

CONNECTING THE COMMUNITY

90.3 kazu

streaming at kazu.org

npr

For the Monterey Bay Area

90.3 FM

Our Purpose

KAZU's mission is to provide a trusted source of local, national and international news, discussion and informational programming that enriches the lives of the listeners in its broadcast coverage area that includes both Monterey Bay and Santa Cruz Counties.

Our Reach

90.3 KAZU reaches a diverse broadcast audience of over 70,000 local listeners, spanning Monterey and Santa Cruz counties, and The Salinas Valley. Our digital live stream, available online and through our app, enables listeners from across the county to access our daily programming from their computer, smartphone and smart speaker.

Our Format

The programming KAZU provides for these regions includes twenty-four hour "over-the-air" broadcasts and digital platforms that provide a vital service to the listening community through local news and current events at both the national and world levels. For national and international news, KAZU incorporates programming from NPR, BBC World News, PRI (Public Radio International) and APM (American Public Media).

Our Support

90.3 KAZU is commercial free, supported by our members and business sponsors.



90.3 Broadcast Area

KAZU 90.3 FM broadcasts across the central coast communities of Monterey, Salinas, and Santa Cruz.

90.3 kazu
npr for Monterey · Salinas · Santa Cruz

San Jose
Morgan Hill
Scotts Valley
Gilroy
Santa Cruz
Watsonville
Aromas
Hollister
Prunedale
Salinas
Marina
Pacific Grove
Seaside
Monterey
Carmel-By-The-Sea
Gonzales
Carmel Valley Village
Soledad
Greenfield
Big Sur
King City

*Includes hd2 Classical Coverage

Programming Schedule

NEWS

MONDAY - FRIDAY

12-4AM	BBC WORLD SERVICE
4-9AM	MORNING EDITION
9-10AM	1A
10AM-12PM	HERE AND NOW
12-1PM	ON POINT
1-2PM	BBC NEWSHOUR
2-3PM	FRESH AIR
3-5:30PM	ALL THINGS CONSIDERED
5:30-6PM	MARKETPLACE
6-7PM	THE WORLD
7-8PM	FRESH AIR
8-9PM	THE MOTH RADIO HOUR
9-10PM	1A
10PM-12AM	BBC WORLD SERVICE

FRIDAY

10-11AM	HERE AND NOW
11AM-1PM	SCIENCE FRIDAY
1-2PM	ON POINT
7-7:30PM	CALIFORNIA REPORT MAGAZINE
7:30-8PM	POLITICAL BREAKDOWN
8-9PM	SNAP JUDGEMENT
9-10PM	TRAVEL WITH RICK STEVES

SATURDAY

12AM-5AM	BBC WORLD SERVICE
5-10AM	WEEKEND EDITION
10-11AM	PLANET MONEY & HOW I BUILT THIS
11AM-12PM	WAIT WAIT...DON'T TELL ME
12-1PM	THIS AMERICAN LIFE
1-2PM	THE MOTH RADIO HOUR
2-3PM	THE SPLENDID TABLE
3-4PM	RADIOLAB
4-5PM	ON THE MEDIA
5-6PM	WEEKEND ALL THINGS CONSIDERED
6-7PM	IT'S BEEN A MINUTE
7-8PM	NEW YORKER RADIO HOUR
8-9PM	SAYS YOU!
9-10PM	SELECTED SHORTS
10PM-12AM	BBC WORLD SERVICE

SUNDAY

12AM-5AM	BBC WORLD SERVICE
5-10AM	WEEKEND EDITION
10-11AM	NEW YORKER RADIO HOUR
11AM-12PM	FREAKONOMICS
12-1PM	WAIT WAIT...DON'T TELL ME
1-2PM	TED RADIO HOUR
2-3PM	TRAVEL WITH RICK STEVES
3-4PM	THIS AMERICAN LIFE
4-5PM	KAZU'S SUNDAY SOUND ADVENTURES
5-6PM	WEEKEND ALL THINGS CONSIDERED
6-7PM	ON THE MEDIA
7-8PM	LATINO USA
8-9PM	SNAP JUDGEMENT
9-10PM	THE COMMONWEALTH CLUB OF CALIFORNIA
10PM-12AM	BBC WORLD SERVICE

Programming & Journalism Highlights

morning edition

ALL THINGS CONSIDERED

npr FRESH AIR WHYY

npr here&Now

npr 1A WAMU

MARKETPLACE®

ON POINT

The World

WAIT WAIT... DON'T TELL ME!®

EDWARD R. MURROW AWARDS

KAZU News has won multiple Regional Edward R. Murrow Awards for its work in journalism over the years. The Radio Television Digital News Association honors outstanding achievements in electronic journalism annually through these awards.

Audience Profile & Ratings



Monterey Bay Area listeners tune to 90.3 KAZU
for in-depth local and national news,
arts and cultural programming.

KAZU is the #1 rated radio station in the market for adults 35+ & #2 among adults 25+, and the #1 rated news and information station in the market, reaching approximately 69,400 local listeners each week throughout Santa Cruz and Monterey Counties.

KAZU's Target Demographic is Adults 35+

#1 - Station Overall, Mon - Sun, 6AM - 12AM

#1 - Morning Drive, Mon - Fri, 6AM - 10AM - *"Morning Edition" & "1-A"*

#1 - Middays, Mon - Fri, 10AM - 3PM - *"Here & Now", "On-Point", "Fresh Air"*

#1 - Afternoon Drive, Mon - Fri, 3PM - 7PM - *"All Things Considered", "Marketplace","The World"*

#1 - Weeknights, Mon - Fri, 7PM - 12AM & **#1 - Weekends,** Sat - Sun 7AM - 5PM

KAZU Adults 25+

#2 - Overall 25+ Mon - Sun, 6AM - 12AM

#1 - Morning Drive, Mon - Fri, 6AM - 10AM - *"Morning Edition" & "1-A"*

#1 - Midday, Mon - Fri, 10AM - 3PM - *"Here & Now", "On-Point", "Fresh Air"*

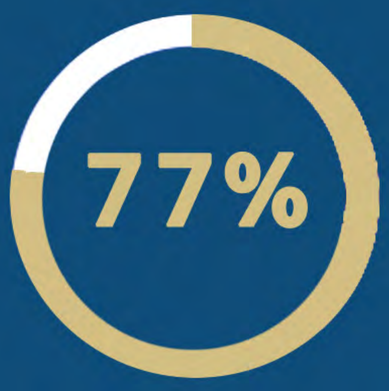
#2 - Afternoon Prime, Mon - Fri, 3PM - 7PM - *"All Things Considered", "Marketplace", "The World"*

#1 - Weekends, Mon - Fri, 7PM - 12 AM & **#2 - Weekends,** Sat - Sun 7AM - 5PM

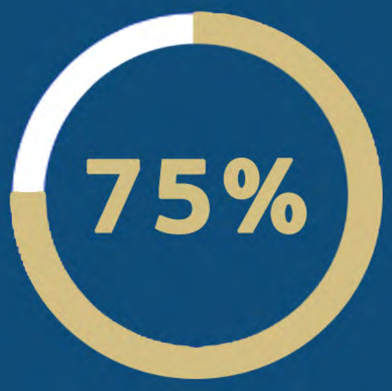
**Nielsen Two-Book Average Spring 2022 & Fall 2022 Metro Area Survey-Weekly Cume Persons & Average Share*

Business Promotion is Called Underwriting

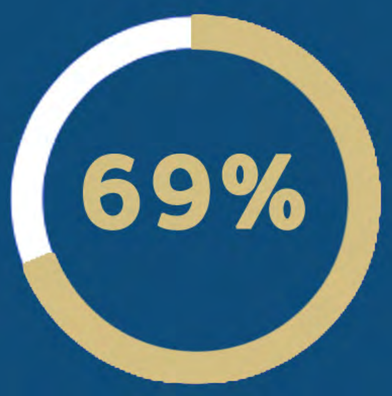
Business and corporate-promotional spots are our thanks to organizations for providing financial contributions to our programs and programming. Having a business' name associated with a member-supported radio station like KAZU builds brand loyalty and recognition.



77% of listeners have acted in response to a public radio sponsorship message.

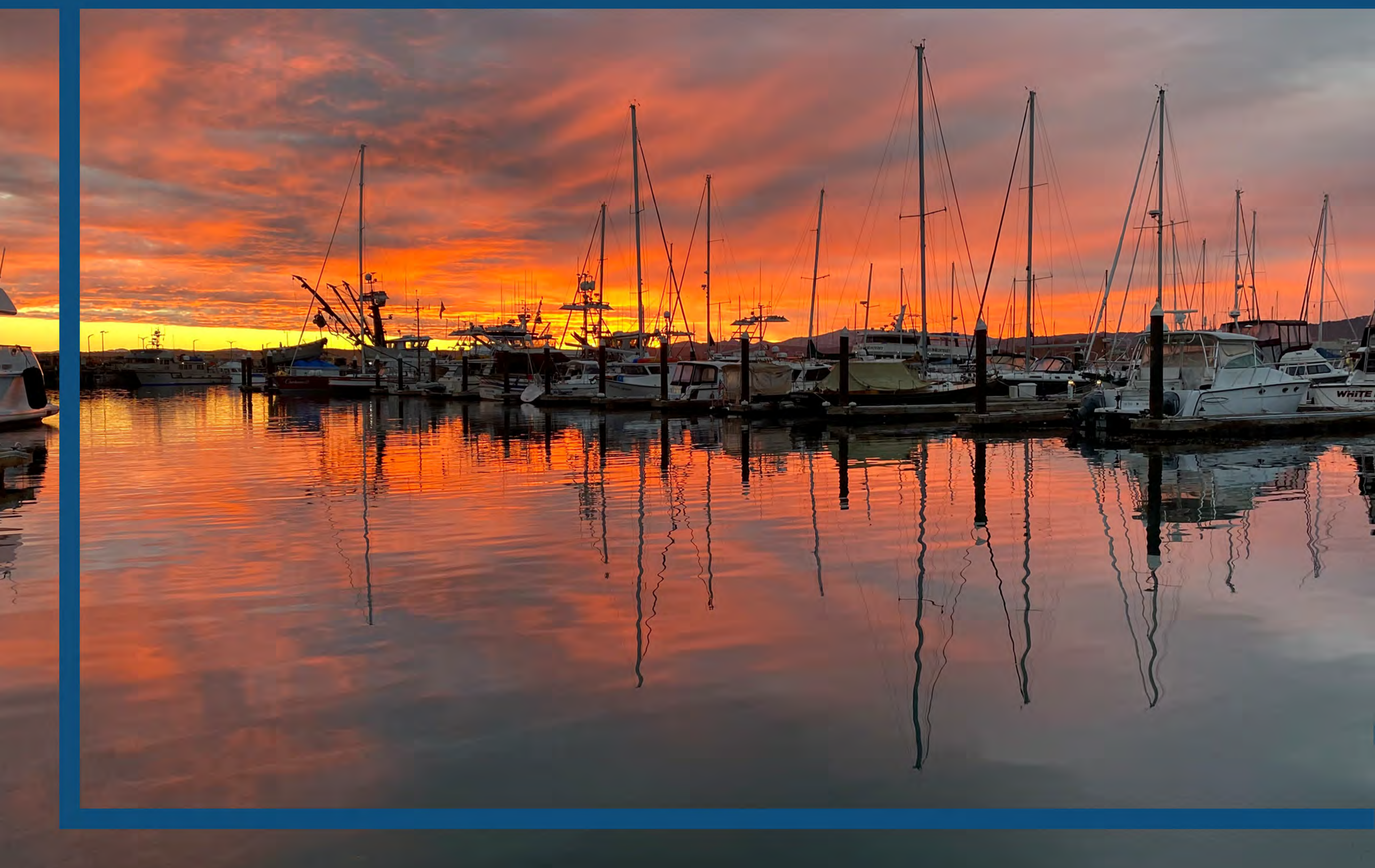


75% of listeners hold a more positive opinion of a company that supports Public Radio.



69% of listeners prefer to purchase products and services from public radio sponsors.

Source: Lightspeed Research, NPR State of Sponsorship Survey, March 2019



Your Message Stands Outs

As a public radio station, we prioritize journalistic integrity, and our underwriting reflects that ethos. We don't clutter up our airwaves with endless commercial distraction. Our breaks consist of 8-12 spots per hour, ensuring that your message stands out and doesn't get lost in the crowd. Compare this with commercial radio which often run as many as 18-25 ads per hour. Sponsor messages on public radio stand out and are heard.

Your Message is Unobtrusive:

Business support messages are informational and non-intrusive, they sound natural alongside the programming they accompany. Such messages are often perceived as endorsements by the station and engender trust by running alongside trustworthy and informative news and cultural programming.

Get Results:

The bottom line is that underwriters get results on KAZU. Support for KAZU is not only good for businesses, but also provides support for a valued community resource. Sponsors will be recognized by listeners as a supporter of their community and a supporter of their favorite station. Engagement in local community is always a positive with listeners.

85%[1*]

of NPR's 30M weekly radio listeners do not listen to commercial news/talk stations in a typical week.

80%[2*]

of listeners agree that the programming on their NPR station is personally important to them, and that they would miss it if it went away.

89%[3*]

of listeners agree that NPR provides them with information that other media outlets do not provide.

Sources: (1) ACT 1 based on Nielsen Audio Nationwide, Fall 2019, Persons 12+; (2) Kantar, NPR State of Sponsorship Survey, April 2020; (3) NPR Impact Study, July 2019



Crafting Your Message

Compared with commercial radio, KAZU provides a clutter-free, unobtrusive media environment so your concise message keeps listeners engaged with the voices and stories they trust.

We work with you to create a 15-second announcement that best reflects your marketing and community engagement goals. Announcements are produced at no additional cost using voices our listeners already know and trust.

KAZU supports and follows the FCC (Federal Communications Commission) guidelines for underwriting announcements. The FCC permits underwriting announcements which identify but do not promote, the products, services or facilities of a for-profit entity.

FCC Guidelines Prohibit The Use Of:

- price information
- calls to action
- inducements to buy, sell, rent or lease
- comparative or qualitative language
- more than three trade names, products or service listings

KAZU Encourages Announcements That...

- state the name of the underwriter
- describe the featured business, organization or special event
- offer listeners a means to contact the underwriter (location or website)
- are written in an objective style that listeners expect and appreciate

Our Underwriting Team Is Ready To Help.

Have questions about how KAZU fits into your marketing budget? Our underwriting team will work with you to design a plan that reaches your target audience and fits your budget.



Listener Profile and Location

At Home
45%

Men
46%

In The Car
66%

Women
54%

At Work
7%

Ages

25-34	9%
35-44	15%
44+	76%

Contact

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KAZU would like to thank two local photographers who contributed their work to this project, **Bonnie Furman** and **Wyatt Walsh.** Bonnie and Wyatt work in marine biology and wildlife photography. You can see more of their work at their respective instagram pages *@Bonniefurman_photography* and *@WDW_photo*, and online at *WDWnaturephotography.com.*

