

KWMR Media Sponsorship

www.kwmr.org

KWMR, Community Radio for West Marin, is a great way to reach the local community and to inform them about your events or activities.

KWMR informs the community about your organization and event and you inform your attendees that there is a great local resource (KWMR)!

Media Sponsorship Options:

KWMR can offer the following services as an in-kind trade:

1. KWMR on-air underwriting spot for the event that will run twice per day for two weeks prior to the event.
2. On-air interviews (number TBD) with live host during KWMR programming. Rebroadcast of interview when possible.
3. Your event logo and information on KWMR web site.
4. Random on-air announcements of event by programmers.
5. Information on your event posted on KWMR's Facebook page with a link to your event.
6. Event included in the KWMR "Roundup", KWMR's weekly e-newsletter, for two weeks before event or as agreed upon.
7. Logo and event information posted on Horizon Cable Channel 47 (simulcast of broadcast signal to Point Reyes, Olema, Inverness and Dillon Beach customers.)

In exchange, KWMR asks for the following:

1. KWMR logo on event promotional materials including web site, flyers, newspaper advertisements or email announcements.
2. A table at the event for promotion of KWMR and sales of merchandise if appropriate to event and venue.
3. Passes/tickets or entry for staff or other station affiliates (number TBD).
4. Event emcee opportunities to introduce talent and promote KWMR as media sponsor.
5. KWMR banner at event.
6. On-air event ticket give-away.

The value of media sponsorship trade is subject to negotiation by both parties. We welcome other opportunities to expand the scope of partnership with other community partners.

Questions: Please contact Amanda Eichstaedt, Executive Director
Phone: 415-663-8068, extension 104 or Amanda@kwmr.org

Tips from KWMR

Ways to utilize your local radio station to "Get the Word Out!"

For Non-Profits:

Public Service Announcements (PSA)

Please submit in no more than 60 words, the following:

- what is the event;
- where is the location, including complete street address;
- when is the day and time, including the day of the week;
- who is the sponsoring organization and/or beneficiary; and
- contact information – person's name, phone number, email address and/or website—in case listeners have questions.

Note: KWMR cannot announce names of specific performers, caterers or other event service providers. We can announce, however, "live music and great food", for example. PSAs are read at the discretion of KWMR's volunteer programmers, when time is available.

PSA's are read voluntarily by programmers when they are on the air. These are free.

Email your completed PSA to psa@kwmr.org

For Businesses OR NonProfits:

Underwriting

Underwriters submit 30 – 50 words that will be edited to comply with FCC standards (subjective, no qualitative words, no calls to action and no direct address of the listener). Scheduled to be read live on the air.

Spots run between \$5 and \$8 per spot, depending on the frequency in the contract.

Interviewed on a program

If you have content to be featured on the air in an interview with a KWMR host or are involved with a newsworthy topic.

For public affairs/news programming contact Katie Eberle katie@kwmr.org

For other programming (arts, science, community etc.) contact:
Lyons Filmer programming@kwmr.org

WM Fund media confab: 10-20-2015

Amanda Eichstaedt amanda@kwmr.org

KWMR as Media Sponsor

For some events in the community, KWMR is able to be a media sponsor. This means that KWMR will promote the event on the air and will, in exchange, be featured on event materials such as posters, flyers, hand outs, social media messaging etc. (separate handout)

Become a KWMR Programmer

Hankering to host a music show? Itching to interview? KWMR's Programming department is always recruiting new volunteer programmers. We will train you how to run the KWMR soundboard with confidence!

Program Proposal form is on the KWMR web site.

Volunteer Agreement is on the web site.

Stop by the station, email us, or give us a call at (415) 663-8068, ext 101 for Program Director, Lyons Filmer: programming@kwmr.org

Youth DJ Project

KWMR's Youth DJ Project strives to increase the number of youth engaged with radio and audio production by means of specialized program tracks for individual participants, as well as school facilitated trips for whole classes or groups of students. The project uses radio as a way to give voice to local youth, and also enables KWMR to work towards its goal of establishing a link to local schools by working with students and teachers to create innovative ways to enrich classroom curriculum with radio.

- 14 years is a general age requirement. The station reserves the ability to use their discretion regarding age and maturity when accepting students as interns or DJs.

More info at www.kwmr.org.