REASONS FOR UNDERWRITING

OUR LISTENERS ARE YOUR BEST CUSTOMERS!

Underwriting on KRWG 90.7 FM is a smart business decision and will enable you to:

- Reach an affluent, highly-educated, quality audience,
- Heighten awareness of your products or services, and
- Cultivate a positive community image.

As an Underwriter you will be associated with:

- National Public Radio’s (NPR) award-winning and standard-setting news programs along with Public Radio International’s (PRI) innovative, cultural programs,
- KRWG-FM’s local award-winning news team and a variety of local programming reaching southern New Mexico and far west Texas, and
- Other loyal underwriting sponsors who are committed to supporting the efforts of public radio.

Underwriting gives you great positioning with National Public Radio listeners for whom:

- 55% prefer to buy products and services from companies that support public radio (when price and quality are equal).
- 67% hold a more positive opinion of a company when they learn it supports public radio.
- 21% have purchased a product or service because of an announcement on public radio.


Among KRWG-FM listeners:

- 45.2% say they made decisions to purchase goods or services because of underwriting announcements heard on KRWG-FM.

Source: KRWG 1999 Listener Survey conducted by NMSU Government Department
# KRWG 90.7 FM

## UNDERWRITING RATES

A minimum investment of $250 is required.

<table>
<thead>
<tr>
<th>MONDAY - FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Morning Rotation</strong>  &lt;br&gt; 6 to 11 am  &lt;br&gt; <em>Morning Edition&lt;br&gt; Performance Today</em></td>
<td><strong>Morning Rotation</strong>  &lt;br&gt; 8 am to 12 noon  &lt;br&gt; <em>Weekend Edition&lt;br&gt; Car Talk&lt;br&gt; Sound Money</em></td>
<td><strong>Morning Rotation</strong>  &lt;br&gt; 9 am to 12 noon  &lt;br&gt; <em>St. Paul Sunday&lt;br&gt; Weekend Edition</em></td>
</tr>
<tr>
<td>$12 per announcement</td>
<td>$12 per announcement</td>
<td>$10 per announcement</td>
</tr>
<tr>
<td><strong>Midday Rotation</strong>  &lt;br&gt; 11 am to 1 pm  &lt;br&gt; <em>Intermezzo</em></td>
<td><strong>Midday Rotation</strong>  &lt;br&gt; 12 noon to 4 pm  &lt;br&gt; <em>American Routes&lt;br&gt; World Café</em></td>
<td><strong>Afternoon Rotation</strong>  &lt;br&gt; 12 noon to 5 pm  &lt;br&gt; <em>A Prairie Home Companion&lt;br&gt; Car Talk&lt;br&gt; This American Life&lt;br&gt; All Things Considered</em></td>
</tr>
<tr>
<td>$9 per announcement</td>
<td>$9 per announcement</td>
<td>$12 per announcement</td>
</tr>
<tr>
<td><strong>Afternoon Rotation</strong>  &lt;br&gt; 4 to 7 pm  &lt;br&gt; <em>All Things Considered&lt;br&gt; Fresh Air</em></td>
<td><strong>Afternoon Rotation</strong>  &lt;br&gt; 4 to 8 pm  &lt;br&gt; <em>All Things Considered&lt;br&gt; Vision&lt;br&gt; Images&lt;br&gt; A Prairie Home Companion</em></td>
<td><strong>Evening Rotation</strong>  &lt;br&gt; 5 pm to midnight  &lt;br&gt; <em>Thistle &amp; Shamrock&lt;br&gt; The Back Porch&lt;br&gt; New Dimensions&lt;br&gt; Hearts of Space&lt;br&gt; Echoes</em></td>
</tr>
<tr>
<td>$12 per announcement</td>
<td>$12 per announcement</td>
<td>$8 per announcement</td>
</tr>
<tr>
<td><strong>Evening Rotation</strong>  &lt;br&gt; 7 pm to midnight  &lt;br&gt; <em>Fiesta!&lt;br&gt; KRWG Jazz &amp; Blues</em></td>
<td><strong>Evening Rotation</strong>  &lt;br&gt; 8 pm to midnight  &lt;br&gt; <em>Riverwalk&lt;br&gt; KRWG Jazz &amp; Swing</em></td>
<td><strong>NOTE:</strong>  &lt;br&gt; All announcements are 15 seconds long and read live by a KRWG-FM announcer.</td>
</tr>
<tr>
<td>$8 per announcement</td>
<td>$8 per announcement</td>
<td></td>
</tr>
</tbody>
</table>

- **TOTAL ROTATION** is $9 per announcement. Announcements rotate from 6 a.m. to 10 p.m., Monday thru Friday; 8 a.m. – 10 p.m., Saturdays; and 9 a.m. to 10 p.m., Sundays.
- **FIXED SPOT** is $15 per announcement. Message airs within a specified 30-minute segment.
AUDIENCE PROFILE
Who Listens to Public Radio?

Public radio attracts listeners distinguished by their educational and professional success. They are choice consumers, business leaders and influential, active members in the community. These listeners are interested in the world around them and are intellectually curious. Despite their devotion to work and community involvement, public radio listeners find time for leisure activities. They participate at a higher level than the general population in a range of activities like sports, gardening, cooking for fun and supporting the fine arts by attending museums and live performances.

**Audience Demographics**

| Gender | 54% Male  
| 46% Female |

| Age | 67% aged 25-54  
| 50% aged 35-54  
| 37% aged 50+  
| 24% aged 18-34 |

| Status | 64% are married  
| 22% are single  
| 35% are parents |

| Education | 58% are college degree or beyond  
| 30% have Bachelor’s Degree  
| 28% have post-graduate education |

| Income | 73% household income of $50,000+  
| 49% household income of $75,000+  
| 31% household income of $100,000+ |

| Work | 44% are professionals/managers  
| 57% view job as a “career” |

**Audience Lifestyles***

| Community | 76% public involvement |

| Involvement | 62% vote  
| 55% recycle products  
| 29% volunteer (non-political)  
| 15% participate in fundraising |

| Leisure | 65% dine out  
| 55% read books  
| 30% attend live theatre  
| 31% attend live music performance  
| 33% attend museums |

| Fitness | 55% have a regular fitness program  
| 45% walk for exercise  
| 26% swim  
| 26% bicycle  
| 16% backpack/hike |

| Investments | 41% own financial securities  
| 30% own stock or bond mutual funds  
| 20% own common or preferred stocks |

| Travel | 74% domestic travel  
| 40% foreign travel over past 3 years |

*Past year activities

**KRWG-FM Listeners Specifically**

| 57% have a post-graduate education  
| 50% are professionals  
| 25% are retired  
| 87% own their home |

SOURCE: KRWG-FM 1999 Listener survey conducted by NMSU Government Department
UNDERWRITING GUIDELINES

Each on-air announcement on KRWG 90.7 FM is a maximum of 15 seconds in length and is read live by KRWG-FM staff. The number of underwriting credits per program break are limited so each message stands out in a clutter-free format.

Underwriting messages may include the following:

1. Name of company or organization (A company’s name may not be repeated in a message unless it’s part of an internet address used in the copy.),

2. A value-neutral description of products or services (brand names are allowed with a limit of three selections),

3. Non-promotional slogan identifying your company or products,

4. Statement of business location, internet address, or phone number, and

5. Duration of time in business.

Underwriting messages cannot include the following:

1. Comparative or qualitative language,

2. Pricing or value information,

3. Calls to action,

4. Inducements to buy, sell or lease,

5. Use of “you”, “your”, “we” or any other pronouns, and

6. Slogans that position and/or promote.

Example of wording not permitted in underwriting announcements:

- “Stop by our store today.”
- “Voted best restaurant in Las Cruces.”
- “Board-certified physician”
- “All merchandise now 50 percent off.”
- “Providing the best chiropractic care in the area.”

These guidelines have been set forth by KRWG-FM and Federal Communications Commission (FCC) rules and regulations governing non-commercial radio.
Each 15-second underwriting announcement is preceded by the following wording:

“Support for programming on KRWG 90.7 FM is made possible, in part, by....”

Underwriting announcements can feature the following:

- Description of your business or organization

  “Smith & Jones Associates, a business counseling and litigation law firm serving the Las Cruces community.”

  “Quality Home Care, a non-profit home-health agency in Las Cruces. Information at 555-2288. On the web at quality home care dot com.”

- Association between your organization and its involvement with KRWG-FM

  “Herbs Galore, a sponsor of KRWG-FM programming since 1998. Information at 555-4321”

  “Dr. Shirley Gonzales, supporting public radio and dental health in the Mesilla Valley since 1996.”

- Identification of a product/service (maximum of three)

  “Jerry’s Café located at University and Main in Silver City. Offering deli sandwiches, espresso and baked goods. 555-1234.”

  “Carol’s Music and Book Emporium, offering books, CDs and magazines at 1234 Main Street. On the web at emporium dot com”

All underwriting announcements are subject to approval by KRWG-FM. The station reserves the right to edit underwriting copy as needed in order to comply with FCC regulations and KRWG-FM guidelines.
UNDERWRITER TESTIMONIALS

Let the results speak for themselves!

Here’s what our underwriters have to say...

“Underwriting on KRWG has been one of the best public relations moves we've ever made. People stop me on the street and say THANKS for supporting the programs we sponsor, and the station in general. Plus, KRWG reaches is the same people our company aspires to do business with -- so what better match could I ask for?"

Rebecca Smith, Owner/Broker
Smith Real Estate & Property Management
Silver City, NM

“As a community, member-owned business, Mountain View Market seeks ways to not only promote our unique mission, products and services, but to support other community-based organizations. By underwriting on KRWG-FM, we successfully accomplish both.”

Steve Watts, General Manager
Mountain View Market
Las Cruces, NM

“We’re very pleased to have the chance to provide underwriting support for KRWG-FM. Our support is an investment in our community because KRWG provides news, music, entertainment and public affairs programming that’s not available anywhere else. And KRWG listeners are loyal! We’ve had countless customers over the years who mention that they appreciate our support for public radio. So, business underwriting is a win-win situation. It helps KRWG, it helps our community and it helps our business. Give it a try for your business!”

Georgette Malooy
Malooy's Carpet City
Las Cruces, NM

“The patients we see that have heard about us through KRWG-FM are educated and socially-aware and pro-active in making Las Cruces a great place to live. KRWG fosters an awareness of global events and allows you to realize that one person can influence a community and improve the lives of community members – locally, nationally and globally.”

Dr. Janet Zingale, Dentist
The Dentist's House
Las Cruces, NM
"The Blue Dome Gallery enthusiastically supports Public Radio. KRWG is THE radio station played at the gallery. In addition to great and enjoyable programming, we benefit by reaching clients who tell us they heard about us and thank us as underwriters of the station. KRWG is an asset to our lives in many ways."

John Rohovec, Co-Owner
Blue Dome Gallery
Silver City, NM

“In the past, we used exclusively print media, but we found we were competing with eight other ads on a page, and that people spent about two seconds glancing at our ad. Since we’ve started using KRWG-FM, we’ve seen a dramatic increase in patrons. Not only are we exclusively mentioned, but instead of two seconds, people are exposed to our message for 15 seconds. KRWG-FM and public radio really work as an effective marketing tool.

Tom Smith, NMSU Assistant Professor
American Southwest Theatre Company
Las Cruces, NM

“What a wonderful partnership we have with KRWG-FM. We are proud to support this award-winning station, and we know that a quality audience that appreciates a quality dining experience hears our on-air message. KRWG has helped create a loyal following of restaurant patrons.”

Beth Conti, Owner
Conti’s Restaurant & Wine Bar
Las Cruces, NM

“I’m a strong supporter of public radio, and KRWG-FM provides a great service to the community. I’m proud that Diagnostic & Technology Center, Inc. is an underwriter. We reach a diverse audience through the wide variety of programs on KRWG, and we are contributing to a good cause.”

Joe Savage, Director
Diagnostic & Technology Center, Inc.
 Alamogordo, NM
KRWG-FM started as KOB, the original call letters for New Mexico State University’s first campus radio station (then New Mexico College of Agricultural and Mechanical Arts). KOB began operating in 1920, and by 1927 was recognized as the most powerful college station in the world, broadcasting over a 700-mile radius. KOB was eventually moved to Albuquerque. KRWG-FM signed on in 1964 using the initials of the Engineering Dean, Ralph W. Goddard, to honor the founder of KOB Radio.

KRWG-FM, licensed to and operated by New Mexico State University, began broadcasting in 1964, with 774 watts of power. It was the first college/university FM stereo station in the state of New Mexico, the third FM station of any type in the state, and one of the first ten stereo FM educational stations in the country.

KRWG-FM is a charter member of National Public Radio and is among the first stations to have qualified for a Community Service Grant from the Corporation for Public Broadcasting. As a member of National Public Radio, KRWG-FM was part of pioneer efforts in satellite transmission of programming in the late 1970s.

KRWG-FM now operates at 100,000 watts of power and has translators located in Deming, Alamogordo, Silver City, Truth or Consequences and Lordsburg. The station is heard throughout southern New Mexico and far west Texas. In August of 1996, KRWG-FM began broadcasting 24 hours a day.

KRWG-FM’s mission is to reflect the educational and community service purposes of NMSU by presenting a high-quality, non-commercial radio service that reflects the interests and cultural diversity of the region. The station is part of the Department of Journalism and Mass Communications and is committed to providing valuable, hands-on radio experience to students.

KRWG-FM offers a mix of music, including classical, jazz, Latin, folk and others through national and locally-produced programming. Intermezzo with KRWG’s Leora Zeitlin provides a blend of classical music and insightful commentary. Fiesta with KRWG’s Emily Guerra is a bi-lingual music program featuring a variety of local and international Latin rhythms. The Back Porch, hosted by KRWG’s Steve Smith, presents a diverse mix of bluegrass, Celtic, folk and singer-songwriter music.

The station also produces award-winning local news and public affairs programs. Images, hosted by KRWG-FM’s Morning Edition host Carrie Hamblen, looks at the art, the people and the uniqueness of southern New Mexico and west Texas. Vision, a weekly public affairs program focusing on issues impacting the Hispanic community, is hosted by KRWG-FM’s Greg Bloom and produced by Michael Olson.
RECENT AWARDS & ACCOMPLISHMENTS

**2003 New Mexico Associated Press Awards**
- Division Two - Station of the Year for New Mexico
- First Place General News – “Roe vs. Wade”
- First Place Documentary – “Once Enemies, Now Friends”
- First Place Public Service – “Smoking Ban Controversy”
- First Place Continuing Coverage – “Hot Seat for House District Two”
- First Place Website
- Second Place General News – “Panhandling Ban”
- Second Place Feature News – “Taser”
- Second Place Documentary – “Deconstructing Myths of Muslims”
- Third Place Feature News – “Christmas Needs”
- Third Place Public Service – “Hospital Fallout”

**2003 New Mexico Broadcasters Association Awards**
- Division II – Station of the Year for New Mexico
- News Feature – “Once Enemies, Now Friends”
- Single Topic Newscast – “Taser”
- In-Depth News Reporting in a Series – “Hot Seat for House District Two.”

**2002 Las Cruces Sun-News Readers’ Choice Awards**
- Voted Favorite Radio Station

**2002 New Mexico Associated Press Awards**
- Division Two - Station of the Year for New Mexico
- First Place General News – “Non-profit Woes”
- First Place Feature News – “Sweat Therapy”
- First Place Public Service – “Teen Parents”
- Second Place General News – “SWAT Team”
- Second Place Feature News – “Juarez Murders”
- Third Place Feature News – “Muslim-Americans”

**2002 Southern New Mexico Press Club**
- Award of Excellence – “Sweat Therapy”
- Award of Excellence – KRWG Website
- Award of Merit Best Series or Documentary – “Women’s History”
- Award of Merit Interview/Talk Show – “Images interview with Jane Hegeland & Steve McGee”

**2001 New Mexico Associated Press Awards**
- First Place Public Service - “Legislative Candidates”
- First Place Feature News – “Basketball in the Barrio”
- Second Place General News – “Non-English Speaking Jurors”
- Second Place Feature News – “Rio Grande Theatre”
- Second Place Public Service – “Migrant Workers”
PROGRAM INFORMATION

Programming on KRWG 90.7 FM is…

Educational
KRWG-FM is dedicated to broadcasting the best informative radio programming. The station keeps its audience updated by providing news from around the globe during programs like National Public Radio’s Morning Edition and All Things Considered and by providing news from around the community with local news reports and in-depth reporting segments.

Diverse
KRWG-FM recognizes the different tastes of its listening area and offers a wide variety of programming in the areas of jazz, classical, new age, swing, Brazilian, blues, African and Caribbean music.

Exceptional
KRWG-FM is an award-winning station. Its locally-produced features have won many prestigious awards and many have been selected to air on National Public Radio.

KRWG 90.7 FM Programs

A PRAIRIE HOME COMPANION
Hosted by Garrison Keillor, this live two-hour, radio variety show features comedy sketches, music, special guests and Keillor's signature monologue, The News from Lake Wobegon.

AFROPOP WORLDWIDE
Afropop weaves a web of jazz, blues, international and folk music and showcases contemporary popular music from Africa, the Caribbean and the Americas.

AFTERNOON CLASSICS
Afternoon Classics features classical music programming from Classical 24, a national music service from Minnesota Public Radio. Host Julie Amacher offers listeners the latest classical music along with historic recordings. Hourly news reports are provided by National Public Radio.

ALL THINGS CONSIDERED
This NPR award-winning program offers in-depth reports of the day's news along with humor and insight from commentators and reviewers. Hosted by Robert Siegel, Michelle Norris and Melissa Block, ATC features stories from contributing reporters stationed around the globe along with local news provided by KRWG-FM’s award-winning news team.

AMERICAN ROUTES
A production of Public Radio International, American Routes with host Nick Spitzer covers vast musical and cultural ground. The show gives listeners a sample of the full range of American music including blues and jazz, roots rock and soul, Cajun and country, Zydeco and Tejano and more. American Routes features stories and conversations with musicians and everyday people both known and unknown.

CAR TALK
If you can picture the Marx brothers answering questions about automobiles or Monty Python trying to imitate car noises, you can imagine the fun and madness being whipped up by hosts Tom and Ray Magliozzi on the Peabody Award-winning program Car Talk. The zany pair takes listener calls and mixes humor with intelligent car repair advice.

ECHOES
Echoes creates a modern soundscape of music that draws from a multitude of cultures, traditions, and genres. This series of evocative, ground-breaking music seamlessly bridges dozens of contemporary music styles together.

FIESTA!
Fiesta! with host Emily Guerra presents Latin jazz, flamenco, sambas, mambos and traditional music from Latin America and our border region each weeknight.

(Over for more program information...)
MORE KRWG-FM PROGRAMS

FRESH AIR
*Fresh Air* with Terry Gross, the Peabody Award-winning weekday magazine of contemporary arts and issues, offers some of the most intelligent interviews, reviews and commentary heard on radio. It features interviews with prominent cultural and entertainment figures, and distinguished experts on current affairs.

HEARTS OF SPACE
Ambient, electronic, world, new age and classical music are mixed during *Hearts of Space*. The show has carved its own niche and chronicled the best of the contemplative sound with space music.

IMAGES
A locally produced public affairs program focused on the people, culture and flavor of New Mexico. Hosted by KRWG-FM’s Carrie Hamblet, *Images* features in-depth interviews with regional guests and reviews of local books, music, theater and food.

INTERMEZZO
KRWG-FM’s Leora Zeitlin blends classical music with insightful commentary and features local music makers. Each week *Intermezzo* presents and focuses on a new CD recording and features weekly culture quizzes.

VISION
*Vision* is a locally-produced Hispanic public affairs program that explores the socio-economic realities of the border region. Hosted by Greg Bloom and produced by Michael Olson, the show goes beyond the headlines through interviews with regional experts. Cultural affairs correspondent Emily Guerra examines the region’s rich cultural history and traditions.

MORNING EDITION
For over 20 years, millions of Americans have relied on NPR’s award-winning *Morning Edition* with host Bob Edwards for a reasoned, informative introduction to the day with up-to-the-minute news, analysis and commentary. Local news, weather and community information provided by KRWG-FM host Carrie Hamblet.

PERFORMANCE TODAY
NPR’s *Performance Today* offers a daily portrait of what's happening in the world of classical music with host Fred Child. The program features concert performances recorded live and blends music, reviews and commentary by nationally-known music experts.

RIVERWALK
*Riverwalk, Live from the Landing* tells the story of jazz in America. Each show presents music and narratives and highlights renowned jazz artists.

SAINT PAUL SUNDAY
Hosted by Bill McGlaughlin, *Saint Paul Sunday* opens its studio to the world’s best classical musicians for performance and conversation. The show proves that chamber music is not just for connoisseurs, it can be enjoyed by a wide range of listeners.

SOUND MONEY
*Sound Money* presents practical solutions to life’s financial problems and market analysis. Host Stephanie Curtis and guests translate intimidating information into simple, engaging, and entertaining advice. It is public radio’s only live, call-in program on personal finance.

THE BACK PORCH
Steve Smith hosts this weekly two-hour sampling of contemporary and traditional folk music. The show has frequent in-studio visits from local, regional and touring acoustic musicians.

THIS AMERICAN LIFE
*This American Life*, from Public Radio International, documents and describes contemporary America. Built around the innovative, personal vision of host Ira Glass, *This American Life* explores a theme — fiascos, sentencing, conventions, and the job that takes over your life — through a playful mix of radio monologues, mini-documentaries, “found tape,” and unusual music.

THE THISTLE & SHAMROCK
Hosted by Scotswoman Fiona Ritchie, this program has become a radio institution, presenting a mixture of spirited reels, ancient ballads, and emerging contemporary Celtic music and appealing to all types of audiences.

WEEKEND EDITION
*Weekend Edition* is a blend of news, analysis and perspectives of the week's events, along with discussions of topics that make the weekend interesting.

WORLD CAFÉ
With host David Dye, *World Café* is an eclectic mix of music ranging from blues, rock and world to folk and alternative country. Each show features live music performances and interviews.