



MEDIA KIT

for underwriters

Be a part of KPTZ!

Our achievements in broadcasting are made possible by the support of our community.

Underwriting on KPTZ is a win-win opportunity. By supporting the station you help provide volunteer powered, listener supported, community radio 24/7, while simultaneously **increasing awareness for your business or service through on-air announcements that identify and inform listeners about you.**

KPTZ is the first nonprofit, full power radio station serving the northeast Olympic Peninsula with a potential broadcast audience exceeds 50,000 listeners. Our 91.9FM signal reaches many communities:

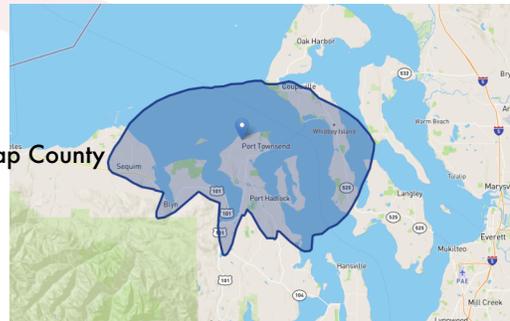
East: Whidbey Island, Edmonds, Lynnwood and parts of Seattle

West: Discovery Bay and Sequim, Port Angeles, and beyond

South: Chimacum, Port Ludlow, Coyle, Quilcene and further into Kitsap County

North: The San Juan Islands, Vancouver and Victoria, BC.

AND worldwide, thanks to our online streaming capability!



Why radio? At home, in transit, in town, or deep in the country – radio is an immediate, unique and universally effective communications technology.

Introduction to KPTZ Underwriting

As a noncommercial FCC licensed radio station, we are not permitted to broadcast any advertising. Instead, and even better, KPTZ underwriters and event sponsors receive on-air acknowledgments in exchange for financial contributions.

- **Expand and build brand awareness** by targeting an engaged, local audience.
- **Generate goodwill in the community** by linking your business with a civic, cultural and educational media outlet.
- **Enhance your image and build relationships** with KPTZ members and volunteers by supporting an essential community resource.

The KPTZ Audience — Demographics and Values

KPTZ is a community radio station. Our listening audience composition reflects our members, donors and volunteers who are of diverse ages and backgrounds, different religions and political persuasions.

The KPTZ listenership represents a cross section of life in our community.

Thanks to our current donor base and volunteers, we know our supporters to be creative, bright achievers and opinion leaders. They are community-minded, supporting information, arts and culture. In addition, KPTZ's broadcast signal reaches the many tourists visiting this area. **With our 24/7 online streaming, we have members across the country and around the globe, extending KPTZ's voice far beyond the region.**

On KPTZ your business will not have to vie for the attention of a listener already bombarded by an endless stream of advertisements. **Your message will be heard, in an uncluttered audio presentation.**

While the FCC regulates the content of underwriting acknowledgements, it is really our listeners we consider when composing the messages. They don't want hype, and we don't give it to them. Underwriting messages contain the name of the underwriter and a brief description of their business or activity, along with location and contact information.

Underwriting Rates and Price Options

KPTZ's standard underwriting rate is nominally priced at \$20/spot.

We simplify everything by managing the process, from the contract through recording and production, then scheduling for on air broadcast. KPTZ normally airs a maximum of two underwriting spots per hour. And, underwriting is a business expense — so you are making a contribution with real benefits.

Also, the logos of our community business supporters are all displayed as links on the KPTZ.org website. These campaigns are affordable, a true marketing benefit.

KPTZ Underwriting Copy Guidelines

KPTZ's representative will help construct your message, adhering to FCC guidelines for best practices. Your announcement will be heard and well received by the station's loyal listeners.

When you are talking to attentive people, there is no need to make strong claims – just give them the pertinent facts, and it's more like a thoughtful conversation between people.

What underwriting content is acceptable to the FCC?

Stations are allowed to identify, not advertise, commercial entities that provide general support for the station. This identification can include the following:

- Name of the business or entity
- Location, business hours, website address
- Names and value-neutral descriptions of a product or services
- Brand names and trademarked slogans that are not promotional

What underwriting content is not acceptable to the FCC?

According to the FCC, the purpose of an underwriting message is to acknowledge and identify (rather than promote) noncommercial radio supporters. Because we want your messaging on KPTZ to be successful, we do not use the following language in our underwriting spots:

- Personal pronouns (e.g. you, yours, we, ours, my)
- Calls to action ("Come in today and take a test drive")
- Comparative or qualitative descriptions
- Direct comparison with other companies, their products or services
- Price information, interest rates, or words such as affordable, discount, or free
- Inducements to buy, sell, rent, or lease
- Endorsements ("recommended by 4 out of 5 doctors")
- Demonstrations of consumer satisfaction
- Award-Winning, Board Certified, Best of (these are comparative and qualitative)

Examples of a 20-second Sustaining Underwriting Spot

Support for KPTZ comes from Puget Sound Express. The Gray Whales have returned! Puget Sound Express offers guaranteed 4-hour whalewatching tours to see migrating whales as they visit the Salish Sea. Tours run until April 27th. Reservations at pugetsoundexpress.com.

Support for KPTZ comes from Peninsula Hearing with 30 plus years of experience in hearing care, located in Port Townsend and Poulsbo. Been hearing the buzz about new options in hearing aids? Peninsula Hearing offers in home demos of recent hearing technology. Details at peninsulahearing.com

Example of 10-second Basic Underwriting Spot

KPTZ is supported by Aldrich's Uptown Market. Open every day from 7am to 9pm. "A gathering place for groceries and more."