



**Many Voices, One Station
Community Radio
for the Monterey Bay**

Our Mission

KSQD is the heart of our area, bringing the community together through the power of radio. We are committed to providing a diverse and engaging range of programming that reflects the vibrant spirit of the region and its residents. We strive to inform, inspire, and entertain our listeners, fostering a sense of connection and belonging.

Our Format

K-Squid's station is vibrantly eclectic. We offer Classical, Jazz and Rock, and local and national news and public affairs. We have mostly local, live radio hosts who are connected to the community. The 24/7 schedule is designed to include many perspectives and musical genres.

Our Reach

K-Squid reaches Santa Cruz, Watsonville, Salinas, Monterey, Carmel, Seaside, and most Santa Cruz and Monterey County residents. We reach a potential audience of 640,000 listeners. We broadcast on three frequencies; 90.7, 89.7 and 89.5FM

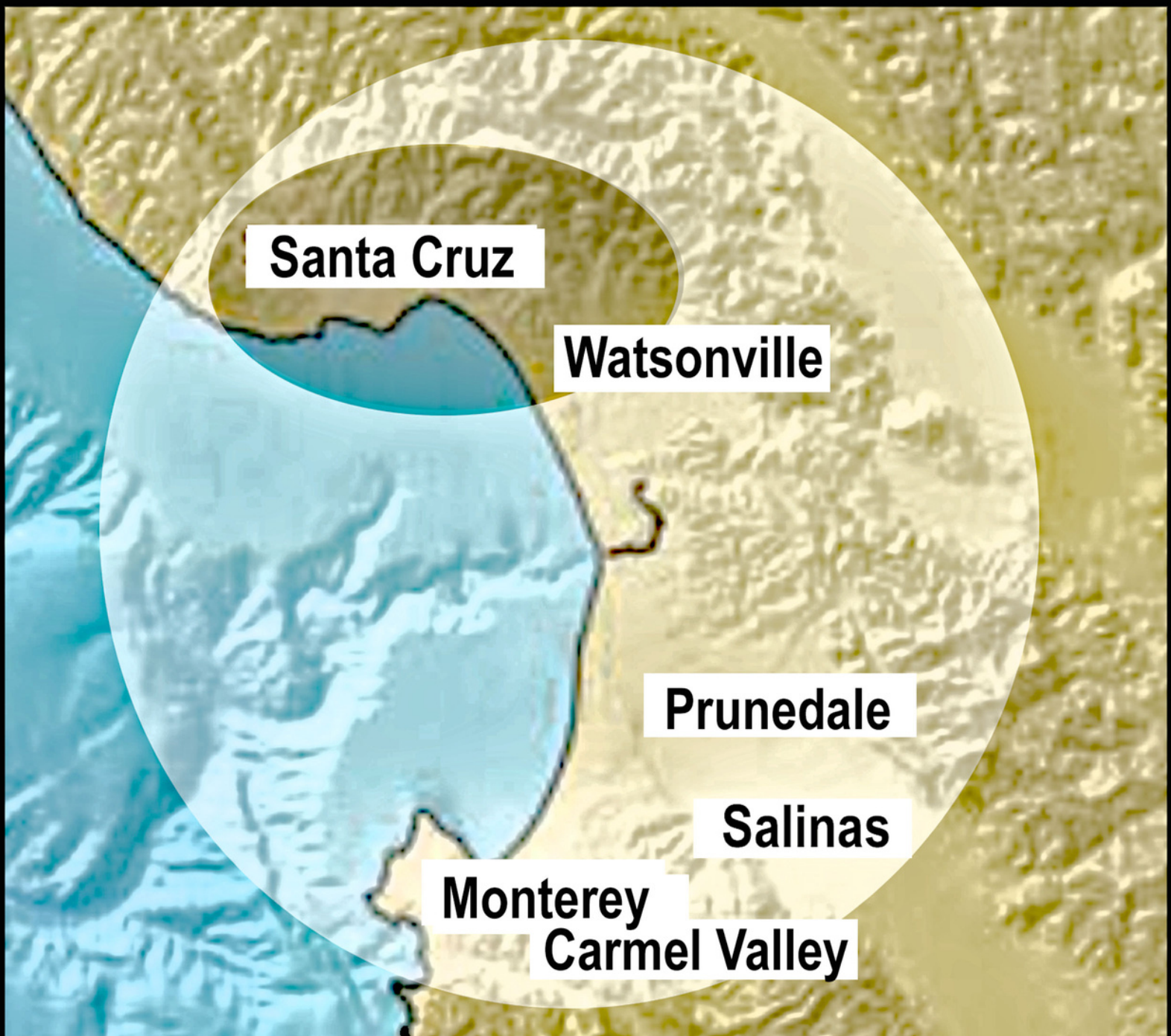
Our Supporters

KSQD's listeners are passionate about community radio. They mostly just listen to our station, and support it with their time, energy and money. 90% of our income comes from individual donations.



Our Broadcast Area

**KSQD/KSQT reaches Santa Cruz,
Monterey, and Salinas
and worldwide on KSQD.org**



OUR PROGRAM SCHEDULE

SYNDICATED SHOWS

DEMOCRACY NOW!
YOUR CALL
THOM HARTMANN
LAURA FLANDERS
COUNTERSPIN
RALPH NADER
REVEAL
CLIMATE ONE
NEW DIMENSIONS
ALTERNATIVE RADIO
CALIFORNIA REPORT
JIM HIGHTOWER
COUNTERSPIN
MAKING CONTACT

LOCAL TALK SHOWS

TALK OF THE BAY
BE BOLD AMERICA
KITCHEN SISTERS
WHAT A WEEK
DREAM JOURNAL
IN THE GARDEN
COMPUTER MAN SHOW
ASK DR. DAWN
STATE OF MIND
FROM THE BOOKSHELF
WHAT TO BE
CUTTING EDGE
KATZ ON DOGS
SUSTAINABILITY NOW

MUSIC GENRES

JAZZ
AMERICANA
BLUES
FUNK
CLASSICAL
GOSPEL
WORLD
ROCK
BLUEGRASS
LOCAL ARTISTS
HAWAIIAN
CELTIC
SOUL
MUSICAL MIX

Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun
2:00 AM	The Tower of Song Gypsy Scholar	Coast Ridge Ramble Rachel Goodman Folk	Celtic Cauldron Cindy Odom	Brooklynbilly Music Mashup Andy Fuhrman	Timeless Hawaiian Cousin Norman	Grateful Dead Zone Erik Nelson	Crescent City Shuffle Papa Sam
2:30 AM							
3:00 AM	Bread & Buddha Manuel Zavala	Border-free Radio Jeff Grubb Len Beyea	Skylarkin' Louise Salazar	Don't Fence Me In Lani / Bruce Larsen	Relics & Psychedelics M Bryant / B Galvan	Runs on Grassoline Paul and Ray	Soul Shack JT & Charlie Lange
3:30 AM							
4:00 AM	Alan Watts	Be Bold America/ Sustainability Now!	TOTB Writers Rick K & Clara S	Talk of the Bay	Talk of the Bay Suki, Christine, Len	Music of the Masters Joe Truskot Classical	Classical Tune-Up Christopher Smith
5:00 AM							
6:00 AM	Talk of the Bay Rachel Goodman	Climate One	Kitchen Sisters on KSQD	Reveal	Time Machine Jimmie Grimes	Music of the Masters Joe Truskot Classical	Classical Tune-Up Christopher Smith
6:30 AM	Laura Flanders						
7:00 AM	CA Report Magazine	Democracy Now 8-9				In the Garden Joe Truskot & Steve Popp	Sunday Morning Classical Foglift Nicholas Mitchell
8:00 AM	Ralph Nader	Reveal	New Dimensions	Counterspin Making Contact	Alternative Radio		
8:30 AM							
9:00 AM	Your Call with KALW 10-11					Dream Journal Katherine Bell	Heritage Gospel Uplift Lady Jazz & Ms. G
10:00 AM	Shapiro at Large Gary Shapiro					What a Week! Tony R & Erik N	
10:30 AM	Brooklynbilly Music Mashup Andy Fuhrman	Timeless Hawaiian Music Norm Markowitz	Bread & Buddha Manuel Zavala	Celtic Cauldron Cindy Odom	Grateful Dead Zone Erik Nelson	Coast Ridge Ramble Rachel Goodman Folk	
11:00 AM							
11:30 AM	Monday Masala Julio Porro	Don't Fence Me In Lani / Bruce Larsen	Relics & Psychedelics M Bryant / B Galvan	New Squid in Town David Bean	Skylarkin' Louise Salazar	Runs on Grassoline Paul Hein Rhinstone Ray	Border-free Radio Jeff Grubb Len Beyea
12:00 PM							
12:30 PM	Richard Wolff	Kitchen Sisters on KSQD	Cruz News & Views w/ local journalists	Laura Flanders Sprouts	Climate One	Crescent City Shuffle Papa Sam	Be Bold America/ Sustainability Now!
1:00 PM							
1:30 PM	Explor SC/Inside Edu	Thom Hartmann 4-5				Soul Shack JT & Charlie Lange	StateMind/Intersections/ KatzOnDogs
2:00 PM							
2:30 PM	Talk of the Bay Suki W & Christine B	Talk of the Bay Bodie Shargel	Talk of the Bay Len Beyea	Talk of the Bay Rachel Goodman	TOTB Writers Rick K & Clara S	Downbeat Shuffle Charlie Lange	What to Be Cutting Edge
3:00 PM							
3:30 PM	Peace Talks Radio/ State of Mind	Computer Man Show Luigi Oppido	Ask Dr. Dawn	From the Bookshelf / Kooky Side of Crazy	Zombie Jamboree Jennifah	Heart of Soul Hollywood Al King Dubb	The Hive Poetry
4:00 PM							
4:30 PM	Monday Night Opera Joe / Jeremy 1st Monday: Concert Hall	B in the Night Bobby Bishop Jazz	Giant Steps Howard Feldstein Jazz	Jazz Tracks Noreen+Bill Charles Perrone	The Phonk Show King Dubb	Santa Cruz Reggae Radio DJ Spleece	Oblique Strategies Denise Gallant
5:00 PM							
5:30 PM	Sounds of Brazil Leo & Papiba	Calamar en Salsa Alex Ferrer	Words of Divine Ay Que Linda Reggae	Puro Pulpo Julio Porro	The Lonely & the Damned - ingrid	After Hours Scott Garfield	The Tower of Song Gypsy Scholar
6:00 PM							
6:30 PM	Under the Moon Melissa Martin	Experiment in Sound DJ Squid	Abi's House Party DJ Abi	Shapiro at Night Gary Shapiro	The Lonely & the Damned - ingrid	After Hours Scott Garfield	The Tower of Song Gypsy Scholar
7:00 PM							
7:30 PM	First Person Singular: Mon, Wed, Thur 7:57am & 5:57pm			Legend			
8:00 PM	Santa Cruz Naturalist: Tues 7:55am, Tues 3:55pm, Fri 3:55pm			Music			
8:30 PM	Film Gang: Tues 9:55am, Wed 3:55pm, Fri 5:55pm			Local News/Talk			
9:00 PM	Jim Hightower: Tues 5:58pm, Thurs 7:55am, Thurs 6:58 PM			CA/US News/Talk			

WHO'S LISTENING?

Our audience is comprised of active, engaged individuals who value community connection, cultural enrichment, and intellectual stimulation. We cater to a diverse demographic, including professionals, students, families, and seniors. The majority of our listeners are 35 +. Over half of our listeners have donated within the past six months. For most of our listeners, K-Squid is their favorite station by far, with other local stations a distant second.

What our listeners are saying:

“I love having a community station that reflects our local culture”

“I get to listen to different music not played or heard on commercial radio.”

“I love hearing people from our community. Without KSQD it's back to packaged radio.”



We Can Help You Promote Your Business

Reach Our Loyal Audience

With a diverse range of programs and a dedicated listener base, KSQD provides a direct channel to your potential customers, allowing you to enhance brand recognition and loyalty.

KSQD is not just a radio station; it's the heartbeat of the Monterey Bay area, pulsating with the energy of the community. By becoming an underwriter with KSQD, your business can actively participate in fostering this vibrant local connection. Our platform is not just about broadcasting; it's about building relationships and supporting the community that sustains us.

Community Engagement

By aligning your brand with KSQD, you demonstrate your commitment to your own community. Your support contributes directly to the local arts, news, and community conversations, making a tangible difference.

Credibility and Trust: Being associated with a respected community radio station enhances your business's credibility. Listeners trust our recommendations, and your sponsorship can translate into a powerful endorsement.



Sponsorship Packages

Prime Time Sponsorship: Your business featured prominently during our peak hours, maximizing your exposure to our engaged audience.

Event Sponsorship: Associate your brand with our community events, showcasing your commitment to local initiatives and creating memorable experiences for our listeners.

Program Underwriting: Support specific programs aligned with your brand values. Your business mentioned during the sponsored program, connecting you directly with the content your audience loves.

Let's Talk Business

We understand that every business is unique. That's why we offer tailored sponsorship packages designed to meet your specific marketing goals and budget. Whether you are a small local enterprise or a larger corporation, KSQD has a sponsorship opportunity that aligns perfectly with your needs.

What is Underwriting?

Underwriting is community radio's way of acknowledging businesses and highlighting their activities to our loyal listeners. These 20-30 second spots can spotlight events or ongoing services, listing dates, times, and locations, as well as the type of business offerings you provide.

Did you know...?

77 % of public radio listeners have acted in response to an underwriting spot they heard.

75% of listeners said they held a more positive view of a business after hearing their underwriting spot on community radio.

69% of respondents to a public radio survey said they prefer to purchase products from public radio supporters.



Creating Your Message

Announcement: We'll create it for you! We'll work with you on the wording. and one of our professional voice-over artists will make it sound great.

What underwriting is:

Underwriting is an announcement of support.

Your business can reach thousands of local, loyal listeners by having an underwriting announcement on KSQD's airwaves.

What underwriting is not:

Underwriting is not advertising. KSQD is committed to our non-commercial status and adheres strictly to the FCC's definition of non-commercial, which means we are not allowed "calls to action" or mention of discounts. That leaves us lots of room to describe what you are offering.



A typical announcement might read:

"KSQD thanks Sammy's Squid Shack for supporting this program. Sammy's Squid Shack offers locally-sourced sea food dishes and organic entrees at 340 Seabright Avenue in Santa Cruz. Sammy's Squid Shack is open 9-9pm weekdays. Thank you Sammy's Squid Shack for supporting K-Squid community radio , 90.7FM."



KSQD

COMMUNITY RADIO

SANTA CRUZ • MONTEREY • SALINAS

Contact

Susan Breen

(831)917-5709

Susan.underwriting@ksqd.org

Noreen Nolan

(831) 246-0722

nenolan@ksqd.org

