



KSQD
COMMUNITY RADIO

CAPITAL
CAMPAIGN
SIGNAL
EXPANSION
PROJECT

www.ksqd.org

About Us



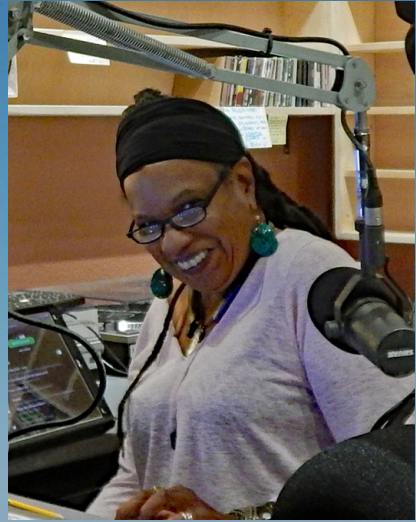
Natural Bridges Media is a nonprofit 501 c-3 organization that runs KSQD, a.k.a. K-Squid, the independent community radio station broadcasting at 90.7 FM in Santa Cruz California, with a mix of music and information unique to the region. The main emphasis of the station is on local voices and those not normally heard in the mainstream media. The mission of KSQD is to build community through broadcasting, podcasting, training and events that celebrate the uniqueness of the region.

Capital Campaign KSQD

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Objectives

Provide quality
community radio for the
whole Monterey/Santa
Cruz/Salinas region
Raise funds by fall 2022
to purchase 89.7 FM in
Prunedale and 89.7 FM in
Carmel Valley as
repeaters for KSQD
On air by February 2023



Triple KSQD's
audience by 2024

Triple KSQD's
revenue by 2025

Serve people with
local and national
programs

Train citizens in radio
broadcasting



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Help Grow the Squid

Help us achieve this special opportunity to grow our potential audience from 175,000 to 645,000



Capital Campaign KSQD

Cost of Project



Licenses and equipment for 89.7
FM and 89.5 FM

\$375,000

Studio/Transmitter link

\$25,000



Total estimated expansion project
cost: \$400,000



CAPITAL CAMPAIGN KSQD

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CAPITAL CAMPAIGN

Whenever two or three talented people have a dream and then have the smarts and stick-to-it-ive-ness to make it a reality, you've got to support them when they see an opportunity to grow the reality in a sensible, solid way. That's the story of the founders and their KSQD dream, and it's why we support their latest expansion plans.

- Rowland and Pat Rebele



Lead Gift: Rowland and Pat Rebele \$50,000

Raised: \$200,000

To be raised : \$200,000

Individual Gifts Goal: \$125,000

Grant Proposals Goal : \$75,000

Applied to:

Community Foundation of Santa Cruz County

Community Foundation of Monterey County

Monterey Peninsula Foundation

Rex Foundation - And more to come

ESTIMATED TIMELINE

Summer/Fall, 2022

Quiet phase capital campaign

One-on-one meetings with potential donors, outreach to community leaders, and grant applications

September, 2022

Kickoff public phase: Parties in local communities to outreach to local leaders and donors, media campaign.

October, 2022

Events, pledge drive, smaller donors finish off goal.

January, 2023

Purchase completed, license transferred

February, 2023

STL installation and switch over to new programming

February 2023 Big ribbon cutting, party with all donors:



KSQD PROGRAMMING

Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun
2:00 AM	Joseph of Sorbus						
2:30 AM	Gypsy Scholar						
3:00 AM				2am-6am			
4:00 AM	3am-6am						
5:00 AM	Undercurrents			Undercurrents Music Mix			
6:00 AM	Talk of the Bay	Be Bold America/ Sustainability Now!	TOTB Writers Rick K & Clara S	Talk of the Bay Chris Krohn	Talk of the Bay Suki or Len	Music of the Masters Joe Truskot Classical	Classical Tune-Up Christopher Smith
6:30 AM	Rachel Goodman						
7:00 AM	Laura Flanders	Climate One	Kitchen Sisters on KSQD	Reveal	Time Machine Jennie Grimes		
7:30 AM	CA Report Magazine						
8:00 AM							
8:30 AM							
9:00 AM							
9:30 AM	Ralph Nader	Reveal	On Being Krista Tippet	Counterspin Making Contact	Alternative Radio	In the Garden Joe F	Sunday Morning Classical Foglitt Nicholas Mitchell
10:00 AM							
10:30 AM							
11:00 AM							
11:30 AM							
12:00 PM							
12:30 PM							
1:00 PM	Shapiro at Large Gary Shapiro	BrooklynBills Music Mashup Andy Fuhrman	Honu Heart Gloria Nieto Hawaiian	Bread & Buddha Manuel Zavala	Celtic Cauldron Cindy Odom	Grateful Dead Zone Erik Nelson	Heritage Gospel Uplift Lady Jazz & Ms. G
1:30 PM							
2:00 PM	Creative Bandwidth Erik N & Gary S Music Mix	Don't Fence Me In Lari / Bruce Larsen	Relics & Psychodelics M Bryant / B Galvan	New Squid in Town David Bean	Skyarkiss Louise Salazar	Runs on Grassoline Paul Hein Rhinestone Ray	Coast Ridge Ramble Rachel Goodman Folk
2:30 PM							
3:00 PM	Richard Wolff	Kitchen Sisters on KSQD	Cruz News & Views w/ local journalists	Laura Flanders	Unheard Voices UV Collective		Border-free Radio Jeff Grubb Len Beyea
3:30 PM	Explorer SC/Inside Edu						
4:00 PM							
4:30 PM							
5:00 PM							
5:30 PM	Talk of the Bay Suki Wessling	Talk of the Bay Chris Krohn	Talk of the Bay Len Beyea	Talk of the Bay Rachel Goodman	TOTB Writers Rick K & Clara S	Be Bold America/ Sustainability Now!	Statenwind/Anthologists Reflections/Buddhism
6:00 PM	Climate One: Katz / Dogs: Pam Sparks	Computer Man Show Luigi Oppido	Ask Dr. Dawn	Speak For Change Thomas Pedersen	Downbeat Shuffle Charlie Lange	Soul Shack JT & Charlie Lange	What to Be Cutting Edge
6:30 PM							
7:00 PM	Monday Night at the Opera Joe Truskot Jeremey Bot	B in the Night Bobby Bishop Jazz	Giant Steps Howard Feldstein Jazz	Jazz Tracks Michael Tanner Noreen-Bill	Zombie Jamboree Jennifer Chard	Heart of Soul Hollywood AI	The Hive Poetry Cephalotron Rick Kleffel
7:30 PM							
8:00 PM							
8:30 PM							
9:00 PM							
9:30 PM							
10:00 PM	Sounds of Brazil Papiba Godinho	Calamar en Salsa Alex Ferrer	Out of India Kinshay Batish Eclectic DJ Soft Serve	Puro Pulpo Julio Porro	The Phook Show King Dubb	Words of Divine Ay Que Linda Reggie	Sunday Night Special
10:30 PM							
11:00 PM							
11:30 PM							
12:00 PM	Under the Moon Melissa Martin	Experiment in Sound DJ Squid	After Hours Scott Garfield	Shapiro at Night Gary Shapiro	The Lonely & the Damned - Ingrid	The Basement 'Q' and Kimberly	The Tower of Song Gypsy Scholar
2:00 AM							
	First Person Singular: Mon, Wed, Thur 7:57am & 8:57pm			Legend			
	Santa Cruz Naturalist: Tues 7:54am, Wed 3:55pm, Thu 6:55pm			Music			
	Film Review: Tues 5:55pm, Thu 7:54am, Fri 5:55pm			Local News/Talk			
	Jim Hightower: Mon 6:57pm, Tues 9:57am			CA/US News/Talk			
	Parenting Tips: Tues 3:57pm, Wed 9:57am			Overnight Mix/TBA			

KSQD Facts



- Launched in 2019
- Station broadcasts 24/7 with all but four hours a day live-hosted.
- 75% of all programs are locally produced.
- Over 130 volunteers spend an average of 2 hours per week producing and hosting programs.
- KSQD has given airtime to more than 3,000 voices of community leaders through its talk shows
- KSQD has a yearly budget of \$175,000.
- Demographics: 9-90 years ideally, but realistically, 30-90.
- 30% of listeners in a recent survey make over \$70,000 per year.

Key Accomplishments

- Raised \$300K in 2016-18, bought a radio license, and went on air in 2019.
- Listenership + funding increased 10% a year.
- K-Squid hosted 3,000 community leaders and underrepresented voices on talk shows.
- 120 volunteers spent hundreds of hours a week preparing programs of local interest, covering the arts, politics, transportation, housing, and health.
- Provided crucial disaster coverage of the CZU fire, power outages, and Covid.
- Talk programs explore research, mental health, environment, youth, careers, education, healthcare, racism, computer literacy, and much more.
- Music programs celebrate local artists, and highlight local performances of jazz, classical, folk.
- 20 podcasts weekly are available as a permanent archive.
- Listeners range in age from 18-95 and 75% of them make over \$40K/year.

Recognition



KSQD

COMMUNITY RADIO

- <\$5K donors gets a studio tour, t-shirt and special mug. .
- <\$10K donors all of above, plus a special reception/dinner.
- \$10K-\$15K: All of the above, plus a guest DJ opportunity to host a show.
- \$25K and up: All of the above, plus free concert tickets and access to all KSQD-sponsored events.

All donations to KSQD are tax-deductible to the full extent of tax law.

KSQD's tax ID # is 82-4627723

Capital Campaign KSQD



A message from the Board Chair of Natural Bridges Media

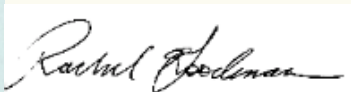
Thank you for your interest in expanding community radio in the Monterey Bay area. I've been in love with radio since I was a kid. It is beyond my wildest dreams to be heading up this project to reinvigorate community broadcasting in the region.

When we founded KSQD in 2019, our vision was clear; we wanted to create a grassroots, participatory, welcoming radio station that would provide a voice for those not usually heard in media. We wanted to reflect the unique voice and culture of this wonderful region. Listeners have responded and supported us in large numbers! And what a ride it's been given these past few years. I'm proud that we were there connecting our community in difficult times. But listeners driving around can't always get our signal clearly. We wanted to reach Watsonville and points south. That's where you come in.

Three years later, we have a rare opportunity to share this radio station with more people. With the purchase of these two new stations, we can embrace the whole region, much of it not served by community radio. We could not have gotten this far without our community behind us. These licenses are being bought from a giant radio corporation stationed in Nashville. I see this project as bringing them back home to be used by the people who live here.

Anything you can do to help realize this vision will give back ten-fold in good feelings and stimulating, heart-warming programs that help you feel more connected to this place we call home. Please reach out for more information and to set up a meeting to learn more about how you can get involved in this important effort.

Sincerely,



Rachel Anne Goodman, Board Chair
Natural Bridges Media
(831) 419-9047 or
Boardchair@ksqd.org
www.ksqd.org

