



KXSF MISSION STATEMENT

KXSF'S MISSION is to amplify the diverse voices of our world by providing musically creative and socially aware radio, San Francisco style.

KXSF is much more than just “radio station.” We are a diverse universe of dozens of all-volunteer DJs and hosts representing all parts of the Bay area and beyond. We play a crucial role in our community – providing a unique platform for underserved voices and a forum for pressing issues locally *and* globally. We play a significant role in supporting the Bay area music scene by showcasing local music and musicians prominently on air, as well as featuring them on benefit shows and streams. And within our collaborative environment we provide education in the broadcast arts for eager students of all ages.

KXSF DIVERSITY STATEMENT

KXSF/SAN FRANCISCO COMMUNITY RADIO is anti-racist. We recognize and celebrate the power of diversity, and is committed to helping our community dismantle systemic racism. We proudly recruit programmers, DJs and volunteers who reflect the community we serve. Since we have multicultural listeners both locally and globally, we strive to mirror that in our on-air programming.

Women, Black, Indigenous and other people of color (BIPOC), Lesbian/Gay/Bi/Trans/Queer (LGBTQ) and non-binary people, the disabled, students and seniors are encouraged to volunteer. KXSF explicitly forbids discrimination or harassment on the basis of race, color, national origin, religion, sex, gender, age, disability and marital status.



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, Instagram and YouTube. 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

Patricia Cox

Amnesia Bar SF

Rainbow Grocery Cooperative

Babylon Burning

David Rio

Barry Nadell Construction

Tame Band/Chrome Buddha Band

The Barrel Room

Tennessee Grill

Bruno's Hauling

The Strand Salon

Charles Neal Selections

Vinthology

Chiotras Grocery

WeNeedMerch.com

Climb Real Estate

The Willows

Creative Reuse

Exploring Music

Dress SF

Lark in the Morning

Emo's Place

Choochcast

Irish Voices

City Beer Store

Issues Magazine

Park Plaza Fine Foods

Ivalua

Arizmendi Bakery

Lady Falcon Coffee Club

Trista Bernasconi Real Estate

McCarthy's Irish Bar

Music Store

Jane Poppelreiter Real Estate

Chris Stover Properties



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

_____ Pandemic Package: \$1200 (in full) for 15 months

_____ 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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