



# 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 noncommercial, full power radio station serving the northeast Olympic Peninsula with a potential broadcast audience exceeding 50,000 listeners. The station's 91.9FM signal reaches many communities:

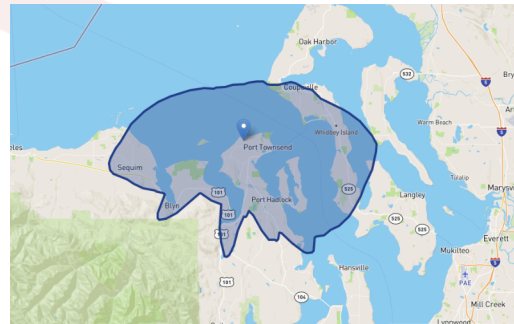
**East:** Whidbey Island, Edmonds, Lynnwood and parts of Seattle

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

**South:** Chimacum, Port Ludlow, Coyle, Quilcene and into Kitsap

**North:** 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

KPTZ's audience reaches far beyond the Olympic Peninsula and worldwide, streaming live at [KPTZ.org](http://KPTZ.org). As a noncommercial, educational FCC licensed radio station, KPTZ is not permitted to broadcast any promotional advertising. Instead, and even better, KPTZ underwriters and broadcast sponsors receive on-air acknowledgments in exchange for financial contributions.

- **Expand and build brand awareness** by targeting KPTZ's engaged, local audience.
- **Generate goodwill in the community** by associating 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 listeners, donors and volunteers who are of diverse ages and backgrounds, different beliefs and political persuasions.

**KPTZ’s 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 individuals, supporting information, arts and culture. In addition, KPTZ's broadcast signal reaches the many visitors to the area. **With our 24/7 online streaming, we have listeners across the country and around the globe, extending KPTZ’s voice far beyond the region.**

On KPTZ your business will not have to compete 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 to 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 underwriting organization and a brief description of their business or activity, along with location and contact information.

## Underwriting Price Options

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

**We simplify everything by facilitating the process,** from the contract through recording and production, then scheduling for broadcast.

Normally KPTZ airs no more than 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 KPTZ.org.

Underwriting campaigns are affordable, a true marketing benefit.

LONG  
Sustaining Underwriters / 20 Second Spots

\$	Spots	Payment Plan	Monthly Payment	Cost/Spot
\$600	30	3 months	\$200	\$20
\$1,200	60	6 months	\$200	\$20
\$2,400	120	12 months	\$200	\$20

SHORT

Intro Package 10 Second Spots

Annual Weekly 10 Second Spots

\$	Spots	Cost/Spot
\$280	20	\$14

\$	Spots	Cost/Spot
\$728	52	\$14

## KPTZ Underwriting Script Guidelines

KPTZ's underwriting coordinator will help you construct your message, adhering to FCC guidelines for best practices. Your message 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 the presentation is much like a thoughtful conversation between people.

### What underwriting content is acceptable to the FCC?

Stations are allowed to identify, not promote, 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. For messaging on KPTZ to be compliant and successful, we do not use the following language in our underwriting spots:

- Personal pronouns (e.g., you, yours, we, ours, my)
- Calls to action (or inducements "Come in today, take a test drive")
- Comparative or qualitative descriptions
- Direct references to other companies, their products or services
- Pricing information, interest rates, or words such as affordable, discount, or free
- Inducements to buy, sell, rent, or lease
- Demonstrations of consumer satisfaction; endorsements ("recommended by doctors")
- Promotional slogans or taglines
- Award-winning, board certified, best of (these are comparative and qualitative)

### Example of a 20-second sustaining underwriting spot

*Support for KPTZ comes from First Federal, the only community bank headquartered on the Olympic Peninsula. First Federal is invested in the community through contributions and volunteer activities. Information on banking services and First Federal's commitment to the community is available at any First Federal branch and at [ourfirstfed.com](http://ourfirstfed.com).*

### Example of 10-second underwriting spot

*KPTZ is supported by Pourhouse. A craft beer bar and bottle shop on the beach in Port Townsend. Open 7 days a week. More info at [ptpourhouse.com](http://ptpourhouse.com).*

#### Terms and Conditions

KPTZ accepts cash, checks, and credit card payments. Full payment is due at signing of contract. For convenience, monthly installment payments may be arranged by request to underwriters in good standing.

- KPTZ's Underwriting Contract is intended to serve as billing notice; invoices issued only by request.
- Services rendered by KPTZ are subject to suspension when the client's payment is not received prior to airtime.
- Agreement terms will be executed upon Contract signing unless otherwise arranged.
- Underwriting spots are pre-recorded by KPTZ volunteers.
- KPTZ maintains the responsibility to edit and approve underwriting scripts for compliance with FCC.