

BILINGUAL PUBLIC RADIO SINCE 1973



AIRING YOUR ANNOUNCEMENT ON KBBF

KBBF's enviable antenna location atop the South Peak of Mt. St. Helena in Napa County gives us a wide broadcast footprint. According to radio-locator.com, KBBF currently covers eight counties reliably, with several more in its weak range. Located in the heart of Wine Country, KBBF's signal is strongest in Sonoma, Napa, Contra Costa, Lake, Marin, Solano, Yolo, and Colusa counties. Cross-referencing US Census data with our signal range gives us an estimated 775,665 Latinos as potential listeners of KBBF. We are also streaming around the world via our website.



WHY BROADCAST YOUR ANNOUNCEMENT ON KBBF?

KBBF Radio was the nation's first bilingual public radio station when it went on the air in 1973. It still remains the only radio source of local public affairs in Spanish in the entire North Bay, and one of the very few stations generating original, local public affairs content in Spanish. Generations of communities have grown up listening to KBBF for news, music, talk, culture, life-saving emergency information, and just to pass the time. KBBF has been crucial to Spanish-speaking and Latin American Native communities in broadcasting emergency information during times of crisis, such as wildfires, floods, COVID-19, or other breaking news.

Read about some of the press and accolades that KBBF has received for its work at kbbf.org/press

When KBBF announces a supporter on the air, the community takes into account that the product, information or services offered in this announcement came from someone who supports KBBF as much as they do. It lets listeners know that this supporter helps to make possible the programming that they depend on, and creates a sense of community with the supporter.

UNDERWRITING ANNOUNCEMENTS

Due to federal media regulation, public radio stations broadcast *Underwriting announcements* instead of commercials, since selling air time on public radio is prohibited. Underwriting announcements are on-air acknowledgments of a donation. So when you make your donation to KBBF, we can announce the name of the donor (whether it be an organization, company or individual), along with any *factual information* the donor wishes to share. This factual information can include a description of products or services, information about an upcoming event, contact information, or a public service announcement on behalf of the Underwriter. We do not disclose the donation amount.

So, for example: *“Miguel’s Tire Shop is a supporter of KBBF. Founded in 1987, Miguel’s Tire Shop has won several awards for our customer service. We offer full tire service, tune-ups and sales. More information is available at (707) 123-4567 or at www.miguelstireshop.com”*

Or, *“On June 21st the County of Sonoma presents the annual fair. There will be rides, animals, music, food, and more. More information is available at...”*

Or, *“The City of Santa Rosa is currently hiring a diversity expert. Requirements include a bachelor’s degree, being bilingual, and being able to travel. More information is available at [A couple things you may notice about the above announcements: Only factual information is offered, there are no *calls to action* \(they say *“more information is available at”* instead of *“for more information call...”*\), and there is no *superlative language* such as *“the best...”*](http://www. (...)”</i></p></div><div data-bbox=)*

SPOTS

Spots are instances of airing an announcement. Announcements are 30 seconds long (per language) and are aired during times that KBBF deems most beneficial to the Underwriter. The script of the announcement can be written by either the Underwriter or by KBBF. The content of all underwriting announcements must conform to federal guidelines and KBBF policies. We recommend that potential Underwriters send us their bullet points and let us write their script, unless the Underwriter has experience working with public stations. ***All Underwriting inquiries must be submitted at least 2 weeks prior to the desired air date.***

TYPICAL PACKAGES

\$ 500 - 20 Spots

\$ 1200 - 60 Spots

\$ 1600 - 100 Spots

\$ 2300 - 160 Spots

\$ 2500 - 185 Spots

\$ 4000 - 365 Spots

\$ 5000 - 500 Spots

SPECIAL PACKAGES

Express Package - \$300 for 15 Spots

-Less than two weeks notice before airing
-KBBF writes the script and produces the announcement without Underwriter approval

Premium Package (Spanish) - \$800 for 20 Spots

Spots air adjacent to Linea Abierta and Pulso de Radio Educacion, KBBF's most listened-to shows in Spanish, for 4 weeks.

Premium Package (English) - \$800 for 20 Spots

Spots air adjacent to Democracy Now!, which is KBBF's most listened-to show in English, for 4 weeks.

These packages are only suggestions. Contact us if you would like us to put together a custom package that more specifically meets your needs (and budget!): info@kbbf.org

Production fees may apply:

The cost for producing an announcement is \$120. There is an additional \$50 cost for producing a bilingual spot.

Fees include script writing, voice talent, recording technicians, translations when needed, and audio editors. Because any of these services trigger the production fee, KBBF recommends that all Underwriters leave the production to us.