

UNDERWRITING ON KAFM 88.1

Of the 12,600 radio stations in the US only about 175 are community stations like KAFM. What's so special about a community radio station? Most commercial stations (and sadly more and more "public" radio stations) are programmed at some central location often quite distant from the listening area they serve. ***The true local station has almost disappeared from the landscape of broadcasting and with it – local voices, local access, and a sense of commitment to community.***

As a non-profit community radio station we are not permitted by our charter to accept advertising in the traditional sense. But we *are* permitted to accept underwriting and to recognize those underwriters on the air.

Over 165 local businesses and organizations have chosen to spend some of their promotional dollars with KAFM. It turns out that those 'non-advertising' dollars are some of the most effective promotional expenditures in their budgets.

Underwriters tell us all the time that their customers express their appreciation for their support of KAFM.

We hope you'll give serious consideration to making KAFM a part of your promotional budget.

We look forward to sharing the exciting opportunities that are available to you and your business right down the street and right down the dial at 88.1 FM

KAFM: AN AUDIO OASIS

KAFM seeks to provide our community with alternative music programming not otherwise available. Jazz, new age, adult alternative, blues, folk and bluegrass, worldbeat, big band and swing make KAFM's programming the most eclectic and interesting in the valley (or just about anywhere else, for that matter.)

KAFM: A COMMITMENT TO COMMUNITY

KAFM continues to commit air time to other non-profit organizations so that our growing audience will be informed of local endeavors to improve our community. *Last year KAFM dedicated over 200 hours to interviewing local non profits and public affairs programming with a distinctly local focus. Additionally, KAFM broadcast 45 public service announcements every day.* When you underwrite with KAFM, you are helping dozens of worthy non-profits get their message out.

KAFM: DEMOGRAPHICS THAT SIZZLE

▣● 89% of our listeners patronize our underwriters

▣● Listeners' average age: 35 to 54

▣● Average combined household income:
□ \$55,000–65,000

▣●□ 57% male / 43% female

KAFM currently has nearly 1000 members, (adding about 250 new listeners a year) more than 200 volunteers and over 165 underwriters. We estimate our listenership at 10,000 to 15,000. ***that's a lot of motivated and appreciative potential customers!***

KAFM: GOOD FOR BUSINESS

KAFM offers a unique opportunity to use a part of your promotional budget to do something that is good for your business *and* good for the community. What a nice combination! *Unlike commercial radio, your message reaches a loyal and dedicated listenership who appreciate your support of KAFM!*

KAFM: FLEXIBLE AND EFFECTIVE

Underwriting contracts at KAFM are flexible (from \$1500 to \$5,000 a year. Payment of the full year in advance helps us achieve our goals more rapidly, and earns you a nice discount, however, monthly payment plans are available.

KAFM: KEEPING GOOD COMPANY

Join with over 165 other businesses and organizations who have already learned that underwriting at KAFM is not only good for the community, but good for business, too. Last year 82% of our underwriters signed up for another year's underwriting on KAFM. Your support ensures that KAFM continues to be a vital cultural resource in the Grand Valley.

Contact Guy Stephens at 241-8801 ext 56 to get started with a program of underwriting that will help your business and our community grow stronger together every day. KAFM only has so many underwriting spots available, so, to make sure your business is part of this great Grand Junction success story, call soon! We wouldn't want our listeners to miss hearing about you!