

KVNF Program Schedule						
TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY SUNDAY
5:00 am	National Public Radio					JAZZ
6:00	Morning Edition					NPR Weekend Edition
7:00						
8:00	<i>Go Betty Morning Music Mix</i>	<i>Electric Love Letter Morning Music Mix</i>	<i>Wednesday Morning Music Mix</i>	<i>Obsequious Purple &amp; Clairvoyant Morning Music Mix</i>	<i>Feel Good Friday Morning Music Mix</i>	
9:00						Pot o' Gold New Dimensions
10:00	FreeRange Radio	<b>Just Us Folks</b>	<b>CROSSROADS</b>	The Freak Show	<b>Gumbo Ya Ya</b>	<i>Car Talk</i>
11:00	Rock, Folk,	Folk	Roots, Bluegrass, Folk,	Variety	New Orleans, Cajun, Zydeco, Blues	<i>e-Town</i>
12:00	<b>Future Sound</b>	<b>Blues and Other Colors</b>	<b>The Slide Show</b>	ROOM TO GROOVE	The Music Box	<b>Pickin'</b>
1:00pm	Variety	Blues	Rock	Funk, World, Electronica,	Rock, Blues	Bluegrass
2:00	KVNF's Alternative News, Local/Current Affairs Programming					The Redneck Riviera
3:00						Classic Country
4:00	National Public Radio's					NPR's All Things Considered
5:00	Democracy Now					NPR's All Things Considered
6:00						<i>Fresh Air</i>
7:00	<b>Musica Mexicana</b>	<i>One Woman's Perspective</i>	<b>Global Express</b>	Soul System	COOKIN' WITH JAZZ	<b>Turn It Up!</b>
8:00	Hispanic	Women's Music & Poetry	World	Soul	Jazz	Rock
9:00		<i>You Never Know</i>	<i>Under the Influence</i>	The Back Beat	<i>Emotional Rescue</i>	Saturday Night Soundtrack
10:00	Spanish Language News	Alternative Rock	World, Electronica, Rock	For Hipsters	Rock	Alternative Rock,
11:00						<i>Late Night</i>
12:00	JAZZ					<i>In the Classical Tradition</i>
1:00 am	WITH BOB PARLOCHA					<i>Classical</i>
2:00 am						JAZZ
	WITH BOB PARLOCHA					

**KVNF Short Features**

Hightower Radio	8:00 am (Mon-Fri) Mon-Fri (and during NPR breaks)	Weather or Avalanche Report	8:00 & 10:00 am Bulletin Board	1:00 pm & 8:00 pm Mon.-Sun.
Pulse of the Planet	12:00 pm (Mon-Fri only)	NPR News Headlines	12:00 pm	
Earth & Sky	10:00 am M-F (Sat & Sun 8:38 am)	Mystics Almanac	Tuesday 8:30 pm & Sunday 10:30 am	
Visual Arts Calendar	7:20 am & 11:00 am			
Entertainment Calendar	9:00 am & 2:00 pm Mon—Fri (2:00 pm only Sat/Sun)			



## What is Underwriting?

When you underwrite **KVNF** programming, you purchase a customized on-air announcement that lets people know who you are, what you do, and that you support community public radio. In return, our listeners will support your business. 70% of public radio listeners say that a company's support of public radio has a positive influence on their decision to purchase that company's products or services.\*

\*Audience '88, A Comprehensive Analysis of Public Radio Listeners

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Fax: 970-527-4865  
[kvnf.org](http://kvnf.org)

The Federal Communications Commission (FCC) has strict guidelines for what a public radio station may and may not say in an underwriting announcement. **KVNF** will work with you to create an announcement that suits your needs and complies with **FCC** guidelines.

### We Can Say:

- Who you are
- Where you are
- What you do or sell
- Your phone number
- Your slogan (with certain qualifications)
- Passive voice invitation— For example, "Dr. John may be reached at..."

### We Cannot Say:

- Anything about a price, discount, sale, or deal
- "Call..." "Come by..." "Try..." (call to action)
- "Perfect," "Best," "Most..." or anything that compares
- "You..." For example, "You can reach the store at..."

### KVNF Underwriter Benefits:

- ◆ Membership at KVNF
- ◆ Link to your website
- ◆ Name in KVNF newsletter twice a year
- ◆ Reaching Over 150,000 people on the Western Slope of the Rockies and Eastern Utah on 7 Frequencies
- ◆ Identify your business as one that supports community owned communications
- ◆ Your message heard over 10,000 square miles

## Underwriting Contact

**Brita McDaniel, Development Director**  
Phone: 970-527-4866  
[brita@kvnf.org](mailto:brita@kvnf.org)

## KVNF Underwriting Rates

Underwriting announcements are 20 seconds in length.

5% discount for prepaid 6-11 month

10% discount for prepaid 12 month

### Intro Package

5 spots per week for 13 weeks -News and Music spot mix  
\$475.00

### Members Package

1 spot per week in music show for non-business member  
\$40.00 a month/\$450.00 annually

### NPR Package

3 spots per week in NPR News - \$180.00 month  
5 spots per week in NPR News - \$260.00 month

### Music Package

3 spots per week in music shows - \$120.00 month  
5 spots per week in music shows - \$170.00 month

### Special Events Package

\$10 per spot for the first 20 spots then \$8 per spot for all spots over 20.

### Day Sponsorships

Announcement made 6 times in one day —\$65

### Odd/Even Mix

Announcement aired on each odd day only or even day only of the month. Available 5 or 7 days a week.

Mon - Fri:	Mon - Sun:
\$10 spots—\$100 mo.	\$10 spots—\$135 mo.
\$8 spots—\$88 mo.	\$8 spots—\$105 mo.

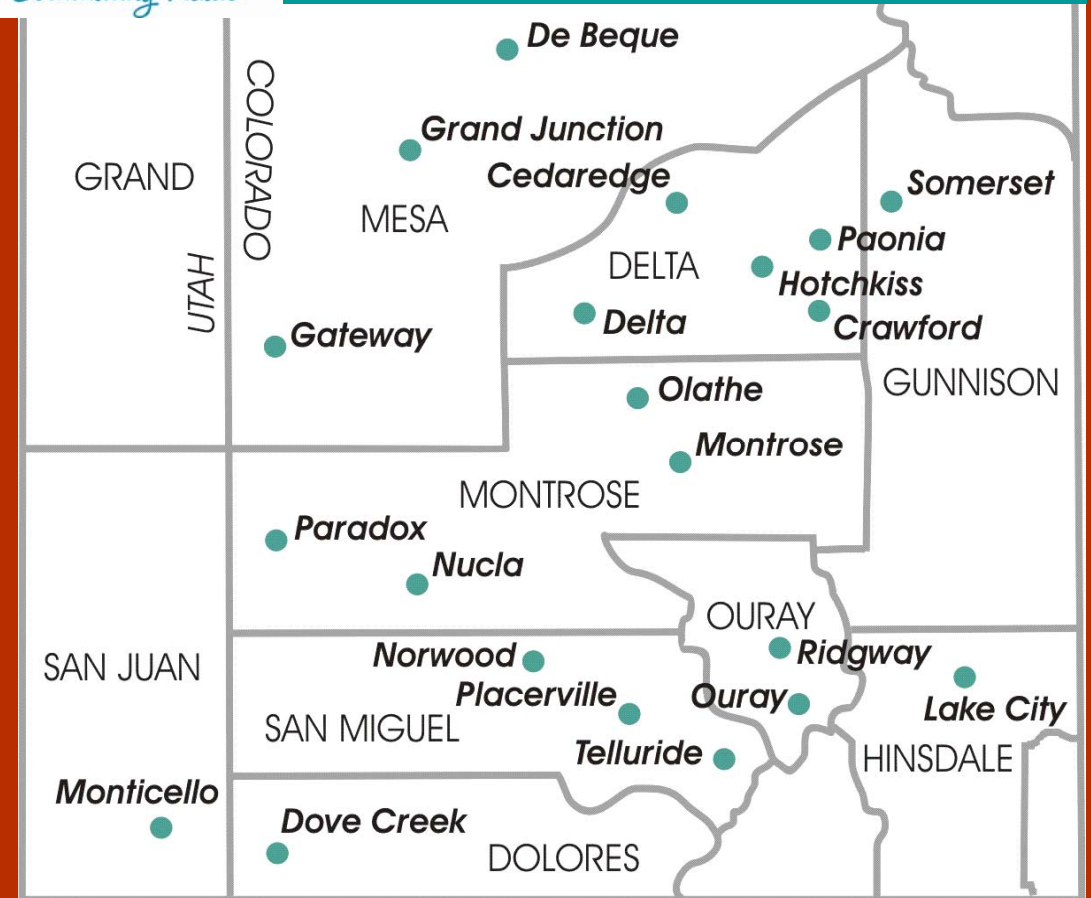
### Customized Packages

6:00-10:00 am AND 4:00-7:00 pm	10:01 am-3:59 pm	7:01 pm-12:00 am
\$15 per spot	\$10 per spot	\$8 per spot
1 spot/wk = \$65/mo.	1 spot/wk = \$45/mo.	1 spot/wk = \$35.00/mo.



# KVNF Underwriting

## KVNF Coverage Area



### Underwriting

### Contact:

**Brita McDaniel, Development Director**

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