

The Bisbee Radio Project, KBRP 96.1 FM

The Bisbee Radio Project, Incorporated
43 Howell Ave.
PO Box 1501
Bisbee Arizona 85603



"You are listening to KBRP -- volunteer-powered, listener-supported Community Radio for Bisbee and southeastern Arizona. Support for programming on KBRP comes from..."

Community Radio Underwriting reaches your target market by associating your business with quality local radio programming. By investing in KBRP:

- You see results at a fraction of the cost of commercial airtime,
- Present your message in an uncluttered, commercial-free environment, and
- Show your commitment to culture and education in our community.

A poll cited in Public Telecommunications Review finds that eighty-one percent of those polled admire companies that underwrite non-commercial broadcasting. Thirty-eight percent say underwriting influenced their choice of product or service.

The Bisbee Radio Project is in its seventh year on the air, and there has never been as much interest in our programming. Our two-part mission is to enrich listeners with a broad mix of education, culture, art, humanities, and music, and to be a public access community media center dedicated to creating an awareness of local interests and socially responsible programming.

Whether you are interested in marketing value or believe in supporting grass-roots community efforts, your participation is a plus. If you have questions about becoming a part of Community Radio, give me a call at 520-227-6547.

Radio-actively,

A handwritten signature in black ink, appearing to read 'Ryan Bruce', is written over a horizontal line.

Ryan Bruce
Station Director, KBRP-FM
ryan@kbrp.org

Community Radio - Volunteer Powered, Listener Supported.

P.O. Box 1501 • Bisbee • AZ • 85603 • 520-432-1400 • www.kbrpradio.com

KBRP Underwriting Rates

The Bisbee Radio Project, Incorporated
KBRP 96.1 FM



Open Rate, Run of Schedule

Premium Sponsor Package:	8-10 mentions per week	\$60/month
Basic Sponsor Package:	5-7 mentions per week	\$40/month

Day of Rent Sponsorship

This special sponsorship helps to offset KBRP's rent cost and is available for any businesses or individual to recognize a birthday, anniversary, or other special occasion. The sponsorship provides a mention of "thanks" through one day of live programming for \$10 dollars.

Week of Streaming Sponsorship

This special sponsorship helps to offset KBRP's online streaming cost and is available for any businesses or individual to recognize a birthday, anniversary, or other special occasion. The sponsorship provides a mention of "thanks" through one week of live programming for \$20 dollars.

Discounts:

Five-dollar discounts are available for any open rate underwriting commitment of 6 months or longer. For example, a business sponsor that becomes a \$60/month KBRP business sponsor could pay \$60 per month or \$55 per month with a 6 month or year-long commitment.

Additional business development

Promote your support of KBRP Community Radio off-air by displaying the familiar KBRP logo on your front door, counter space or in your printed advertisements. Your customers will "get the picture."

In the Spring of 2012, KBRP will be presenting all business sponsors with special signage for their business. This will include window clings, wall mounts and digital logos for print advertising placement.

Website Development

As part of your commitment to community radio, KBRP will include your name and website as part of its developing web portal. Your business, as a supporter of community radio, may wish to do the same on your website. This link will help draw more online traffic your way and speak volumes about your organization's community involvement.

KBRP Underwriting Guidelines

The Bisbee Radio Project, Incorporated
KBRP 96.1 FM



Underwriting is a “classy” form of advertising. Underwriting announcements must abide by a very particular set of FCC guidelines pertaining to the non-commercial status of KBRP. Underwriting announcements are acknowledgements that a person or business has provided a donation to the radio station.

Underwriting mentions may include:

- 1.The name of your business
- 2.It's location
- 3.The nature of your business
- 4.The products and services you offer

Underwriting mentions may not include:

- 1.Any mention of price (even if free)
- 2.A call to action
- 3.Inducements to buy
- 4.Qualitative or comparative language

Underwriting is an excellent way to increase awareness of your business. Your underwriting mention is a minor interruption to commercial-free listening. Because your mentions are a “thank you” presented live by volunteer programmers, they are more readily heard than a pre-recorded message.

Examples of underwriting on KBRP:

- “Support for programming on KBRP comes from Café Roka. Café Roka serves new American cuisine in a fine dining atmosphere at 35 Main Street in downtown Old Bisbee, and occasionally showcases national recording artists in its Starlight Lounge. Café Roka’s hours are seasonal. Their phone number is 432-5153.”
- “Support for programming on KBRP comes from Cochise College offering a wide array of technical training and transfer degree programs at their campuses in Douglas and Sierra Vista. The college also provides classes and enrichment opportunities at other community sites as well as a selection of online classes. Cochise College is available by phone at 515-0500 or online at COCHISE dot EDU.”
- “Support for programming on KBRP comes from Central School Project - a non-profit arts center located at 43 Howell Ave in the heart of Old Bisbee. CSP presents a variety of exhibits, performances, films, and poetry as well as making their theater, gallery space, and meeting room available for rent. Additional information about Central School Project is available by phone at 520-432-4866 or online at CENTRAL SCHOOL PROJECT dot ORG.”

KBRP Service Statistics

The Bisbee Radio Project, Incorporated
KBRP 96.1 FM



KEY FACTS:

- Non-profit, community radio station;
- Broadcasts to Old Bisbee and Warren on 96.1FM;
- Provide web stream to the world at kbrpradio.com;
- 90% locally produced programming;
- 8 years of serving the Bisbee community on 96.1 FM and live web streaming;
- Over 50 volunteers power the station, of which 30 are on-air each week;
- 2,000 listeners tune in each week; and,
- 300+ listener/members donate approximately \$20,000 annually;
- 40+ business sponsors donate approximately \$15,000 annually.

LISTENER PROFILE:

- Age: 52% - 45-65 years old; 26% - 30-45 years old; 15% - 20-30 years old;
- Gender Split: 50% male; 50% female;
- Ethnicity: 60% Caucasian; 30% Hispanic; 10%:
- Location: 32% Old Bisbee; 18% Warren; 12% San Jose; 10% Naco; 28% Online:
- Income: 1% - \$100,000+; 5% - \$50,000+; 27% - \$30,000+; 52% - \$20,000+; 15% - \$10,000+.

MUSIC PROGRAMS:

KBRP broadcasts an utterly unique mix of Folk, Blues, Jazz, R&B, Rap, Cajun, New Age, Country, Bluegrass, International, Traditional and Local music of all genres.

Local Music Shows: The Coffee House with Tom Wood, Eclecti-Celt with Mahoney, La Voz de Ambos Naco with DJ Joven, Recycled Music with Rafiki, Afrotopia with Whitecard Mitch, The B-Train with Noah, The Friday Night Rhythm Review with Ed Smith, From The Basement with DJ Harold, Dave's Jukebox with David Downey, The Headphone Observatory with Ryan Bruce, The Comfort and Joy Show with Joy Walden, Some Jazz with Chris Zip and Youth Radio.

Syndicated Music Shows: The Needle Drop with Anthony Fantano, American Routes with Nick Spitzer.

NEWS AND PUBLIC AFFAIRS:

Local, neighborhood, national and international news, arts, music, event reviews, interviews, public service programs and community access.

Local News and Public Affairs Shows: PICS: Profiles in Communities, The Copper Chronicle with Charles Bethea, The Book Nook, Growing Native with Petey Mesquitey, and Standing Room Only.

Syndicated News and Public Affairs Shows: Democracy Now, Democracy Now Headlines in Spanish, Free Speech Radio News, Jim Hightower, Counterspin, Making Contact, Sprouts, WINGS, This Way Out, Best of Flashpoints, Explorations, Moyers & Company, The Moth Radio Hour, American Routes, and Radio EcoShock.

KBRP Current Underwriters

The Bisbee Radio Project, Incorporated
KBRP 96.1 FM



LIST OF CURRENT UNDERWRITERS:

- 55 Main Gallery – <http://www.55maingallery.com>
- Acacia Art and Antiques – <http://www.acacia-bisbee.com>
- Bisbee Beverage and Deli – <http://www.bisbeebeverage.com>
- Bisbee Boys and Girls Club – <http://www.bgcbisbee.net>
- Bisbee Bug – 316 Tombstone Canyon, Bisbee, AZ 85603
- Bisbee Health and Fitness – 125 Bisbee Road, Bisbee, AZ 85603
- Bisbee Office Supply – 1116 South Naco Highway in San Jose
- Cable One – <http://www.cableone.net>
- Café Roka – <http://www.caferoka.com>
- Central School Project – <http://www.centralschoolproject.org>
- City of Bisbee – <http://www.cityofbisbee.com>
- Cochise College – <http://www.cochise.edu>
- Conners Painting – 22 West Highway 92 at the traffic circle in Bisbee
- Copper Queen Community Hospital – <http://www.cqch.org>
- Doublejack Guesthouse – <http://www.doublejackbisbee.com>
- Eads Construction Redi-Mix – 608 West Highway 92 in San Jose
- Farmers Insurance – <http://www.farmersagent.com/erabey>
- Gym Club Suites – <http://www.bisbeelandmark.com>
- High Desert Market – <http://www.highdesertmarket.net>
- Mimosa Market and Deli – 215 Brewery Avenue in Old Bisbee
- Miners and Merchants Antique Center – 7 Main Street in Old Bisbee
- Old Bisbee Brewing Company – <http://www.oldbisbeebrewingcompany.com>
- One World Travel – 7 OK Street in Old Bisbee
- Panterra Gallery – <http://www.panterragallery.com>
- Poco – <https://www.facebook.com/pocobzb>
- Post-Soviet Depression Press – <http://www.post-sovietdepression.com>
- Sassy Transport – <http://www.sassytransport.com>
- Screaming Banshee Pizza – <http://www.screamingbansheepizza.com>
- Solfa Music and Books – 27 Subway St, Suite 6 in Old Bisbee
- State Farm Insurance – Cheryl Curell – <http://www.rocksolidtoday.com>
- Stock Exchange Saloon – <http://www.stockexchangesaloon.com>
- Turquoise Valley Golf Course and RV Park – <http://www.turquoisevalley.com/>

KBRP Underwriting Agreement

The Bisbee Radio Project, Incorporated
KBRP 96.1 FM



_____, hereinafter referred to as Underwriter, agrees to provide funding in the amount of \$_____ to the Bisbee Radio Project, Incorporated, hereinafter referred to as KBRP, to underwrite programming as provided below.

Underwriting to begin on _____ and end _____.

The underwriting fee will be payable as follows:

All accounts thirty days past due may be assessed at the rate of one percent per month on the amount past due.

On-air mentions to read:

On-air mentions may be changed at the request of the underwriter, through written request, at least 10 days prior to the date of the requested change. All mentions are subject to editing for clarity, brevity and FCC mandated restrictions. Proof of performance is available on request.

Signed: _____, _____

For: The Bisbee Radio Project, Incorporated., d/b/a KBRP

Address: PO Box 1501, Bisbee, Arizona 85603

Phone: 520-432-1400 Email: ryan@kbrp.org

Date: _____

Signed: _____, _____

Company: _____

Billing Address: _____

Phone: _____ Email _____

URL: http://_____

Date: _____

Thank you for supporting Community Radio. KBRP is a not-for-profit 501(c)3 corporation. All donations are tax deductible.