



MEDIA KIT

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.**

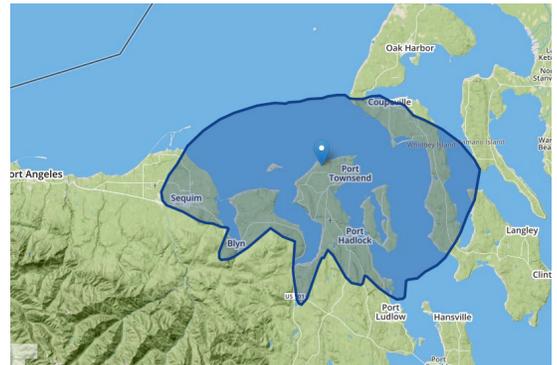
KPTZ is the first nonprofit, full power radio station serving the northeast Olympic Peninsula.

Build awareness of your business or organization through KPTZ underwriting and event sponsorship opportunities. KPTZ's 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, Vanouever 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 listening audience reaches far beyond the Olympic Peninsula and worldwide, streaming live at KPTZ.org. 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.

*Stream eclectic, authentic, community radio at KPTZ.org
Call 360.379.6886 • Email underwriting@kptz.org*

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 Information

Value and Pricing

KPTZ's standard underwriting rate is nominally priced at \$15/spot. A minimum of 30 spots is required for the initial flight of a single announcement, and these are scheduled as "run-of-station." There is presently an introductory offer for 20 announcements of shorter length, please inquire if interested.

We simplify everything by managing the process, from the contract through recording and production, then scheduling for on air broadcast. Normally KPTZ 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 Underwriting page. These campaigns are affordable, a true marketing benefit.

KPTZ Underwriting Copy Guidelines

KPTZ's underwriting staff will help you 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. This is another reason underwriting is so effective.

- Maximum length is 20 seconds
- Underwriting spots are pre-recorded by KPTZ volunteers
- KPTZ maintains the responsibility to edit and approve underwriting copy for compliance with FCC regulations and station policy

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. Each licensed broadcaster is expected to make reasonable, good faith judgments about language used in underwriting copy to ensure that the station adheres to this basic principle. Noncompliance can bring about stiff penalties.

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 such as best, most reliable, expert, largest selection, nationally acclaimed, award-winning
- 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 (“Six months free service when you buy” or “lifetime guarantee”)
- 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 25-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."

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, to be utilized in lieu of an invoice
- Services rendered by KPTZ are subject to suspension whenever the client's payment is not received prior to airtime
- Agreement terms will be executed upon contract signing unless otherwise arranged
- Scheduling and underwriting rates are subject to change. KPTZ will notify the client as soon as possible for any such change