

# Public Radio

entertains and informs its listeners with a world of music and news, while

providing its underwriting clients with an unrivaled reach to the influential, well positioned, highly educated public radio listeners. Nowhere is this as true as in Alaska, where public radio is a lifeline to many. Every underwriting announcement reaches into the homes, boats, automobiles and workplaces of consumers and decision makers.

Our listeners are loyal supporters who appreciate and depend on public radio. They listen to be entertained by our music, informed by our news and weather reports, and to be kept up-to-date with information about local community affairs. Alaskan listeners appreciate the non-commercial direct approach our sponsors use to promote their businesses and services, and they appreciate our sponsors' support of the station.

You will experience that people will visit your establishment, do business with you, and thank you for your support of public radio. This is a testimony to the incredible loyalty which public radio enjoys – a quality that is unique in the marketing community.

**KBBI 890 AM Homer, AK**

<b>Time</b>	<b>Program Block</b>	<b>Per Mention Rate</b>
<b>Monday - Friday</b>		
Midnight – 4:00	Overnight Programming	\$10
4:00 – 6:00	BBC World Service, Democracy Now	
5:30 – 9:00	NPR Morning Edition, Day To Day Simulcasts with KDLL 91.9FM Kenai	\$35 KBBI/KDLL
9:00 – 10:00	Living on Earth, KBBI Specials, Coffee Table, Studio 360, or Slack Tide	\$20 (\$35 for Coffee Table KBBI/KDLL)
10:00 - Noon	Classical 24 - APRN's Talk of Alaska	\$15
Noon – 1:00	PRI's The World	
1:00 – 4:00	World Café or Weekday Café / Fresh Air	
4:00 – 6:00	NPR's All Things Considered	\$20
6:00 – 7:00	APRN's Alaska News Nightly Marketplace	
7:00 - midnight	Local Music Programming Overnight Music	\$10
<b>Saturday</b>		
Midnight – 4:00	Overnight Programming	\$10
4:00 – 6:00	BBC World Service	
6:00 – 10:00	NPR's Weekend Edition Saturday	\$20
10:00 – 4:00	Wait, Wait... Don't Tell Me, NPR's Car Talk, East of Adak, A Prairie Home Companion	\$25
4:00 – 5:00	Weekend All Things Considered	\$20
5:00 – 7:00	Mountain Stage	\$15
7:00 - Midnight	Local Music Programming, Overnight	\$10
<b>Sunday</b>		
Midnight – 4:00	Overnight Programming	\$10
4:00 – 6:00	BBC World Service	
6:00 – 10:00	NPR's Weekend Edition Sunday	\$20
10:00 – 4:00	Sunday Baroque, From The Top, APRN's AK E-Town, CounterSpin & Making Contact	\$15
4:00 – 5:00	Weekend All Things Considered	\$20
5:00 – 7:00	Justice Talking, This American Life	\$15
7:00 - Midnight	Local Music Programming, Overnight	\$10
<b>Run-of-Schedule (ROS) M-Su 6:00a – 9:00p</b>		<b>\$10</b>

*Effective 1/1/2008 – Rates and programs subject to change – 10 spot minimum.*

These underwriting rates are for your planning purposes. A campaign can be tailored to fit your needs once the following factors have been determined:

- ▶ Schedule start date
- ▶ Length of schedule
- ▶ Total number of announcements
- ▶ Current underwriting availability

Rates shown are net-to-station.

Media buyers should request gross rates.

**KDLL 91.9 FM Kenai, AK**

<b>Time</b>	<b>Program Block</b>	<b>Per Mention Rate</b>
<b>Monday – Friday</b>		
Midnight – 4:00	Overnight Programming	\$6
4:00 – 5:00	BBC World Service	
5:00 – 9:00	NPR Morning Edition / Day To Day Simulcasts with KBBI AM 890 Homer	\$35 KBBI/KDLL
9:00 – 10:00	Performance Today, Coffee Table, or Morning Concert	\$15 (\$35 for Coffee Table KBBI/KDLL)
10:00 - Noon	Talk of the Nation APRN’s Talk of Alaska	\$12
Noon – 1:00	PRI’s The World	
1:00 – 4:00	World Café / Fresh Air	
4:00 – 6:00	NPR’s All Things Considered	\$15
6:00 – 7:00	APRN’s Alaska News Nightly Marketplace	
7:00 – 9:00	Local Music Programming	\$10
9:00 – midnight	Overnight	\$6
<b>Saturday</b>		
Midnight – 4:00	Overnight Programming	\$6
4:00 – 6:00	BBC World Service	
6:00 – 10:00	NPR’s Weekend Edition Saturday	\$15
10:00 – 4:00	Wait, Wait... Don’t Tell Me, NPR’s Car Talk, Splendid Table, A Prairie Home Companion	\$20
4:00 – 5:00	Weekend All Things Considered	\$15
5:00 – midnight	Whad’Ya Know, Local Music Programming, E-Town	\$10
<b>Sunday</b>		
Midnight – 4:00	Overnight Programming	\$6
4:00 – 6:00	BBC World Service	
6:00 – 10:00	NPR’s Weekend Edition Sunday	\$15
10:00 – 4:00	A Prairie Home Companion, From The Top, Calling All Pets, Thistle & Shamrock, AK	\$12
4:00 – 5:00	Weekend All Things Considered	\$15
5:00 – 9:00	Speaking of Faith, This American Life, Mountain Stage	\$10
9:00 - Midnight	Overnight	\$6
<b>Run-of-Schedule (ROS) \$10 spot M-Su 6:00a – 7:00p</b>		<b>\$10</b>

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- ▶ Schedule start date
- ▶ Length of schedule
- ▶ Total number of announcements
- ▶ Current underwriting availability

Rates shown are net-to-station.

Media buyers should request gross rates.

KBBI 890 AM, 3913 Kachemak Way, Homer, AK 99603 (907) 235-7721  
 KDLL 91.9 FM, PO Box 2111, Kenai Spur Hwy #103, Kenai, AK 99611 (907) 283-8433

# Public Radio Underwriting Guidelines & Samples

## Guidelines

Your underwriting announcement will be crafted to suit your marketing and public relations needs while complying with the FCC\* regulations applicable to non-commercial stations. Rates are Net-to-Station with 13 week minimum placements. The announcement may be up to 15 seconds in length and may include some of the following elements:

- Underwriter's business or organization name, or that of the subsidiary, legal DBA, operating division or parent company
  - Location of business
  - Duration of business
  - Business phone number
  - Web address
  - A value-neutral description of the business or organization
  - Trade names, products or services that identify the underwriter
  - An established non-promotional corporate slogan

The Federal Communications Commission mandates that underwriting announcements may not include qualitative, comparative, or promotional language. Calls to action, pricing information and inducements to buy or sell are not allowed. In addition, pre-produced announcements and the use of music beds are not permitted. Station staff announcers will do voicing. Final approval of copy lies with the station.

These regulations serve to protect the non-commercial content that public radio listeners value so highly. In this way, the special integrity of the relationship between the stations and their listeners extends to the underwriter as well. The public radio listener positively identifies the underwriter with the high quality programming of public radio.

\* Section 399B of the Federal Communications Act of 1934, and sections 73.504(d) and 73.503(e), FCC 2D 255 (1994)

## Examples

Support comes from Daniel McCallum M.D. - of Kachemak Bay Sportsmedicine and Orthopedics - in Homer - Keeping Alaskans active. Information on the web at [kbaybones.com](http://kbaybones.com)

“Support comes from Timeless Toys - offering specialty toys for children of all ages - Located on Main Street in Homer - Open seven days a week until Christmas. 235-1359”

“Support comes from Forget-Me-Not Flowers and Gifts, A complete gift and F-T-D flower shop. In town - or around the world. 371 Heath Street in Homer 235-7881”

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## Non-profit advertising (EPSAs)

KBBI & KDLL allow advertising placement, within FCC guidelines, for non-profit and governmental organizations. The station reserves the right to limit or restrict material content and placement at the station's discretion.

Rates for non-profit advertising:

\$35 per 30 second spot aired during KBBI/KDLL 6-9a weekday simulcast

\$20 per 30 second spot aired at ROS (Run Of Schedule) on KBBI AM 890 Homer

\$15 per 30 second spot aired at ROS (Run Of Schedule) on KDLL 91.9 FM, Kenai

Placement 10 spots minimum per station.

Rates are subject to change, and availability is limited. We recommend contacting the station 2-4 weeks before you would like the schedule to begin.

Limited discounts for minimum schedules may be available to 501[C]3 non-profit organizations with limited financial resources. Organizations wishing to apply for a reduction in cost may be asked to offer in-kind services of use to the station(s) airing the EPSA spots. Requests for a discount should be in written form and delivered to the development director. A recent financial report and the organization's IRS letter of determination may accompany requests. All requests are considered on a case-by-case basis.

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The development department does not oversee public service & community calendar announcements or news production. However, we can tell you where they are.

Public service and community calendar announcements may be directed to "PSA/Calendar, KBBI AM 890, 3913 Kachemak Way, Homer, AK 99603"; faxed to 907-235-2357; or e-mailed to [kathleen@kbbi.org](mailto:kathleen@kbbi.org).

Press releases should be directed to "News Director, KBBI AM 890, 3913 Kachemak Way, Homer, AK 99603"; faxed to 907-235-2357; or emailed to [mike@kbbi.org](mailto:mike@kbbi.org). News coverage is always at the discretion of the news director

# KBBI Coverage Area

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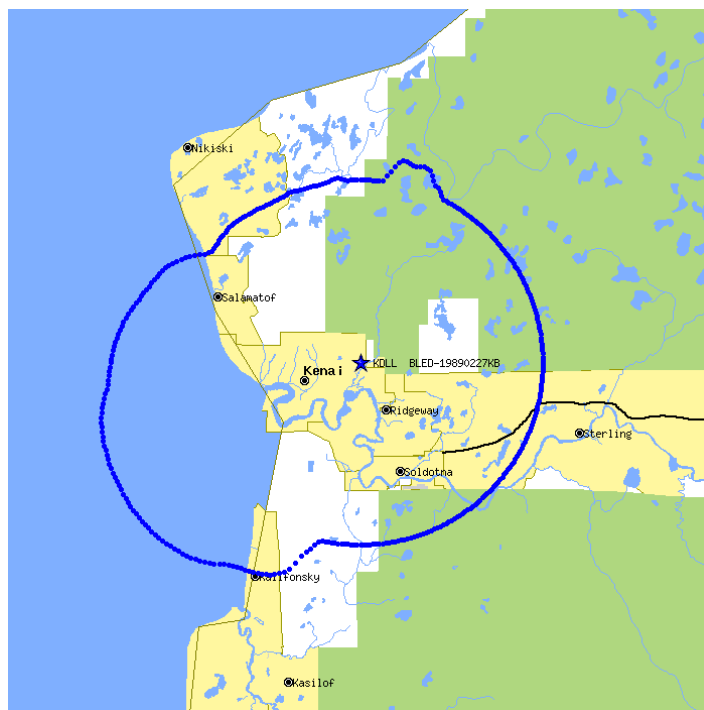


KBBI 890 AM covers much of the Kenai Peninsula. Because it is an AM station, it can reach locations that FM stations cannot. We hear back from listeners as far south as Kodiak Island and as far north as Sterling.

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## KDLL Coverage Area

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KDLL 91.9FM covers a more densely populated location on the Kenai Peninsula. The contours on this FCC map represent the area of highest signal strength.

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# Put Public Radio To Work For You

## Reach An Exclusive Audience

You will *build community awareness* with underwriting on Public Radio. Information about your business' products or services will reach one of this area's most affluent audiences. These business decision-makers and avid consumers are simply not available through many other forms of media.

## Break Through The Clutter

*Loud and clear* is how your company's name and message will be heard in an environment free of commercial clutter. Listeners will automatically associate your company with public radio's quality programming.

## Complement Your Advertising Plan

More than 70% of public radio listeners say that a company's support of public radio is a *positive influence* on their decision to purchase that company's products and services. As an integral part of your commercial media mix, public radio is a highly targeted and effective complement to your promotional plan.\*

## Augment Your Public Relations Program

It is a fact that 80% of public radio listeners say their *opinion* of a company is *more positive* when they discover that the company supports public radio.\*

## Enhance Your Company's Image

We have also learned that 85% of public radio listeners think businesses that support public radio do so because they want to *make a charitable contribution* to the public interest. \*

\*Source: Audience 88, a comprehensive analysis of public radio listeners, prepared by Audience Research Analysis, Silver Spring MD

## **KBBI/KDLL Public Radio Underwriters**

These are some of the businesses and organizations that use public radio as a part of their marketing programs.

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Agrium Kenai Nitrogen Operations, Alaska Advanced Care Chiropractic, Alaska Boats & Permits, Alaska Center For Appropriate Technology, Alaska Kayak School, Alaska Northern Lights, Alaska River Adventures, Alaska's Best Water, Alderfer Group, Already Read, Arby's Restaurants, Art Works, Ashore Water Taxi & Freight, Batir Construction, Bay Excursions, Best Western Barratt Inn, Binkley St Dental Clinic, Blazy Construction, Body, Mind & Spirit, Bunnell Street Gallery, Captain's Coffee, Carlile Transportation Systems, Central Peninsula General Hospital, Central Peninsula Health Center, Cheryl Toppa, Apnp, City Of Homer, Claudette's Folk Art & Collectibles, Coble Geophysical Services, Conoco Phillips Alaska, Inc., Cook Inlet Keeper, Diamond M Ranch RV Park Cabins B & B, Dragonfly Gallery, Driftwood Inn, Eayrs Plumbing & Heating, Economic Development District, Elite Rehabilitation, Era Aviation, Eyewear Express, First National Bank Alaska, Forget-Me-Not Flowers & Gifts, Fresh Sourdough Express, Frontier Community Services, GCI, Gone To The Dogs, Heritage RV Park, Hispeed Gear, Home Run Oil, Homer Appliance Repair, Homer Bookstore, Homer Brewing Company, Homer Chamber Of Commerce, Homer Council On The Arts, Homer Electric Association, Homer Farmer's Market, Homer High School Drama Debate & Forensics, Homer News, Homer Real Estate, Homer Rotary, Homer Saw & Cycle, Homer Stage Line, Homer Theatre, Homer's Jeans, Homestead Restaurant, Hutchings Chevrolet / Glacier GM, Ionia, Inc., Kachecab, Kachemak Bay Family Planning Clinic, Law Offices Of George M. Kapolchok, Joe Kashi Attorney At Law, Kenai Courier & Transport, Kenai Courier & Transport, Kenai Peninsula State Fair, Kenai Peninsula Orchestra, Kenai Peninsula Borough, Kenai Restorations, Kenai Visitor's & Cultural Center, Kenai Peninsula College Kachemak Bay Campus, Kenai Peninsula College Kenai River Campus, Kenai Peninsula Winter Games, Lambe, Tuter And Wagner, CPAs, Land's End Resort, Law Offices Of Dan Westerberg, Major Marine, Mako's Water Taxi, McDonald's Of Kenai Peninsula, Mclane Consulting, Morning Star Studios, Dr David E. Nelson DDS, Nomar Canvas / Main Street Mercantile, Northcountry Fair, Ocean Shores Motel, Old Inlet Bookshop / Mermaid Cafe B&B, Peninsula Appraisal Group, Peninsula Ear, Nose & Throat Clinic, Peninsula Medical Center Associates, Peninsula Printing, Performing Arts Society, Peter Ehrhardt Attorney At Law, Pier One Theatre, Pratt Museum, Prince William Sound RCAC, Printworks, Raymond James, Renewable Resources Coalition, Ring Of Fire Meadery, Rita Turner, River City Books & Gourmet Garden, Rotary Club Of Soldotna, Sally Oberstein, Samarkand, Seldovia Arts Council, Seldovia Native Association, Seldovia Village Tribe, Law Offices Of Joe Ray Skrha, Smoke Wagon Water Taxi, Snug Harbor Seafoods, Soldotna Chamber Of Commerce, Soldotna Dental Clinic, Soldotna Optometry Clinic, Soldotna Professional Pharmacy, South Peninsula Hospital, Sugar Magnolias, Sweeney's Clothing, TDS Construction, Teamsters Union Local 959, The Grog Shop, The Milepost, The Saltry, Timeless Toys, Dr Edward B Todd, DDS, Total Office Products, Turner Psychological Services, Tutka Bay Wilderness Lodge, Two Sisters Bakery, Uptown Motel, VBS Heating Products, Wells Fargo Bank, Wells Fargo Insurance Services and Whitey's Happy Music Shoppe

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