» Underwriting helps to keep my favorite programs on the air. I’d do it even if it didn’t bring people into my store, but it does, so everybody wins. «

— Julianna Silva

Moderno
Our mission: KUNM serves the public interest by providing an educational and cultural resource that informs, entertains and involves the community through diverse, high quality programming and audio services. We strive to offer an alternative to commercial broadcast content by featuring music and news seldom heard elsewhere on the dial. This includes serving minority interests and digging up news stories from within minority communities. We also work hard to engage our listeners by challenging them to think and grow. The result? Well, it’s mentioned right there in the first sentence of our mission statement. Public interest. An interest that keeps people coming back, that keeps people listening. Here’s your opportunity to do something wonderful for your community by supporting radio like this. It’s also an opportunity to do something wonderful for your organization.

[THE BEST MEDIA THAT MONEY CAN’T BUY]

Airtime on KUNM 89.9 FM is not for sale. But it is available to businesses and organizations that support our programming and operations. When you make a contribution* to KUNM, your support is acknowledged on the air. It’s called underwriting. And the messages we air sound very different from those on commercial radio. But then, the context is quite different as well. And that means you receive some unique benefits that money can’t normally buy.

Listeners Who Listen: Think about your own radio listening habits. When you listen to commercial radio, do you listen closely? Do you pay attention to the commercials? Or is it background sound? KUNM listeners make a deliberate choice to tune in because our unique programming is informative and stimulating. There’s not much point in having it on if you’re not really listening.

*Your support for KUNM may be tax-deductible as a charitable contribution, although many businesses choose to regard it as a business expense. Please consult your tax advisor for details.
When we first started, few people had heard of us. Now, as underwriters of KUNM, many people we call on already know us and have good feelings about us. «
— Clint Batte & Paul Brandenburger, Milagro Advertising Design

Desirable demographics: There's no better place than KUNM to reach educated listeners, primarily 25-54, with above average income*. These demographics are typical of Public Radio listeners. They're not just a segment of our audience, they are our audience. [*Source: Simmons, 1998]

Less Clutter: Commercial stations may air as much as 18 minutes of commercial time per hour. It's easy for your message to get lost in that kind of clutter. On average, KUNM airs just a minute or two of underwriter announcements each hour.

Positive Impressions: Your underwriting contribution is a gift to the community. Your dollars help fund information and music that's virtually impossible to find elsewhere on the radio dial. Our listeners know that. They know because they contribute their own hard-earned dollars, too. And listeners who care about and support public radio will appreciate the fact that you do too.

According to an L. K. Liebold survey, 80% of public radio listeners say they hold a more positive image of companies that support public radio. And 70% say that a company's support of public radio has a positive influence on their decision to purchase products and services.
The radio dial is full of choices, but KUNM 89.9 FM is the place where 75,000 discriminating listeners throughout central and northern New Mexico tune in for an amazing variety of news and music programs, crafted and hosted by their own neighbors. It’s where they can hear intelligent perspectives on issues and events in New Mexico and around the world. And it’s where they voluntarily contribute their personal funds to keep this programming on the air.

KUNM listeners are the kind of people you want as clients and customers. Your business deserves to be affiliated with this kind of quality radio. And as our current business supporters will attest, your support for KUNM programs is a sound investment.
Underwriting is easy and affordable: The number of on-air acknowledgements you receive for your contribution is based on a four-tiered value structure. Each on-air announcement is assigned a value, based on the program, audience size, and time of day. For example, announcements that air during Morning Edition or All Things Considered have a higher value, due to the large drive-time audience these programs attract. Placement outside of drive time is assigned a lower value. Please refer to the enclosed program grid and rate sheet for the assigned value of each program.

Our diverse programming offers considerable flexibility in the frequency and placement of your on-air announcements. We will be more than happy to help you develop a schedule that best suits your needs. Payment terms are flexible as well. Your gift can be made in monthly payments, or you may elect to contribute your entire gift at once. And to make your dollars go even further, we also offer discounts for contributions of $1,000 or more. Look for complete details in the folder pocket.

The content of underwriting messages is regulated by the Federal Communications Commission (FCC), so it’s critical that you review the enclosed language guidelines and follow them closely when scripting your on-air announcement. If you need help developing an appropriate script, we can work with you to help you achieve maximum impact, within the parameters established by the FCC.

Thank you for your interest in supporting public radio, KUNM 89.9 FM. We look forward to serving you. For more information, please call our underwriting specialist at 505-277-3969.
Becoming a KUNM Underwriter

The suggested minimum contribution to become a KUNM underwriter is $500. The number of on-air acknowledgments you receive is based on a four-tiered value structure. Each on-air announcement is assigned a value ranging from $15 to $45, based on program, audience size, and time of day.

For example, placement during All Things Considered is valued at $45 per announcement; our weekday 7-10 p.m. specialty music shows are valued at $25 per announcement. The enclosed program grid shows the assigned values for each of our programs.

Discounted values are applied for contributions of $1,000 or more.

- $1,000 - $1,999  5% discount
- $2,000 - $3,999  10% discount
- $4,000+     15% discount

We offer considerable flexibility in the frequency with which your announcements air. However, we prefer that your schedule include at least one announcement per week, with a consistent weekly schedule, with the entire schedule airing during consecutive weeks.

Our underwriting representative will work with you to determine the amount of your gift and develop a schedule for your on-air announcements.

Your gift can be made in monthly payments, with a minimum payment of $100 per month. Or, you may elect to contribute your entire gift at once.
Underwriting Message Content

The maximum length for your underwriting announcement is 15 seconds.

All announcements are produced by/at KUNM, using KUNM voice talent.

Your on-air message will read something like this:

“KUNM program support provided by [name of business], providing [value-neutral description of business; type of goods/services offered], located at [your address/phone number/website].”

You may also (or alternately) elect to include a message of support for KUNM, e.g.:

“...[business name], urging you to join them in supporting public radio KUNM.”

The content of underwriting announcements is regulated by the Federal Communications Commission (FCC), which stipulates that such messages may identify but not promote. Additionally, the FCC prohibits the following:

- Superlative, qualitative, or comparative language.
- A call to action.
- Price or value information.
- Inducements to buy, sell, rent or lease.
- Endorsements.

The FCC does allow us to mention the name of a subsidiary, operating division, or parent company. Brief descriptive phrases, brand names, business location, phone number, and length of time in business are also acceptable. An established corporate slogan may be acceptable, subject to approval. Underwriting messages for concert or other event promoters may include: artist or event name, value-neutral description, date, time, place, and where tickets are available.

To become part of the KUNM community of business supporters, contact:

Linda Rodeck, Underwriting Marketing Specialist
505-277-3969, 505-362-5472
Email lindarodeck@kunm.org
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<tr>
<th>Time</th>
<th>Sunday</th>
<th>Monday</th>
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<th>Wednesday</th>
<th>Thursday</th>
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<th>Saturday</th>
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<td>5 am</td>
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<td>New Dimensions</td>
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<td>Weekend Edition</td>
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<td>The Children's Hour</td>
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<td>KUNM Specials</td>
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<td>Folk Routes</td>
<td>Noon</td>
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<td>Democracy Now</td>
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**KUNM 89.9 FM: Underwriting Placement Values**

**Morning Edition**
- Latino USA
- Counterspin
- Living on Earth
- Call-In Show
- Public Affairs
- This Way Out

**All Things Considered**
- Raines
- Home of Happy Feet
- The Blues Show
- Iyah Music (Reggae)
- SouthEast Stages
- Fresh
- Tombstone Rock
- Coffee Express
- Street Beat
- Hot Lix
- Dog City Rock
- Cyberage

**Underwriting Placement Values**

- $50
- $35
- $25
- $15
Afropop Worldwide Fri. 10 p.m.  
Music with an African influence from around the world.

All That Jazz M-F noon.  
Jazz, straight ahead to fusion.

All Things Considered M-F 5:30 p.m., Sat. & Sun. 5 p.m.  
Award-winning news magazine from NPR.

Alternative Radio Sat. 6 p.m.  
The view from the other side, featuring some of the most progressive writers, thinkers and activists of our time.

The Blues Show Wed. 7 p.m.  
The spectrum of blues music, plus blues news.

Bookworm Mon. 12:30 a.m. (Sun. night)  
Michael Silverblatt interviews writers of fiction and poetry, established, new, or emerging.

Counterspin Tues. 8:30 a.m.  
A critique of the week's news coverage by other media, from FAIR.

Cyberage Sun. 1-3 a.m.  
Innovative electronic music of all sub-genres; electro, industrial, ebm, ambient, power noise, synthpop, techno and drum 'n' bass.

Democracy Now M-F 4 p.m.  
From Pacifica, diverse commentators focus on the issues affecting individuals and society.

Dog City Rock Sat. 10:30 p.m.  
Classic rock & roll; electric music for the mind and body from the '60s and '70s.

Ear to the Ground Sat. 7 p.m.  
Weekly music showcase, featuring live performances by local talent.

Espejos de Aztlán Mon. 8 p.m.  
Bilingual arts and public affairs program with interviews.

Folk Routes Sat. 10 a.m.  
A weekly sampling of the best in folk, blues to bluegrass and beyond.

Freeform Music M-F 1:30-4 p.m.; overnights.  
A diverse showcase of KUNM’s music library, uncovering common roots in music from different places and times.

Fresh Thur. 10 p.m.  
New Mexico’s international electronic and “new” music program featuring guest composers, artists and interviews.

Global Music Mon. 10 p.m.  
Exploration of music from around the world.

Home of Happy Feet Tues. 7 p.m.  
Folk music in the broadest sense of the term. Bluegrass, blues, cajun, zydeco, western swing, rockabilly, Tex-Mex, and more!

Hot Lix Sat. 8 p.m.  
Charlie Z. hosts a program of “oldies,” commentary, dedications & requests, and special guests.

House that Jazz Built Sun. 6:30 p.m.  
Uncompromising creative music from the past 30 years.

Independent Native News 5:25 p.m.  
5-minute program presenting current news about Native Americans.

Ijah Music Thur. 7 p.m.  
Reggae and roots; a spectrum of African-influenced music.

KUNM Evening Report M-F 5 p.m.  
Locally-produced news magazine with emphasis on events in New Mexico.

KUNM Specials Sun. 11 a.m.  
From public affairs to holiday specials, the latest and best in local and national production.

Latino USA Mon. 8:30 a.m.  
English-language radio journal of Latino news and culture.

Living on Earth Wed. 8 a.m.  
Weekly environmental news and information program, from NPR.

Morning Edition M-F 5-8:30 a.m.  
Award-winning morning news magazine from NPR.

Music to Soothe the Savage Beast Tues. 10 p.m.  
Progressive and indie rock culled from new releases you’re not likely to hear anywhere else. Plus live and recorded local music.

Native America Calling M-F 11a.m.  
The nation’s first live daily call-in program by, for, and about native people. 1-800-99NATIVE.

National Native News M-F 11:01 a.m.  
5-min. newscast focusing on Native American issues.

New Dimensions Sat. 6 a.m.  
Dialogues presenting a diversity of views from many traditions and cultures, with practical knowledge and perennial wisdom for a more healthy life of mind, body and spirit.

News at Noon M-F noon.  
World, national and local news, from NPR and KUNM.

Other Voices, Other Sounds Sun. 8:30 p.m.  
Contemporary music & sound art with an international perspective; composed, improvised, acoustic, electronic. Hosts: Steven M. Miller, Jim Bailey, CK Barlow.

Performance New Mexico M-F 9:01-9:06, local arts calendar; 10:01-10:06 feature on upcoming local event; calendar listings on the web at kunm.org/perfnm.

Performance Today M-F 9 a.m.  
A two-hour program of classical music performances, recorded live; from NPR.

Radio Theater Sun. 10:30 p.m.  
From traditional to experimental, set in the theater of the mind.