KKCR Kaua‘i Community Radio
Ke Kani O Kaua‘i Nei ~ The Sound of Kaua‘i
90.9FM Hanalei, 91.9FM Islandwide, 92.7FM Moloa‘a, 88.9FM O‘ahu
Streaming Aloha Worldwide at KKCR.org

KKCR FACTS
- KKCR is the #1 Non-Commercial Radio Station on Kaua‘i!
- KKCR is the #2 station on Kaua‘i
- #1 Adults 35-64 Monday - Friday 7p-12m
- #2 all persons age 12+ Monday-Sunday 6a-12m
- #2 all persons 18-34, 18-49, 25-54, women 18-34, women 18-49 and women 25-54 Monday-Sunday 6a-12m
- #2 all persons 12+ Monday-Friday 6a-10a, 10a-2p, 3p-7p and 7p-12m
- #2 all persons 12+ on weekends (Saturday and Sunday 6a-12m)

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KKCR DELIVERS GREATER VALUE:
- KKCR limits the number of messages per hour which means your message will be heard
- Diverse programming provides a large listenership across all demographics
- KKCR delivers a greater efficiency for your advertising/underwriting dollars
- Kaua‘i’s only full-powered, community oriented, non-profit radio station
- Diverse music programming schedule serves all of Kaua‘i with Hawaiian, blues, rock, jazz, hip-hop, reggae, country and classical genres
- Community Affairs, talk and local programming

OUR AUDIENCE
KKCR is the #1 Non-Commercial Radio Station and the #2 radio station overall on Kaua‘i. At any time from 6am to Midnight each day of the week over 12,000 people on Kaua‘i are listening to KKCR*. Our audience responds to the straightforward information provided by our underwriters which instills a sense of quality, credibility, and community connection between our listeners and your product or service. In fact, listeners are more likely to consider, purchase, and recommend a business they heard on non-commercial radio when making purchasing decisions – NPR describes this as “the halo effect.” As a KKCR Underwriter, you’ll reach decision makers, business owners, and influencers as well as educated, engaged, and affluent individuals who are intensely loyal to community radio.

Our listeners make a conscious choice to tune in to KKCR for dynamic, unique, high-quality programming that’s locally grown and culturally enriching. Our listeners appreciate businesses that support their station. Underwriting on KKCR enables businesses to partner with an important community resource—KKCR—to demonstrate their own community commitment and get their message out to a relevant audience, effectively and affordably.

*Eastlan Ratings summer 2018©
WHAT IS UNDERWRITING
Underwriting is to community radio what advertising is to commercial stations. The difference is that commercial stations may air as many as 18 minutes of advertising time per hour. KKCR airs less than five minutes of underwriting per hour, which means our underwriters aren’t lost in a sea of commercial hype. Underwriting is an announcement of support. While listener members are the major source of KKCR’s funding, KKCR also welcomes support from local businesses and other non-profits via underwriting. By underwriting KKCR programs, a business contributes to KKCR operations and is thanked for it during KKCR programs. Businesses may underwrite with money or with a trade of goods or services.

KKCR DELIVERS GREATER VALUE
• KKCR limits the number of messages per hour which means your messages will be heard. KKCR provides a non-intrusive, clutter-free environment for your message.
• Diverse programming provides a large audience listening across all cultures and demographics.
• KKCR delivers a greater efficiency for your advertising/underwriting dollars.

DISCOUNTS
10% Discount for pre-payment for 6 + months
10% Discount for Non-profits

UNDERWRITING GUIDELINES
Messages must stick to factual information and may not exceed 20 seconds in length, approx 25 words. We are happy to help you write your message within our guidelines. KKCR will record and produce your message at no extra cost. You only need to approve the script.

Messages about your business may include:
• Name, location, phone and website of your business
• Value-neutral descriptions of your products or services
• Your brand or trade names
• Historical information, such as length of time in business

An example of an ACCEPTABLE message: Kaua’i Marine and Mower located in old Kapaa town is proud to underwrite this KKCR program. Kaua’i Marine and Mower features Honda Garden and Lawn equipment and also Echo power equipment. 823-0556

Messages may NOT include:
• Comparative or superlative language (“largest,” “best,” etc.)
• Mention of price/no interest rates, discounts, sales or savings
• Promotions or calls to action (“Call today,” “Visit,” etc.)
• Excessive use of a business name
• Long lists of services or products

An example of an UNACCEPTABLE message: Kaua’i Marine and Mower offering the best selection and lowest prices on the island. Kaua’i Marine and Mower for all of your garden and lawn equipment needs. Call Kaua’i Marine and Mower today 823-0556.

UNDERWRITING PACKAGES
KKCR offers a variety of long and short-term underwriting packages. You may also focus on specific days, times and programs. No additional costs are incurred for production of the underwriting messages.

LONG TERM UNDERWRITING
Six + Months Regular Underwriting messages are aired at the top the hour. No more than four are played at a time. Contributions range from $10 to $25 per message depending on the frequency and time they are aired. Current Rate Sheets available on request. Long Term Underwriting also includes a listing on our popular website www.KKCR.org.

SHORT TERM / SPECIAL EVENT UNDERWRITING
An affordable and effective way to promote a concert or fundraiser, celebrate a grand opening, or introduce a new business to the community.
Limited term messages, from 1 day to 5 months, announcing a business or event, the location, and how the audience can find out more information. Messages are aired at the bottom of the hour.

READY TO SIGN UP? NEED MORE INFORMATION?
If you are ready to begin underwriting KKCR programs or would like to receive more information, please set up an appointment to review your marketing needs and goals as well as the benefits of underwriting on KKCR with Lindsay Cassandra, Development Director  (808) 826-7774  uw@kkcr.org