program. Your event or business name with a website link or phone number will also be posted on [KKCR.org](http://KKCR.org) for two months.**

**Early sign up guarantees a spot in the lineup and the most airtime for your donated dollars. A WaveRider form is on the back of this letter and may be downloaded at [KKCR.org](http://KKCR.org).**

**This is a great opportunity to the word out about your business or upcoming event and support Kaua'i Community Radio. For more information and assistance with your WaveRider message call us at (808) 826-7774 or email [kkcr@kkcr.org](mailto:kkcr@kkcr.org).**

**Mahalo nui loa,**

**Kaua'i Community Radio  
Staff & Volunteers**

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## **KKCR ~ 2019 SUMMER FUN WAVERIDER**

*Ke Kani O Kaua'i Nei ~ The Sound of Kaua'i*

DATE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
CONTACT: \_\_\_\_\_  
MAILING ADDRESS: \_\_\_\_\_  
CITY, STATE, ZIP: \_\_\_\_\_  
PHONE(s): \_\_\_\_\_  
EMAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

Your \$250 WaveRider donation to KKCR (\$200 for current underwriters) entitles you to:

- A brief message that will be broadcast during every live 2-hour program throughout the entire Drive (September 9<sup>th</sup> through September 21<sup>st</sup>) – over 85 announcements during the 12-day drive. Messages will be divided into 4 groups of 10 and aired throughout each live 2-hour program. WaveRider announcements will not air during pre-recorded or one hour programs.
- A 2-Month Posting w/link on KKCR.org – (over 8,000 hits per month)

*(PLEASE NOTE: All WaveRider donations must be paid-in-full before on-air announcements commence.)*

Make check payable to KKCR and mail to address above, or complete the following credit card information:

Credit Card Number: \_\_\_\_\_ Expiration \_\_\_\_\_ Billing Zipcode \_\_\_\_\_  
Card Holder: \_\_\_\_\_

**WaveRider announcement guidelines ~ brief statement up to 15 words:**

- \* Value-neutral descriptions of products or services;
- \* Non-promotional slogans;
- \* No comparative, superlative or qualitative terms;
- \* No mentions of prices, rates, bonuses, discounts, sales, etc.;
- \* No calls to action (such as "come by," "stop in," "tell your friends," etc.)

We are happy to assist you in composing your announcement to comply with FCC/CPB rules.

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

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