



102.5 FM KXSF San Francisco is a 100% volunteer, non-profit community radio station streaming Live Online 24x7 + Across SF on 102.5 FM. kxsf.fm | Studio phone: 415-648-7327

KXSF Underwriting FAQs

What exactly is “community radio?”

KXSF is 100% managed and operated by volunteers, on the air and behind the scenes. KXSF is an IRS-recognized 501(c)(3) non-profit organization, funded entirely by donations and underwriting.

Who can hear KXSF?

KXSF is a Low Power FM station broadcasting at 102.5 FM, covering the city of San Francisco (potentially 870,000 people). KXSF also live streams on the Internet. You can stream KXSF on our website, KXSF.FM, as well as through a free app available on the Apple app store.

What will my donation/underwriting pay for?

Underwriting pays for the operating expenses at the station, including studio and transmitter rent, internet and telephone, and music licensing. KXSF cannot broadcast its locally-generated programming to the community without the help of underwriters.

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

Underwriters are acknowledged during the program they underwrite as well as during other programs during the week. Underwriting announcements are identifying in nature, such as, “(Name of program) is presented by (name of business),” or, “KXSF thanks (name of business) for making our programming possible.” Non-commercial stations are not allowed to include information about a big sale this weekend or similar calls to action. However, we can include your website or phone number in the Acknowledgment.

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

Either and both are available. A KXSF representative will get approval from underwriters for the copy DJs will read on the air, or in pre-produced spots acknowledging the donation. Underwriters may request or be asked by the DJ to participate in the production of said spots and can provide a pre-recorded spot as well. However, FCC regulations prohibit certain language in underwriting announcements. Final approval of language is given only by KXSF staff.

What about social media mentions?

KXSF has active [Facebook](#), [X \(Twitter\)](#) and [Instagram](#) pages. Many DJs have social media accounts for their own shows as well. Underwriters are regularly thanked on these social media platforms. In addition, underwriter logos will be displayed on the KXSF.FM website with links to their company websites. Links will also be provided on a dedicated page to underwriters on the KXSF website.