

Local First Independents Week 2008

Foundation for Creative Broadcasting, KXCI-91.3 FM



Foundation for Creative Broadcasting, Inc.
220 South 4th Ave.
Tucson, Arizona 85701
520-623-1000



We would like to offer **LOCAL FIRST MEMBERS** best-available spots, **6AM-10PM Mon-Sun, for \$10.00 a spot on 91.3 FM KXCI a Tucson community radio station.** In addition we will credit back or bonus spots at 10% towards your contract for member contracts which we acquire from this relationship going forward.

"You are listening to member-supported, volunteer-powered Community Radio KXCI in Tucson, Arizona. Additional support for this show comes from..."

Underwriting of Community Radio reaches your target market by associating with quality local radio programming. By investing in KXCI:

- You see results at a fraction of the cost of commercial airtime,
- Present your message in an uncluttered, commercial-free environment, and
- Show your commitment to culture and education in our community.

A poll cited in Public Telecommunications Review finds that eighty-one percent of those polled admire companies that underwrite non-commercial broadcasting. Thirty-eight percent say underwriting influenced their choice of product or service.

KXCI Community Radio is in its 25th year on the air, and there has never been as much interest in our programming. Our two-part mission is to serve the media public, and to expand and enhance community interaction.

Whether you are interested in marketing value or believe in supporting grass-roots community efforts, your participation is a plus. If you have questions about becoming a part of Community Radio, give me a call at 623-1000 extension 14.

Radio-actively,

Todd Powers
Underwriting Director
623-1000 X14
todd@kxci.org

KXCI Listener Profile

Demographics

Age	% Listeners
15-20	1%
21-24	1%
25-34	6%
35-44	17%
44-54	34%
54-64	26%
65-74	16%
75+	3%

Income	% Listeners
- \$25,000	13%
\$25-34,000	5%
\$35-49,000	36%
\$50-74,000	23%
\$75,000+	22%

Male	60%
Female	40%

Education	% Listeners
High School	10%
Some College	25%
College Grad	30%
Advanced	35%

Ethnicity	% Listeners
White	50%
Hispanic	25%
Other	25%

These figures represent results of our most recent membership survey. This year we have over 2800 listening members. A common rule of thumb is that only one in ten listeners become members of a non-commercial station. Given these figures, over 30,000 + listeners tune us in each week.

An accident? It is certainly worth considering in any marketing plan.