



90.3 FM • 106.7 FM  
**KFAI**.ORG  
MINNEAPOLIS • SAINT PAUL

# UNDERWRITING

## ON-AIR

90.3 FM MINNEAPOLIS  
106.7 ST. PAUL



87,000+ MONTHLY LISTENS

## ON-DEMAND

### LIVE STREAMED & ARCHIVED

Shows are available for two weeks after initial broadcast on [kfai.org](http://kfai.org) or our mobile app



300,000+ MONTHLY LISTENS

## WHAT IS UNDERWRITING?

Underwriting is KFAI's way of giving on-air recognition to the local businesses and organizations that provide us financial support.

## WHY UNDERWRITE?

**Target the markets you want to reach.** Our format is variety, meaning your announcements reach an unrepeated audience and an unmatched number of target groups.

**Reach listeners who won't turn the dial.** Our underwriting announcements are brief, informative, and kept to a minimum.

**Strengthen your corporate image and enhance employee pride.** Customers and employees appreciate businesses that do good. Supporting KFAI demonstrates your commitment to community, education, and public service.

**Tax benefits.** Write off your underwriting expenses as advertising expenses, or as a donation to a 501(c)(3) nonprofit.

We're a fixture in the Twin Cities, and we're here for good. Since 1978, KFAI has been a respected part of this community. With new technology, programs, and listeners, we are always growing and innovating.

## WHY DO WE MATTER?

KFAI proudly engages a robust and diverse audience across the Twin Cities metro. Our DJs and programs are as varied as our listeners, meaning we have something for everybody.

**Weekly broadcasts in 10 different languages,** providing a unique resource for new American communities and gaining loyal listeners

**Genre-spanning musical programming,** including Blues, Soul, Rhythm & Blues, Rock, Roots, International Music, Country, Caribbean, Latin, Pop, Jazz, Folk, and Hip-Hop

**Locally-produced news and public affairs programming** focusing on the voices, music, and happenings of local and national cultural communities

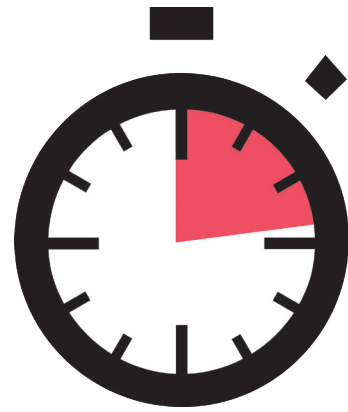
KFAI's listeners are loyal, well-educated, and involved in their communities. They span all ages, and many can't be reached through traditional media channels.

**GROW YOUR BUSINESS.  
SUPPORT COMMUNITY RADIO.  
UNDERWRITE ON KFAI!**

## REACH LISTENERS WHO WON'T TURN THE DIAL



**KFAI's underwriting announcements are brief, and informative, averaging 3 minutes per hour.**



**COMMERCIAL STATIONS average 12 minutes of ads per hour - frustrating many listeners!**

### YOUR ON-AIR ANNOUNCEMENT

Spots can run up to 30 seconds. You choose the number and frequency of the spots, and KFAI will work with you to determine a broadcast schedule that reaches your target audiences. All writing, talent, production, and scheduling costs are covered by KFAI (for English-language spots). These "spots" describe your business, and can include:

- Your business name, address, telephone number, and website
- A description of your business, services, products, upcoming event
- A slogan or corporate philosophy
- How long you've been in business

### LANGUAGES

Translations are available into any of our 9 non-English languages for a one-time fee of \$75. We broadcast in:

Spanish  
Somali  
Hmong  
Oromo  
Tigrigna  
Amharic  
Vietnamese  
French  
Hindi



### POPULAR SHOWS THROUGHOUT THE DAY



#### Freewheelin'

34,662 average monthly listens  
4-6 p.m., Thursdays



#### Root of All Evil

17,634 average monthly listens  
1-6 a.m., Sundays



#### Temposphere

12,087 average monthly listens  
7-9 p.m., Saturdays



#### African Rhythms

10,251 average monthly listens  
Noon-2 p.m., Sundays

### JOIN THESE AWESOME UNDERWRITERS

State of Minnesota  
City Of Minneapolis  
Hennepin County  
Clockwerks Brewing  
Science Museum of Minnesota  
Ordway Center for the Performing Arts  
The Electric Fetus  
MN Spokesman-Recorder

Medtronic  
ARAHA  
Cedar Cultural Center  
CLUES  
Walker Art Center  
NAMI Minnesota  
Addis Travel  
Family Tree Clinic  
... and many more!