



## MEDIA KIT + PARTNERSHIP GUIDE 2024



### WHO WE ARE

As a community-supported, independent radio station, KXRW 99.9 FM embodies empowerment, diversity, and inclusivity. Dedicated to amplifying local voices, fostering open dialogue, and celebrating community connections, our programming showcases a range of perspectives. From interviews with local non-profits, businesses, elected officials, and candidates to highlighting local artists, musicians, and authors, and promoting community events, we strive to represent the colorful mosaic of Southwest Washington and beyond.

### OUR VISION

At KXRW 99.9FM, our vision is to spotlight the essence of Vancouver's culture. We strive to establish a vibrant hub for ideas, music, and creativity, dedicated to fostering a more open media landscape and a just community. KXRW aims to be not only a media outlet, but a central place for our community to gather and collaborate.

**At KXRW, we believe an informed community is a healthier community.**

# THE KXRW TEAM

- 60+ volunteers
- 38+ hosts
- 28+ monthly contributors
- 14+ active partners
- 6 board members
- 3 studio dogs

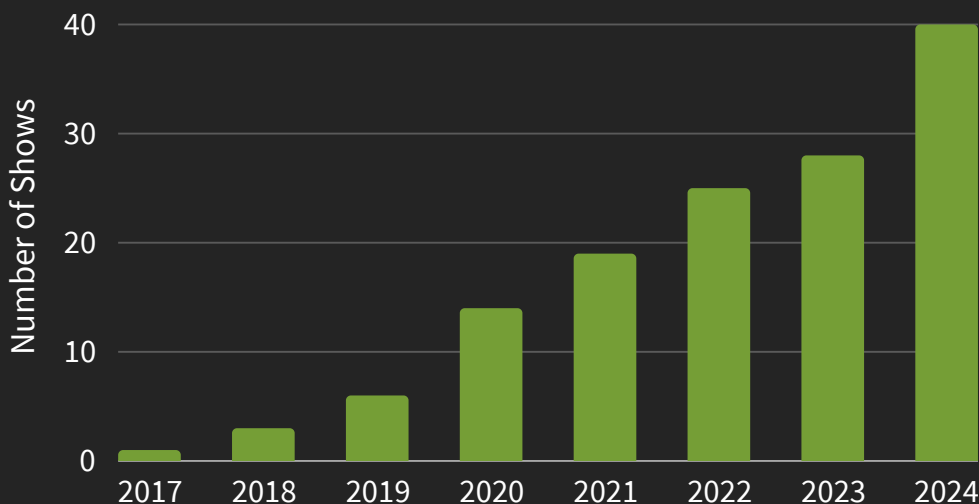
= 1 big radio family

## WHAT WE'RE PROUD OF

- **60 hours** of original, locally produced talk & music programming weekly.
- Sister station to Portland's [XRAY.FM](#) and [The Numberz](#), curated by Black Portland.
- Partner with XRAY.FM airing **All-Day Teach-Ins** and **special programming**, including International Women's Day, Juneteenth, and MLK Day.
- Offer diverse **educational programming** covering civics, history & heritage, mental health awareness, LGBTQ+ awareness, women & girl's empowerment, and much more.
- **Facilitate connections** for new nonprofit groups to apply for nearby LPFM signals, amplifying local voices aligned with KXRW's mission.
- Air free PSA campaigns for **50+ local nonprofits** annually 7 years running.
- Teach production skills to children with developmental disabilities via the [VSD GATE](#) program.
- Provide a **diverse** and **inclusive** platform for community members to comfortably share their stories, interests, and knowledge.
- Provide **political and local election awareness**, featuring notable officials like Governor Jay Inslee, Vancouver Mayor Anne McEnerny-Ogle, Clark County Auditor Greg Kimsey, and U.S. Rep. Marie Gluesenkamp-Perez.
- Highlight **local artists & bands**, showcase music from various eras and cultures, and interview prominent figures such as The Zombies, Nu Shooz, Tom Grant, Curtis Salgado, and Harry Mack.

## SHOW STATISTICS

OUR NUMBER OF SHOWS HAVE SKYROCKETED SINCE OUR DEBUT IN 2017!



Creating 24/7 radio takes time. While KXRW's growth is exponential, there remain periods throughout the day that require content. To fulfill those hours, our Portland sister station, [XRAY.FM](#), provides complementary programming aligned with KXRW's mission. This includes offerings like Democracy Now, The Thom Hartmann Show, various syndicated shows, and thoughtfully curated music.



# OUR REACH



**1,660+**  
Facebook Followers



**675+**  
Instagram Followers



**735+**  
Newsletter Subscribers



**900,000+**  
Households in Signal Range



**15,000+**  
Monthly App Sessions (≥ 30 minutes)



**4,500+**  
Monthly Unique App Users

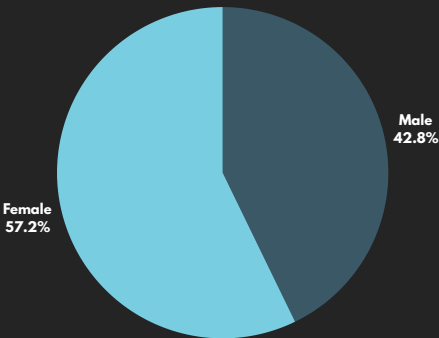


**3,200+**  
Monthly Website Views

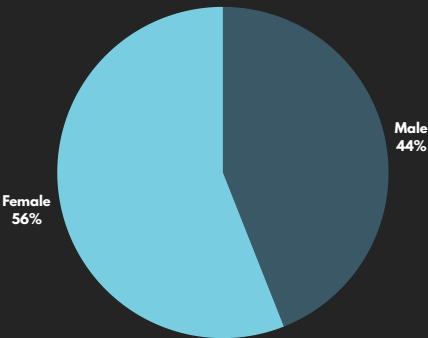


# OUR AUDIENCE\*

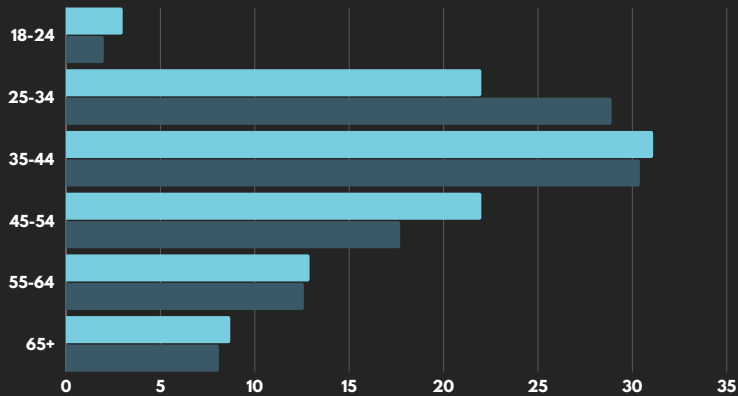
## instagram



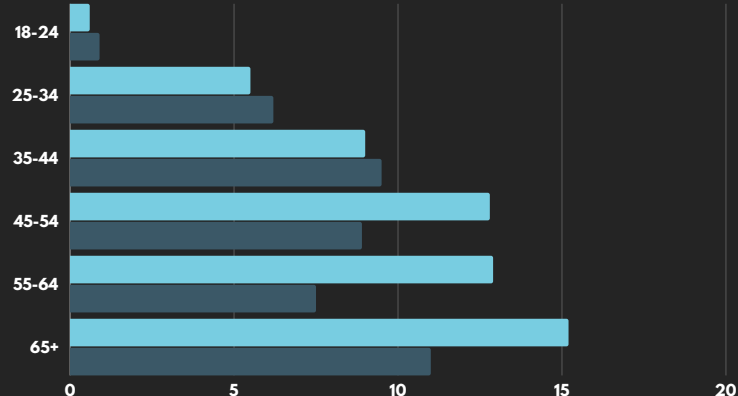
## facebook



Female Male



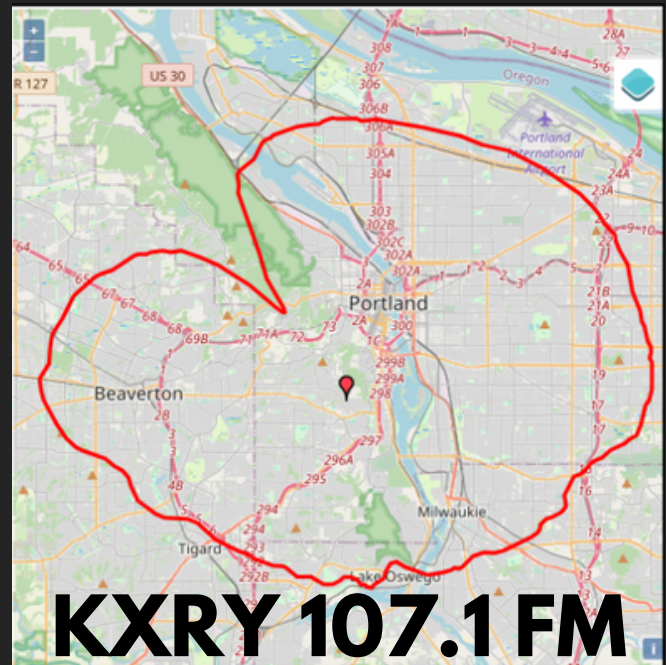
Female Male



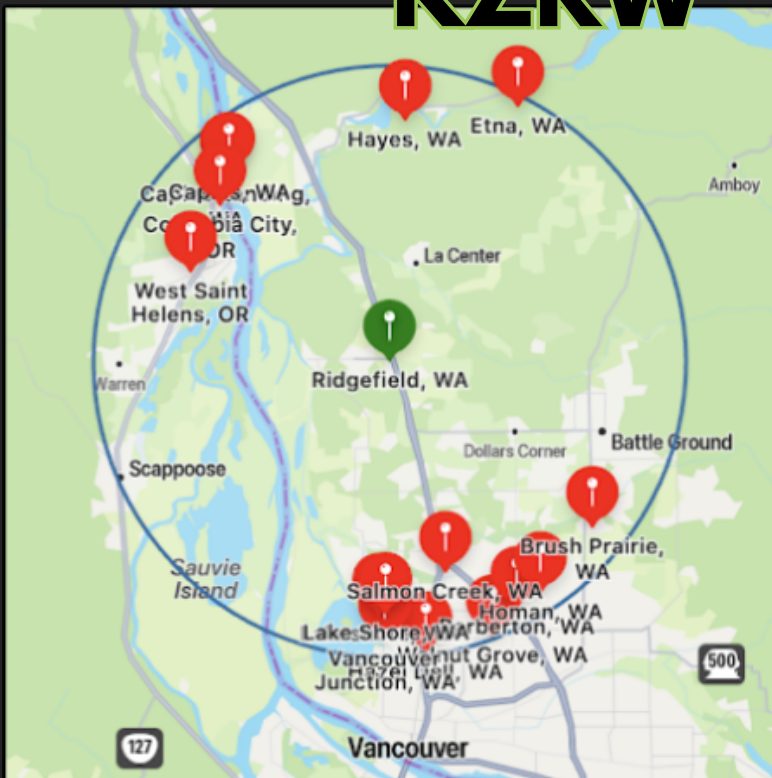
\* Due to the high costs and infrastructure limitations, we are currently unable to provide real-time listener counts.

# OUR BROADCAST COVERAGE

These maps fall within the dBu coverage radius of the licensed LP-FM signals, though neighboring areas will experience some level of reception. Hence, we encourage people to stream online as an additional means of accessing our content, enriching their listening experience. Stream from anywhere at [www.kxrw.fm](http://www.kxrw.fm).



Coming Soon: North County Expansion  
Sister Station **KZRW**





# WHAT IS UNDERWRITING?

Underwriters are businesses that provide support to KXRW, receiving on-air acknowledgments in return. Being a noncommercial station, KXRW is restricted from airing advertisements. Nevertheless, we can broadcast brief announcements resembling ads, allowing us to promote your business and its offerings while adhering to FCC regulations. Notably, various industry studies, such as [this one by NPR](#), indicate that listeners place more trust in partnership announcements on public radio compared to commercial radio and other advertising mediums.

# LISTEN TO A FEW EXAMPLES:

Click to listen.



## The Columbian

## WHY UNDERWRITING?

### DO SOME GOOD!

Your underwriting dollars amplify the voices and talents of our community. This can be tax deductible, we are a 501 (c)(3) nonprofit.

### GET ON PEOPLE'S RADAR.

Our listeners will learn about you through your on-air spots, just like traditional radio advertising, with the added benefit of being recognized as a business that supports values-driven media.

### BE PART OF THE LOCAL BUZZ.

Vancouver and surrounding cities are growing, bringing an increasingly diverse and actively engaged local listener audience.

### CUT THROUGH THE NOISE.

Commercial radio stations average 9 minutes of ads per hour, but our maximum is just 2 minutes. This benefits you because KXRW listeners will hear your message amidst our great content, ensuring you stand out.



# KXRW PARTNERSHIP PACKAGES



**\$50/month**

- 5 ad spots/month
- Promoted on all social media
- Inclusion in newsletter
- Listing on [KXRW Partners page](#)
- Recognition at KXRW events



**\$150/month**

- 15 ad spots/month
- Promoted on all social media
- Inclusion in newsletter
- Listing on [KXRW Partners page](#)
- Recognition at KXRW events



**\$300/month**

- 30 ad spots/month
- Promoted on all social media
- Inclusion in newsletter
- Listing on [KXRW Partners page](#)
- Recognition and promotion at KXRW events
- Invited as a guest to promote business on programming



# ONE-TIME EVENT PROMOTION

**\$15/spot** (10 spot minimum)

- Promoted on all social media
- Event promotion in newsletter

Don't see what you're looking for? Please ask! The packages listed are samples based on a typical underwriting campaign, but we'd love to hear your goals for this partnership so we can match you with the best options for your business or organization.



## 6-MONTH MINIMUM CONTRACT

At KXRW, we require a 6-month minimum contract for all partnership packages to ensure your business achieves optimal exposure and engagement. This requirement is based on established marketing principles that highlight the critical role of **repetition in successful advertising**.

The "Rule of Seven" suggests that a person needs to encounter a message at least seven times before it influences their decision-making process. This concept is supported by research on the Mere Exposure Effect by Robert Zajonc (1968), which states, "Repeated exposure of a stimulus is sufficient to enhance one's attitude toward it," and Effective Frequency Theory by Herbert Krugman (1972), which asserts, "Three exposures may be enough to create awareness, but more are often needed to prompt action."

Our 6-month minimum contract ensures your business's message is consistently delivered, allowing for building awareness, reinforcing recognition, and **driving action**.

- Zajonc, R. B. (1968). Attitudinal effects of mere exposure. *Journal of Personality and Social Psychology*, 9(2p2), 1.
- Krugman, H. E. (1972). Effective Frequency: The Limits of Exposure in Advertising. *Journal of Advertising Research*, 12(1), 3-7.

# HOW DO WE GET STARTED?

Once you choose a package, we'll send a proposed agreement for your review.  
After an agreement is signed:



## WRITE YOUR SCRIPT!

Keep in mind [these FCC guidelines](#) by our wonderful sister station, XRAY. This can be done by you as the underwriter or we can write up a sample for you and have you approve it! Don't worry, you can always change it later on.



## WE LOOK IT OVER & ENSURE IT IS FCC COMPLAINT

We may make edits to comply with regulations, but we have extensive experience writing effective, compliant copy to meet your partnership goals. Before recording, we'll get a final approval from you.



## RECORD, SEND IT OVER, & AIR IT

If you have a specific show or time requests, please tell us! Otherwise we'll place spots based on best fit with programming and available inventory.

## TESTIMONIALS

"My company supports KXRW Vancouver as well as their sister station XRAY.FM because this community desperately needs a non-corporate news and commentary, and local music. I have had customers tell me that they came to our store because of our partnership. I am overjoyed that while I made this move to help our community, it has actually helped our business in every way."

**-Don Orange**

Hoesly ECO Automotive  
Former Owner

"We are so grateful to our amazing partners at KXRW Radio! It is so important to have a local place where the community can learn about what's happening and share inspiring stories. As a non-profit working to build and repair homes in Clark County, we rely on our community partners to help spread our mission and increase our ability to serve more families. Thank you KXRW for everything you do to support the community and Habitat for Humanity!"

**-Heather Cochrun**

Evergreen Habitat for Humanity  
Community Outreach Manager

## contact



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[www.kxrw.fm](http://www.kxrw.fm)



[www.fb.com/kxrwvancouver](https://www.facebook.com/kxrwvancouver)



[@kxrwvancouver](https://www.instagram.com/kxrwvancouver)

## listen

**99.9 FM** Vancouver, WA

**107.1 FM** Portland, OR

**91.1 FM** Portland, OR

**91.7 FM** Nehalem, OR

**www.kxrw.fm** online anywhere

**xray ios app** stream anywhere  
(click Family tab)





THANK YOU FOR  
SUPPORTING  
PURPOSE-DRIVEN  
MEDIA!

