



Be Part of KPTZ's Inaugural Year!

KPTZ is proud to be the first non-profit, full-power radio station serving the greater Jefferson County community. Build awareness of your business or organization through KPTZ's event sponsorship and underwriting opportunities. The results of an FCC-commissioned survey based on the 2000 census determined that our potential broadcast listening audience exceeds 27,000 people. We have a class-A, 900 watt stereo FM signal. The strongest signal (red on map) reaches:

- East to Whidbey Island
- West to Discovery Bay and Sequim
- South to Chimacum

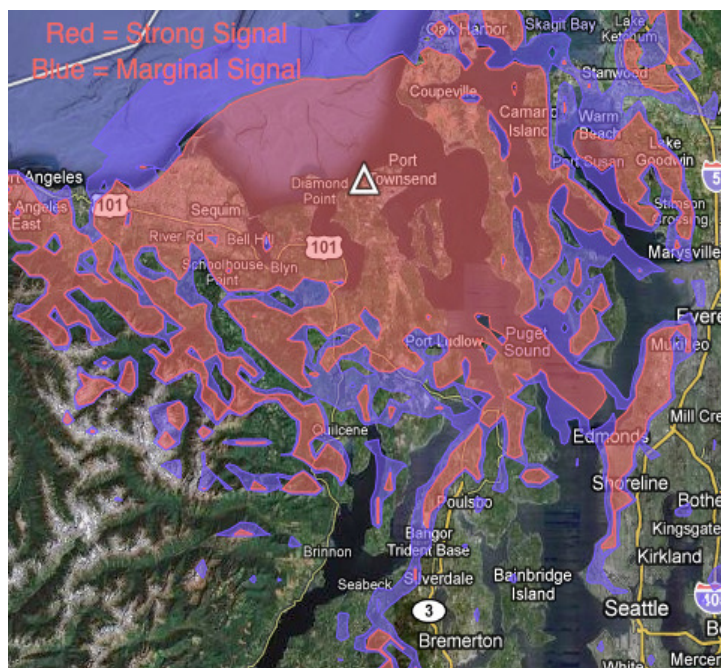
Why Radio?

In the kitchen, bedroom or shower, in the car, train or plane, out-and-about town or deep in country (and even in outer space!) radio is simply ubiquitous. It is easy to find, relatively inexpensive to produce and fun to share! True it may be old-fashioned, but it is never out-of-fashion. It is uniquely, immediately and universally effective communication technology!

Contact Us

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KPTZ COVERAGE MAP



Introduction to Underwriting

As KPTZ is a non-profit, non-commercial radio station, we do not accept any advertising. Instead, KPTZ event sponsors and underwriters receive on-air acknowledgements in exchange for financial contributions. On KPTZ you will not have to vie for the attention of a listener already bombarded by an endless stream of advertisements making specious claims. Your message will be heard in an uncluttered audio environment and we simplify everything by managing the process from the contract, through recording and production to broadcast. There are typically no more than two 20-second underwriting spots per hour. Underwriting may be a tax-deductible charitable contribution or you may regard it as a business expense. Either way, underwriting is a contribution that yields true marketing benefits.

- Expand and build brand awareness by targeting an engaged, local audience
- Generate goodwill in the community by linking your business with civic, educational and cultural institutions
- Enhance your image and relationships with KPTZ members and volunteers by supporting a new yet essential non-profit community resource

Our KPTZ Audience: Demographics & Values

KPTZ is a community radio station and not an NPR affiliate or public radio station. We expect our audience composition will reflect our members, donors and volunteers and come from different ages and backgrounds, different religions and political persuasions. Our KPTZ audience will be eclectic and diverse, representing the cross section of life in our community.

Based on our current donors and volunteers, we already know our supporters are achievers and opinion leaders, creative and bright. They are community-minded, supporting media, arts and culture. In addition, our signal reaches tourists coming from Sequim, Port Angeles, Edmonds, Whidbey Island, parts of Seattle and Friday Harbor.

Rates, Terms and Conditions

Standard Rates

KPTZ base underwriting rates are \$15/spot for run-of-schedule. A minimum of 20 spots are required for the initial purchase, with additional spots in increments of 10. Scheduling and underwriting rates are subject to change. KPTZ will notify the client at least two-weeks in advance of such changes.

Non-Profits

Fellow non-profits and grass roots organizations with budgets under \$100,000 receive the special \$10/spot rate.

Trades

Trade items acceptable for on air or contest giveaways are limited to music, tickets, or items specifically related to program content. KPTZ's \$18/spot base rate for trades is based on the fair market value of the product or service provided. The underwriter or sponsor will invoice KPTZ for the services performed so KPTZ can track the amount provided. Trades of goods or services subject to the General Manager's advance approval.

Terms and Conditions

KPTZ accepts check or credit card payment. KPTZ will work with you to set up a payment plan on your account.

- Payment is due at signing for short term contracts lasting no more than three weeks.
- For long term contracts lasting more than three weeks, the first month is due at signing unless otherwise arranged. Invoices are mailed during the first half of each month. KPTZ requests Net 14 day payment in advance of the following month's services.

- Agreement terms will be executed as of the first day of the month following the contract signing unless otherwise arranged.
- Services rendered by KPTZ are subject to suspension whenever the client payment is not received by the 10th day of any given month (or applicable Net 14 terms) upon execution of agreement terms.
- KPTZ failure to satisfy agreement terms for any reason shall not constitute breach of agreement. KPTZ's only obligation shall be to either a pro-rated refund of funds, reassignment or extension of contract period by mutual consent.

KPTZ underwriting copy guidelines

- Maximum length is 20 seconds
- Underwriting spots are prerecorded
- The name of the underwriter's business or organization may be included a maximum of twice per spot
- KPTZ reserves the right to edit underwriting copy so that it complies with FCC regulations and station policy.

What Underwriting Copy Is Acceptable To The FCC?

Stations are allowed to 'identify', not 'promote' commercial entities that provide general support for the station. This identification can include the following:

- The name of the person or entity
- Location information
- Telephone numbers and website addresses
- Value-neutral descriptions of a product line or service
- Brand and trade names
- Product or service listings that do not include qualitative or comparative language

What underwriting copy is NOT acceptable to the FCC

- Price related information including discounts, interest rates, or references such as "free" - "on sale" - "specials"
- Comparative or qualitative descriptions such as "best" - "most reliable" "largest selection" "nationally acclaimed" – "award-winning" – "exclusive dealer"
- Calls to action such as "call us" - "come by" - "try brand x"
- Inducements to buy, sell, rent or lease such as "this week only" - "a gift for first 20 customers" - "six months service included" - "limited lifetime warranty"
- Phrases promoting a cause or point of view: political, religious, social, etc.

According to the FCC, the purpose of an underwriting message is to “identify, rather than promote” public radio donors. Each public 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. Non-compliance can lead to stiff penalties.

Examples might be:

“Support for KPTZ comes from William's Gallery offering a wide selection of Arts and Crafts from a variety of local Northwest and national artists; as well as other handmade items from around the world. Located at 914 Water Street here in Port Townsend”

“Support for KPTZ is provided by John L Scott Real Estate, where “What’s Important is You.” Serving the needs of Port Townsend and Jefferson County since 1984, with professional agents having over 200 years of combined experience in real estate. On the web at JLSPT.com.”

“Support for KPTZ is provided by Sunshine propane, your local gas heat specialist, and a worker owned cooperative. The one stop shop for all your propane and home heating needs. Located at 10853 Rhody Drive Port Hadlock and on the web at sunshinepropane.com.”

Termination

Either party may terminate their contract with a thirty-day written notice before execution for a full refund. Any account over 90-days past due is subject to immediate termination and benefit cancelation.