

CAPFAL
CAMPAIGN
SIGNAL
EXPANSION
PROJECT

www.ksqd.org



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

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



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



DARK AREA: Approximate Priority Broadcast Before Purchase

LIGHT AREA: Approximate Priority Broadcast After Expansion



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



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-toit-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:

















The Coast Ridge Ramble

> 1-3pm KSQD 90.7 FM







KSQD PROGRAMMING

Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun
2:00 AM	Tower of Song						
2:30 AM	Gypsy Scholar						
3:00 AM				2am-6am			
4:00 AM	3am-6am			Undercurrents Music Mix			
5:00 AM	Undercurrents						
6:00 AM	Talk of the Bay Be Bold America/ TOTB Writers Talk of the Bay Talk of the Bay						
6:30 AM	Rachel Goodman		Rick K & Clara S	Chris Krohn	Suki or Len	Music of the Masters	Classical Tune-Up
7:00 AM	Laura Flanders		Kitchen Sisters	Reveal	Time Machine	Joe Truskot	
7:30 AM 8:00 AM	CA Report Magazine		on KSQD METERS		Jimmie Grimes	Classical	Christopher Smit
8:30 AM	Democracy Now 8-9						
9:00 AM			On Being	Counterspin		In the Garden Joe T	
9:30 AM	Ralph Nader	Reveal	Krista Tippet	Making Contact	Alternative Radio	Saturday's Child	Sunday Morning
10:00 AM						Dream Journal Katherine Bell	Classical Foglift Nicholas Mitchell
10:30 AM	Your Call with KALW 10-11						
11:00 AM						What a Week!	
11:30 AM	Shapiro at Large	Brooklynbilly Music	ic Honu Heart Gloria Nieto Hawailan	Bread & Buddha Manuel Zavala	Celtic Cauldron Cindy Odom	Tony R & Erik N	Heritage Gospel Uplift Lady Jazz & Ms. C
12:00 PM	Gary Shapiro Andy Fuhrmar					Grateful Dead Zone	
12:30 PM		Andy Funitinan					
1:00 PM	Counties Bandwidth					Erik Nelson	Coast Ridge Rambi Rachel Goodman Folk Border-free Radio
1:30 PM		Don't Fence Me In	Relics & Psychedelics	New Squid in Town David Bean	avid Bean Louise Salazar		
2:00 PM		Lani / Bruce Larsen	n M Bryant / B Galvan			Runs on Grassoline Paul Hein Rhinestone Ray	
2:30 PM							
3:00 PM	Richard Wolff	Kitchen Sisters	Cruz News & Views	Laura Flanders	Unheard Voices		
3:30 PM	Explor SC/Inside Edu on KSQD w/ local journalists Good News Santa Cruz UV Collectiv						Jeff Grubb
4.00.004	Explor SC/Inside Edu	UII KJQD	w/ tocat journatists	Good News Santa Cruz	OT COMECUTE		Jeff Grubb
4:00 PM 4:30 PM	Explor 3C/IIIside Cou	ULLAND	Thom Hartmann 4-5	Good News Santa Cruz	OT COMECUTE	Crescent City	Jeff Grubb Len Beyea
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4:30 PM			Thom Hartmann 4-5				
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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



- <\$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

sqd.org

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

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Natural Bridges Media (831) 419-9047 or Boardchair@ksqd.org www.ksqd.org

