



90.1 FM • PACIFICA • HOUSTON,  
TEXAS

# Community Sponsors

Put your brand in front of Houston's most loyal, community-minded radio audience — and keep independent media strong.

KPFT UNDERWRITING & SPONSORSHIP GUIDE



# An Audience That Actually Listens



Since 1970, KPFT has been Houston's award-winning home for independent music, news, arts, and culture. Commercial-free means your message never gets lost in the shuffle.



**155K+**

weekly listeners, per recent  
Arbitron ratings



**50%+**

listen for several hours  
every single day



**64%**

make KPFT their first  
~~or~~ second choice in  
radio



**56+**

years as Houston's  
independent voice, since  
1970

*Your support won't go unnoticed — KPFT reaches the “shop local” crowd that rewards loyalty, trust, and shared values.*



# What Is a Community Partner?

Community Sponsors support KPFT at a level that's right for them. In return, you receive 30-second on-air statements of support— pre-recorded spots regulated by FCC and KPFT standards.

## Your spot can include:

- ✓ Business name, address, phone & website
- ✓ Names of your products or services
- ✓ A non-promotional slogan
- ✓ Description and history of your business
- ✓ Length of time you've been in business
- ✓ A value-neutral event with date & details



### HEAR IT IN ACTION

*"KPFT is supported by ABC Company, located at 1 Main Street. Offering letters of the alphabet, 24 hours a day. More information at [abccompany.com](http://abccompany.com) and 713-526-5555."*

30 seconds. Pre-recorded. Heard by a citywide audience.



# How It Works

KPFT is FCC-classified non-commercial radio, so traditional advertising isn't allowed — Community Sponsors are not considered advertisers. Messages must stay “non-competitive in nature”; here's the simple guide.



## Messages MAY include

- ✓ Sponsor name, address, website & phone
- ✓ Brand or trade name of product / event
- ✓ Years in business
- ✓ Non-promotional slogan
- ✓ Value-neutral event description with date



## Messages MAY NOT include

- ✗ Promotional, comparative or hyperbolic language (“the best”)
- ✗ Any reference to cost, discounts, sales — or “free”
- ✗ Inducements to buy, sell, or lease
- ✗ Calls to action (“call now!”)
- ✗ First-person statements (“I urge you...”)
- ✗ Repetition of information
- ✗ Pre-produced announcements or music beds



# Rate Card

Rates reflect cost per 30-second spot



## FULL SCHEDULE

Your spot rotates across the full day and night — maximum reach, best value.

1-11 spots **\$70**

12-25 spots **\$60**

26+ spots **\$54**



## PRIME SCHEDULE

Choose the exact windows your audience is tuned in.

Weekday 6-9 am **\$125**

Weekday 1-6 pm **\$125**

Weekday non-peak **\$100**

Sat 8 am-5 pm / Sun 8 am-6 pm **\$140**

Weekend non-peak **\$85-90**



# Your On-Air Acknowledgment

Every 30-second acknowledgment opens the same way—then tells your story in three clear beats. Each script is approved by both you and the station manager before air.



“KPFT is supported in part by **[your business]**, specializing in **[your product or service]**, located at **[your location]**. For more information: **[phone or web address]**.”



Who you are



What you offer



How to reach you

*Bonus exposure: all underwriters are listed on the KPFT website.*



# A Partnership Built on Values

KPFT's independence is what makes the brand worth standing next to. A few standards protect that trust— for the station, for listeners, and for you.



## Community standards

KPFT partners with organizations whose practices align with the station's values — inclusion, fair labor, and responsibility.



## Editorial independence

Sponsorship never buys influence over programming, and KPFT doesn't accept messages advocating for legislation, parties, or candidates.



## Thoughtful review

Advocacy, alcohol, and religious sponsorships are welcome case-by-case, with restrained language and a reasonable-listener standard.



# Let's Put You On the Air

Becoming a Community Sponsor is simple—pick your schedule, shape your message, and we'll handle the rest.

**1** Choose Full or Prime schedule and your spot count

**2** Draft your 30-second message with our team

**3** Approve the script — then hear it citywide

## CONTACT

**Robin Lewis**

Underwriting Coordinator



713-526-4000 ext 4



partners@kpft.org

# Underwriting Agreement



Between Pacifica Foundation Radio, operators of KPFT90.1FM , 4504 Caroline St, Houston, TX 77004, 713-526-4000), and the Merchant below. Each spot is 30 seconds and pre-recorded.

This agreement is made this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

**Merchant Name**

\_\_\_\_\_

**Contact Name**

\_\_\_\_\_

**Address**

\_\_\_\_\_

**Telephone / Fax**

\_\_\_\_\_

**Email**

\_\_\_\_\_

## **BROADCAST SCHEDULE**

**Rate type (see Rate Card):** ☐ Full Schedule ☐ Prime  
Schedule

**Beginning date**

\_\_\_\_\_

**End date**

\_\_\_\_\_

**Total spots**

\_\_\_\_\_

**Preferred schedule**

\_\_\_\_\_

**Fees & assumed costs:** \$\_\_\_\_\_ per announcement, for a total of \$\_\_\_\_\_ during the term — payable in full, in advance, when this agreement is executed.

# Terms & Signatures



- FCC authorization: KPFT is licensed to Pacifica Foundation Radio (90.1 MHz) and may broadcast underwriting announcements from for-profit entities —not commercial advertisements.
- Confirmation of performance: at the end of the term, the Station provides a written statement verifying the dates and times each announcement aired, including total cost.
- Emergency programming: the Station may interrupt or preempt announcements in emergencies or at its editorial discretion, in service of its public-interest responsibilities.
- Editorial independence: support gives the Underwriter no right to influence program selection, content, or station policy; attempts to do so are grounds for termination.
- Funding standards: KPFT does not knowingly accept funds from entities involved in weapons manufacturing, investments in repressive governments, discrimination, harassment, unfair labor, or environmental irresponsibility — nor from political candidates, producers of materials offensive on those grounds, or any source KPFT's Board deems detrimental to the station's social responsibilities.
- Governing law: this agreement is governed by Texas law and performable in Harris County. It is the entire agreement; no oral agreements exist between the parties.

## THE STATION

By (signature)

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Printed name

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Date

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## THE MERCHANT

By (signature)

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Printed name

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Date

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