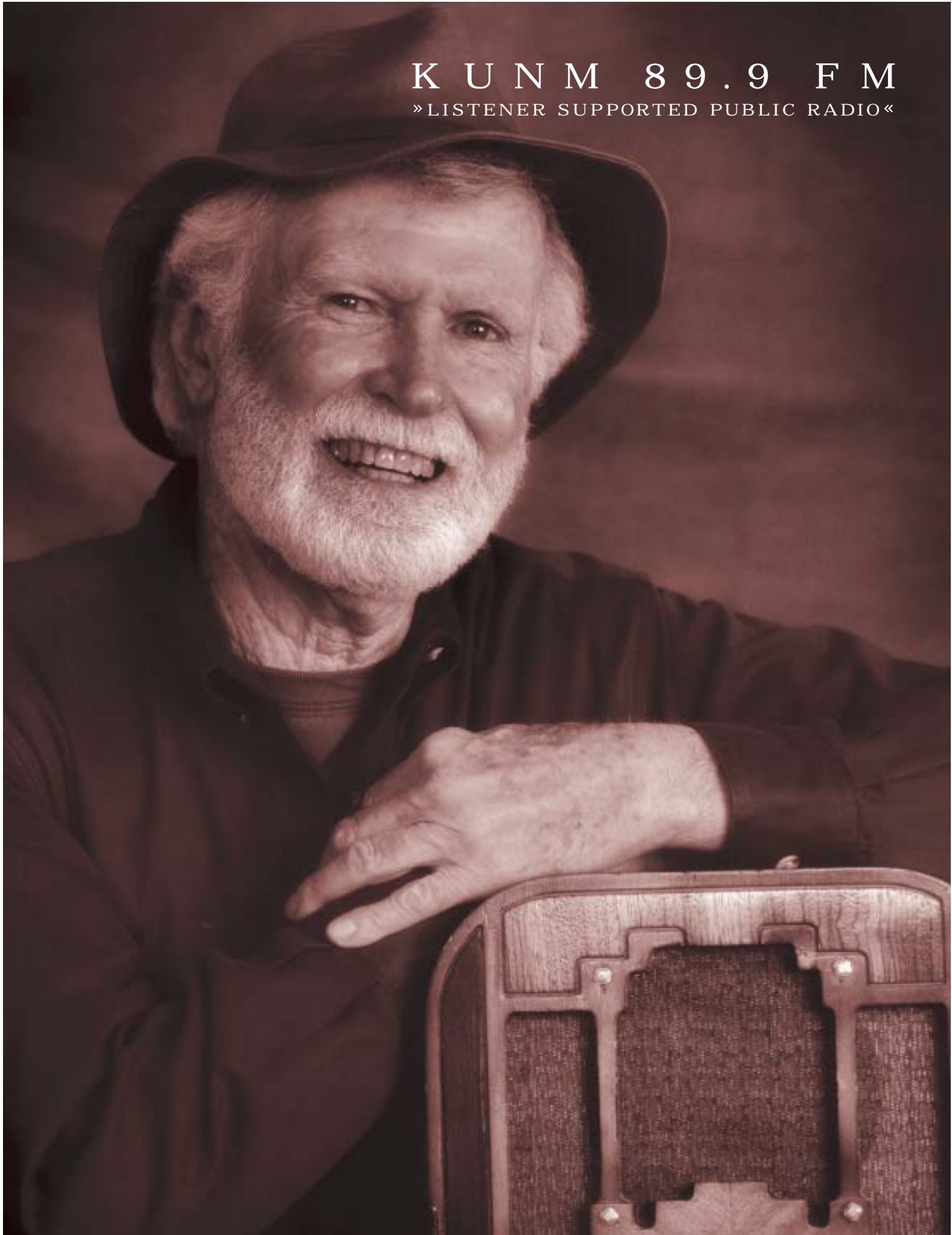


K U N M 8 9 . 9 F M

» LISTENER SUPPORTED PUBLIC RADIO «



» 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*



[ TWO KEY WORDS: PUBLIC INTEREST ]

**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.

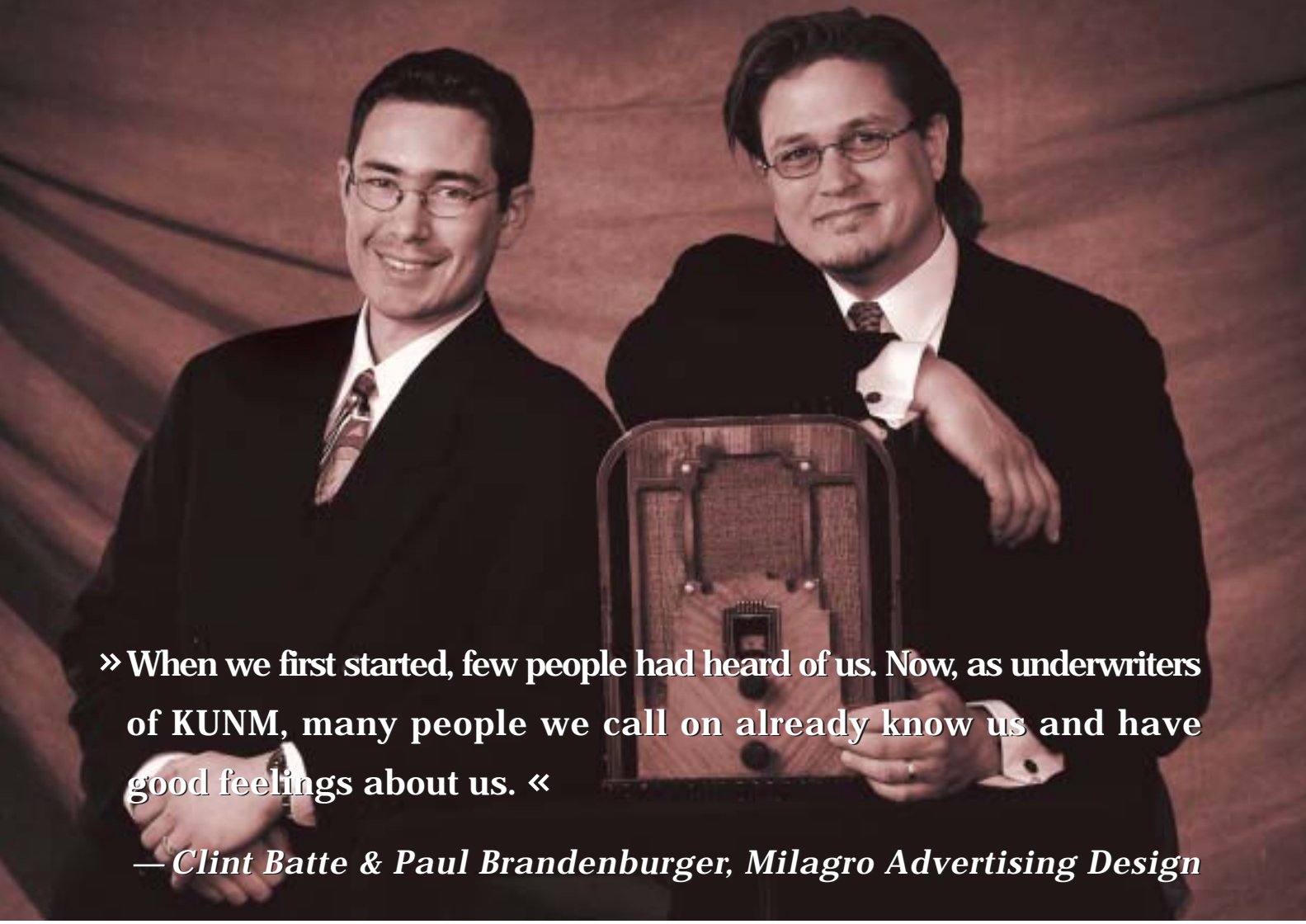
**Listeners Who Listen:** Think about your own radio listening habits. When you listen to commercial radio, do you listen closely? Do you pay attention to the commercials? Or is it background sound? KUNM listeners make a deliberate choice to tune in because our unique programming is informative and stimulating.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



» The simple fact that we underwrite KUNM programming says more about us than any commercial ever could. «

— Gershon Siegel  
Eldorado Sun

\*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.

[ A SOUND INVESTMENT ]

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.



» RADIO COVERAGE «



» KUNM VITAL STATISTICS «

**Location:** 3rd floor of Oñate Hall (Girard and Campus Blvd. NE) on the UNM campus in Albuquerque.

**Frequency:** 89.9 FM

**main transmitter Location:** Sandia Crest

**Effective radiated power:** 13,500 watts

**Coverage Area:** Primary signal radius is approximately 70 miles. Translators extend coverage to Taos, Las Vegas, Socorro, Angel Fire and almost to Grants (Terrain prevents reception in some areas).

**Translators:** 91.1 FM Arroyo Seco, Angel Fire, Cuba 91.9 FM Nageezi, Socorro, Taos, Las Vegas

**Format:** Variety. KUNM provides an alternative to commercial radio with music, news and information programming not otherwise available (see program descriptions).

**Weekly Cume Audience:** 75,000 (Arbitron, Fall 2000)

**Listener Profile:** Primarily 25-54, well educated, above average income, slightly more men.

**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.



» People who listen to KUNM care deeply about it. And they care about the companies that help to keep KUNM on the air. «

— Bonnie Renfro  
Listener and Volunteer

## 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](mailto:lindarodeck@kunm.org)

## KUNM 89.9 FM: Underwriting Placement Values

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
5 am	<b>Overnight Freeform</b>	<b>Morning Edition</b>					<b>Overnight Freeform</b>	5 am
6 am								6 am
7 am	<b>Train To Glory</b>	<b>Morning Edition</b>					<b>Weekend Edition</b>	7 am
8:30 am								8:30 am
9 am								9 am
9 am	<b>Weekend Edition</b>	<b>Performance Today</b>					<b>The Children's Hour</b>	9 am
10 am								10 am
11 am	<b>KUNM Specials</b>	<b>Native America Calling</b>					<b>Folk Routes</b>	
Noon								Noon
1:30 pm	<b>Singing Wire</b>	<b>All That Jazz</b>					<b>Women's Focus/Voces Feministas</b>	
	<b>Singing Wire</b>	<b>Freeform Music</b>					<b>Raíces</b>	2 pm
4 pm	<b>This American Life</b>	<b>Democracy Now</b>					<b>All Things Considered</b>	5 pm
5 pm								5 pm
5:30 pm	<b>All Things Considered</b>	<b>KUNM Evening Report</b>					<b>Alternative Radio</b>	6 pm
6 pm								6 pm
6:30 pm	<b>House That Jazz Built</b>	<b>All Things Considered</b>					<b>Ear to the Ground</b>	7 pm
7 pm								7 pm
8:30 pm	<b>Other Voices, Other Sounds</b>	<b>Raíces</b>	<b>Home of Happy Feet</b>	<b>The Blues Show</b>	<b>Iyah Music (Reggae)</b>	<b>Salsa Sabrosa</b>	<b>Hot Lix</b>	8 pm
10 pm	<b>Radio Theater</b>	<b>Global Music</b>	<b>Music to Soothe the Savage Beast</b>	<b>Southwest Stages</b>	<b>Fresh</b>	<b>Afropop Worldwide</b>	<b>Dog City Rock</b>	10:30 pm
10:30 pm								10:30 pm
11:30 pm	<b>Spoken Word</b>	<b>Global Music</b>	<b>Music to Soothe the Savage Beast</b>	<b>Tombstone Rock</b>	<b>Fresh</b>	<b>Street Beat</b>	<b>Dog City Rock</b>	
12:30 am	<b>Bookworm</b>	<b>Global Music</b>	<b>Music to Soothe the Savage Beast</b>	<b>Tombstone Rock</b>	<b>Fresh</b>	<b>Street Beat</b>	<b>Dog City Rock</b>	
1 am	<b>Overnight Freeform</b>				<b>Coffee Express</b>	<b>Street Beat</b>	<b>Cyberage</b>	1 am
	<b>Overnight Freeform</b>							

**\$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  
interviews, live performances, and  
blues news.

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

**Call-In Show** Thur. 8 a.m. Live  
interviews with community  
leaders; call in your comments  
and questions at 277-KUNM.

**CCNS Update** Sat. 8:34 a.m.  
Concerned Citizens for Nuclear  
Safety presents the latest local,  
national and international news  
about nuclear issues.

**Children's Radio Hour** Sat. 9 a.m.  
Stories and music for children of all  
ages.

**Coffee Express** Fri. 1-3 a.m. Live,  
improvised music, voice, effects and  
sound collages, combined with on-air  
phone callers, CDs and records, tape  
loops, internet audio, etc. It's not  
jazz, but it is caffeinated.

**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  
elektronik music of all sub-genres;  
elektro, industrial, ebm, ambient,  
power noise, synthpop, techno and  
drum 'n' bass.

**Democracy Now** M-F 4 p.m.  
From Pacifica, diverse commenta-  
tors 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. A  
local music showcase, featuring  
live performances by local talent.

**Espejos de Aztlan** 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.

**Iyah 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/perfm.

**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.

**Raices** Mon. 7 p.m. & Sat. 2 p.m.  
Latin American *Freeform* music,  
all genres of Hispanic music.

**Sage Health on Call** 2nd Sunday  
each month, 11 a.m. Alternative  
and environmental health issues,  
with live call-in.

**Salsa Sabrosa** Fri. 7 p.m. Afro-  
Caribbean-influenced music. Hot!

**Singing Wire** Sun. noon. Native  
American music, traditional to  
today's sounds of folk, C&W, rock.

**Southwest Stages** Wed. 10 p.m.  
The region's best performances,  
recorded live in concert.

**Spoken Word** Sun. 11:30 p.m.  
Spoken word, with a focus on  
stories, from both local and  
national sources.

**StarDate** M-F 7 p.m., Sat. & Sun. 6  
p.m. Two-minute travelguide to the  
universe. What to look for in the  
night sky, tales of ancient skylore.

**Street Beat** Fri. 11 p.m. House,  
Hip-Hop, Hip-House, Dancehall.

**This American Life** Sun. 4 p.m. A  
quirky look at modern life through  
fact, fiction and found tape.

**This Way Out** Sun. 6 p.m.  
International lesbian and gay  
news magazine.

**Tombstone Rock** Wed. 10 p.m.  
Ear-shredding metal music other  
stations are afraid to play.

**Train to Glory** Sun. 6 a.m. Sunday  
morning Black gospel music  
featuring traditional, con-  
temporary, and local church choirs.

**Voces Feministas** First Sat.  
every month, noon. Features the  
voices of third world women, and  
women of color.

**Weekend Edition** Sat. 7 a.m.,  
Sun. 9 a.m. Weekend news  
magazine from NPR.

**Women's Focus** Sat. noon.  
Women's magazine on politics, art,  
culture, news, and information.