



MEDIA KIT

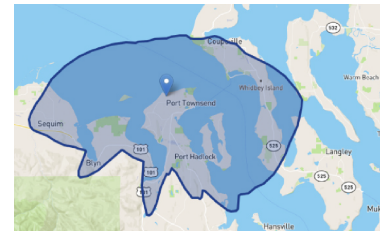
For BUSINESS UNDERWRITERS

THE STATION

KPTZ is a volunteer-run, nonprofit community-based radio station. Our programs engage and inspire listeners through local news, curated music, interviews, nationally produced shows, and emergency response. Our 91.9FM signal is a gathering place for all who share the vision to create the quality of community that makes the Olympic Peninsula a remarkable home, and connects us all.

OUR AUDIENCE

KPTZ listeners are a broad group, composed of well-educated, creative, socially active achievers and opinion leaders. They represent diverse backgrounds and are community-minded individuals who tune in and listen closely. Over 50,000 people reside in our local listening area ~ from Vancouver, BC to Kitsap County, and spanning from Seattle to Port Angeles ~ plus global outreach via the continuous worldwide live stream.



YOUR OPPORTUNITY

KPTZ Radio Port Townsend is licensed by the FCC as a noncommercial, educational media outlet. Nearly 100% of our budget comes from local community support. Financial support by businesses is called *underwriting*. When your business buys underwriting, KPTZ broadcasts acknowledgments of your welcome funding, and these in turn support YOU! Underwriting messages are much like advertising commercials, and a cost-effective way to connect directly with the station's loyal listeners.

BENEFITS TO UNDERWRITING ON KPTZ

- By supporting KPTZ, you **position your business** and **build brand awareness** by dialing into the local community. Your support has a positive influence on listeners' perceptions of your product, overall goals, and relationship among the KPTZ family.
- Radio reaches a **broad audience**. Listeners tune in at home, at work and while driving. While commercial advertising can be perceived as a nuisance, intruding on listener's time, **underwriters are held in high regard** as community supporters, trustworthy and credible.
- We **target the placement** of your on-air spots around specific music programs, community interest and news segments, time of day and/or the host of a show.
- KPTZ can also partner in **promoting your business** with presence on our website, social media opportunities, and announcements about entertainment events your business may sponsor.
- Professionals can **reach prospective clients** through messaging about services offered including healthcare, legal or financial advice, business planning, and marketing communications.

LISTEN LIVE AT 91.9FM OR KPTZ.ORG EMAIL ROBYN@KPTZ.ORG

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BUSINESS UNDERWRITING



SPOT RATES

KPTZ offers several underwriting options, with nominally priced rates of \$14 for 10-second spots and \$20 for 20-second spots (minimum of 15 spots). The station's staff handles all the scripting, recording, production, scheduled timing and frequency for each message. Also, the logos of community business supporters and links to these websites are displayed on KPTZ.org.

ABOUT UNDERWRITING

First and foremost, we address KPTZ listeners when composing messages, while the Federal Communications Commission governs noncommercial stations based on specific guidelines as to what can and cannot be said on the air, including the content of underwriting announcements.

EXAMPLES OF UNDERWRITING SPOTS

20-second LONG spot

KPTZ is supported by Aldrich's in Uptown Port Townsend since 1895 providing the community with local and international food and gifts. From pastries and sushi to wine and coffee, Aldrich's is open every day 7am to 9pm. At the corner of Lawrence and Tyler.

10-second SHORT spot

KPTZ is supported by Edensaw Woods ... Supplying exotic woods, marine plywood, and lumber. More at Edensaw.com

MESSAGE CONTENT

The purpose of an underwriting message is to identify, acknowledge, and thank KPTZ supporters. Underwriting spots may contain objective information about your enterprise, including:

- Brand names
- Established trademark slogans
- Business name, location, address, days and hours of operation, and website
- Product origin (French wine, Colombian coffee)
- Intended use (men's suits, hot breakfast) and content (silk blouses)

FCC license compliance excludes the following:

- Calls to action (come in today) or inducements to buy, sell, rent, or lease
- First person pronouns (i.e., you, yours, we, ours, my)
- Direct comparison to other companies, products, or services
- References to prices, interest rates, and related words such as affordable, discount, or free
- Comparative language (freshest, better than) or subjective adjectives (wonderful, handcrafted)

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