



## **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: SF Community Radio  
PO Box 1700697  
San Francisco, CA 94117

## **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, SFCR’s Apple app, or Radio Rethink.

### **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 and organizations for their current and past financial support:

Babylon Burning <http://www.babylontee.com>

Barry Nadell Construction <https://www.facebook.com/Nadell-Construction>

Bruno's Hauling <http://www.brunoshauling.com>

Charles Neal Selections <http://charlesnealselections.com>

Chiotras Grocery <https://www.facebook.com/chiotrasgrocery/>

Choochcast <http://www.choochcast.com/>

Climb Real Estate <http://www.climbsf.com/>

Emo's Place <https://www.facebook.com/EmoscafeSF/>

Issues Magazine

Ivalua <http://www.ivalua.com>

Rainbow Grocery Cooperative <http://www.rainbow.coop>

David Rio

Tennessee Grill <http://tennessee-grill.cafes-city.com/>

The Music Store <http://www.themusicstoresf.com/>

Vinthology

The Willows



## 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

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



## 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.