



Kekahu Foundation, Inc.

KKCR-FM

PO Box 825, Hanalei, HI. 96714

(808) 826-7774 kkcr@kkcr.org www.kkcr.org

KAU 2022

Aloha!

KKCR's He'e Nalu Program is the perfect way to get your business or event message out to thousands of listeners on Kaua'i, O'ahu and all over the world. Our Kau Fun Drive begins at 7am on Monday, May 16th and ends at 6pm on Thursday, May 26th.

Your tax-deductible donation of just \$200 (\$150 for current KKCR underwriters), entitles you to over 60 on-air announcements that will be broadcast during every live 2-hour program throughout our 11-day fundraiser.

He'e Nalu announcements are divided into 2-4 groups and aired one time throughout each live 2-hour program. Your event or business name with a website link or phone number will also be posted on the home page of our very popular website KKCR.org for three months.

Don't hesitate, sign up today!! Early sign up guarantees the most airtime for your donated dollars. A He'e Nalu form is on the back of this letter and is available for download at KKCR.org.

This is a great opportunity to promote your business or upcoming event and support Kaua'i Community Radio. For more information and assistance with your He'e Nalu announcement call us at (808) 826-7774 or email kkcr@kkcr.org.

Reserve your spot in the lineup today!

Mahalo nui loa,

Kaua'i Community Radio
Staff & Volunteers



KKCR HE'E NALU 2022

KKCR ~ PO BOX 825, HANAIEI HI 96714 ~ (808) 826-7774 ~ kkcr@kkcr.org ~ www.KKCR.org

DATE _____

COMPANY _____

NAME _____
MAILING _____
ADDRESS _____

EMAIL _____ PHONE _____

Your tax-deductible He'e Nalu contribution of \$200* entitles you to:

- A 15 word announcement aired on during every live 2-hour program throughout our 11-day drive. May 16 - 26, 2022
- A three-month posting on the KKCR.org homepage with a website link or phone number.

**\$150 for KKCR Underwriters and Non-profits*

PAYMENT OPTIONS

All WaveRider contributions must be paid-in-full before on-air announcements commence.

CHECK OR MONEY ORDER to KKCR, PO Box 825, Hanalei HI 96714

CREDIT CARD - CALL IN, OR COMPLETE FORM:

Card Holder Name: _____

Credit Card Number: _____

Expiration: ____/____ CVC: _____ Billing Zipcode: _____

HE'E NALU ANNOUNCEMENT GUIDELINES

We are happy to help you craft a perfect 15 word radio announcement. Call (808) 826-7774 or email gm@kkcr.org.
Submitted announcements that do not follow guidelines will be edited.

GUIDELINES: He'e Nalu guidelines ensure that KKCR complies with FCC and CPB rules for our non-commercial, non-profit, community radio station.

- Value neutral product descriptions only.
- No mention of price, discount, rates, sales, etc.
- No promotional slogans.
- No call to action - "Call today", "Tell Your Friends"
- No comparative, superlative or qualitative terms

SAMPLE
MESSAGE:

Kaua'i Independent Food Bank feeding Kaua'i's hungry from keiki to kūpuna. Kauaifoodbank.org

YOUR HE'E NALU ANNOUNCEMENT:

(15 words only – phone, website and company name count as one word each):
