



When was the last time you listened – *really* listened - to the radio? Heard a great new song by an emerging artist you’ve never heard of, were surprised by an old nugget you hadn’t thought about in ages, or were introduced to a local band playing that night around the corner from where you live?

In the vast expanse of automated radio, impersonal algorithm-based streaming services or pre-recorded podcasts, you might even think that human-curated live radio is a thing of the past. But you’d be wrong.

Real radio is alive in the form of KXSF, 102.5 FM San Francisco, streaming at [www.kxsf.fm](http://www.kxsf.fm)

KXSF is true independent, community-based radio - staffed entirely by volunteers who are your neighbors, friends, teachers, drivers, techies, students, you name it. Each KXSF program is hosted by a different person – as diverse as the city itself, but all with a love and expansive knowledge of music spanning decades and genres that they want to share.

KXSF is also committed to featuring Bay area artists and bands by not only playing their music, but also inviting them into the studio to chat and play live acoustic sets. By doing this, KXSF is not only exposing you to great local music, we are also helping keep art and music alive in our area at a time when it’s financially harder and harder to do so.

How does KXSF do this with just a volunteer staff? We rely entirely on underwriting and donations. We are actively seeking individuals and foundations to help keep KXSF on the air by making tax-deductible charitable contributions, as we are a federally recognized non-profit organization. We are also looking for business owners and managers to underwrite our programming with a support donation of \$100 per month or \$1200 per year.

All donations go right back into keeping KXSF on the air by paying for equipment maintenance and upgrades, broadcasting and streaming systems costs, and monthly bills associated with running a streamlined low-power FM station.

It’s a small price to pay to get the kind of radio you deserve – filled with surprises, new discoveries and a community committed to supporting local artists and preserving our region’s rich musical culture.

Please join the KXSF community and become a supporter or underwriter of KXSF, 102.5 FM, San Francisco. Thank you.



## **Contributor Tiers**

### **Sonic Circle**

Legacy investors and those giving \$5000 or more annually

### **Underwriters**

Those giving \$1200 annually (\$100 per month) when approached by a KXSF-FM radio show DJ are considered full program underwriters

### **Partial Underwriters**

Those giving \$600 annually when approached by a KXSF-FM radio show DJ are considered partial underwriters

### **Contributors**

Those giving anywhere between \$5 and \$5000 as a general donation (not specified as "underwriting") to KXSF-FM

## **Ways to Give**

### **Online**

Click on "Donate Now" at KXSF.FM, and pay via PayPal or Credit/Debit Card (monthly payments optional)

### **By Check**

Make check payable to San Francisco Community Radio  
Mail to: KXSF, SF Community Radio  
PO Box 641042  
San Francisco, CA 94164

## **Tax Information**

KXSF-FM is a registered 501(c)(3) non-profit organization.  
Our tax identification number is 35-2425564

## KXSF-FM Underwriter FAQs

### **What exactly is “community radio?”**

Community radio means that KXSF is 100% managed and operated by volunteers, on the air and behind the scenes. KXSF is an IRS registered 501(c) (3) non-profit organization, funded entirely by tax-deductible contributions.

### **Who can hear KXSF?**

KXSF is classified by the Federal Communication Commission (FCC) as a Low Power FM station. We broadcast at 102.5 on the FM dial, covering the city of San Francisco (potentially 870,000 people). However, because KXSF also live streams on the Internet, our reach is worldwide. You can stream KXSF on our website, KXSF.FM, as well as on the *Tune In* app.

### **What will my donation/underwriting pay for?**

All monies donated to KXSF – which are 100% tax deductible - go toward keeping the station on the air, primarily equipment costs, and costs pertaining to our transmitter on Sutro Tower. All human efforts – staff and DJs – are volunteer. Incidental costs and expertise required (lawyers and such) are often assumed by those volunteers or done pro bono or at cost.

### **So if I or my business is underwriting a particular program, will that be mentioned on air?**

Low power FM stations are NOT allowed to broadcast paid advertising. KXSF IS allowed to acknowledge contributors on the air as “underwriters.” *Underwriters will not only be acknowledged several times during the program of the DJ who approached you to make a donation, but also mentioned numerous other times during the week and at all hours of the day as an “Underwriter.”* KXSF DJ’s log these mentions, and upon request, data can be provided the underwriter regarding the frequency of these “thank you’s.”

### **Will those acknowledgements be read live on-air by DJs, or in pre-produced “spots?”**

It can be either, or both. A KXSF representative will get the approval from Underwriters of the copy DJs will read on the air, or in pre-produced spots acknowledging the donation. Underwriters may even request or be asked by the DJ to participate in the production of said spots. *However, these are NOT advertisements as per FCC regulations, so final approval of Underwriting spots is given only by KXSF staff.*

### **What about social media mentions?**

KXSF has an active Facebook page, and is on Twitter and Instagram as well. Many of the DJs have FB, Twitter and Instagram accounts for their own shows as well, sharing with all their social media followers the contributions KXSF Underwriters have made. In addition, Underwriters logos will be displayed on the KXSF.FM website with links to their company websites. Links will also be provided on the Underwriter List page on the KXSF website.



## Underwriters

KXSF (SFCR) would like to thank the following companies, individuals and organizations for their current and past financial support:

David Amamoto	Lady Falcon Coffee Club
Amnesia Bar SF	McCarthy's Irish Bar
Babylon Burning	The Music Store
Barry Nadell Construction	Jane Poppelreiter Real Estate
The Barrel Room	Park Plaza Fine Foods
Bruno's Hauling	Rainbow Grocery Cooperative
Charles Neal Selections	David Rio
Chris Stover Properties	Schauplatz Vintage
Chiotras Grocery	Tame Band/Chrome Buddha Band
Climb Real Estate	Tennessee Grill
Creative Reuse	The Strand Salon
Dress SF	Vinthology
Emo's Place	WeNeedMerch.com
Irish Voices	The Willows
Issues Magazine	
Ivalua	



## Underwriting Contract

Company/Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Is your organization a non-profit 501(c)(3) (Y/N) \_\_\_\_\_

Name of show(s) you are underwriting:

\_\_\_\_\_  
\_\_\_\_\_

Rate Package Choice

\_\_\_\_\_ Full Underwriting (\$100 monthly/\$1200 annually)

\_\_\_\_\_ Partial Underwriting (\$50 monthly/\$600 annually)

\_\_\_\_\_ 2 Show Discount (\$175 monthly/\$2100 annually)

\_\_\_\_\_ Other (please describe)

Start date \_\_\_\_\_

End date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

By signing, I agree to the content and cost contained in this contract

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## Mission Statement

As a community radio station in San Francisco, KXSF-FM will provide the city the programming that can't be heard elsewhere on the radio dial. It will provide an educational opportunity for college students interested in the broadcast arts and complementing existing coursework. It will reflect the diversity of San Francisco by reaching out to communities currently under-represented on broadcast radio. In addition, the organization will strengthen San Francisco's artistic communities, giving them a broadcast outlet in an ever-changing city.

KXSF-FM's mission is to reflect the diversity of San Francisco through quality music and information programming, serving communities not currently served by broadcast radio. It will provide a forum for unheard musicians and bands, as well as a voice for cultures and communities that are absent on the commercial radio dial. KXSF's presence on the broadcast dial will allow under-served artists of all mediums a chance to promote shows and events, helping the creative community grow and thrive.