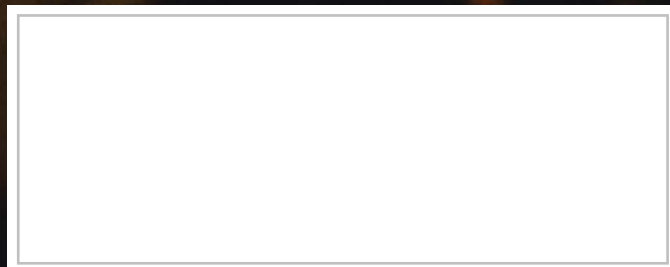


# KRDP

**JAZZ** 90.7 FM  
EAST VALLEY

TALK. SING. CONNECT.



**BUSINESS SPONSORSHIP  
2022-2023 PACKET**

**PLEASE JOIN US...**



**// African Americans spend more time per week streaming audio, including podcast listening, than the total US population. In a typical week, almost half (49%) of African American podcast listeners spend about 1 to 4 hours listening to podcasts. The top genres are music, arts and religion areas that connect the Black community. Radio, too, has remained a trusted channel for news and information for African Americans, reaching 98% of them every month.**

**"Power of the Black Community"  
By Nielsen, October 2020**



**// Ownership and control will open opportunities for a diversity of new on-air hosts - both paid and volunteer - to be heard in the 14th largest radio market in the United States. Likewise, it will provide an outlet where underserved segments of our community - Black and African American, Native American, immigrants, LGBTQIA+, those who support political perspectives outside the 'mainstream' (i.e., Greens, Libertarians etc.), among others - have a voice on the radio dial.**

**Kaja Brown  
Founder/General Manager, Desert Soul Media**

# ABOUT US



**KRDP Community Radio** is the public radio program unit of **Desert Soul Media**. DSM was founded with the express purpose of creating Black media for Phoenix and the Southwest. Through the acquisition of KVIT (owned by East Valley Institute of Technology) and Radio Phoenix (operated by Arizona Community Media Foundation), we are able to expand coverage of underserved communities in the region.

We operate two public radio stations: KRDP Jazz 90.7 FM and KRDP Indie.

**KRDP Jazz**, broadcasting in Phoenix's East Valley on 90.7FM, airs a Jazz, Blues and Soul music format mixed with community news, public affairs and specialty programming primarily targeting Arizona's Black and African-American community. The signal covers: Apache Junction; Ahwatukee; Chandler; Gilbert; Mesa; portions of east Phoenix; Queen Creek; San Tan Village; south Scottsdale; and Tempe.

**KRDP Indie** – focused on independent music, arts and culture – is a digital/online station offering Adult Album Alternative music mixed with news, public affairs and specialty programming from diverse groups, including: Black, Indigenous, and persons of color (BIPOC); Latinx; and women producers.

# THE TEAM



**Kaja Brown**  
*President & Executive Director / Board Chair*



**Calvin J. Worthen**  
*VP & Deputy Director / Board Vice Chair*



**Aqueelah Worthen**  
*CFO / Board Treasurer*

**Kaja** has more than two decades of nonprofit management experience (co-founder of Arizona Community Media Foundation, a non-profit public media organization in Phoenix, Ariz.). He also possesses extensive knowledge regarding how to develop, manage, and build sustainable revenue streams for non-profit organizations. He holds a MBA, bachelor's degree and has earned graduate level credit from the Nonprofit Leadership and Management program within the Lodestar Center at Arizona State University.

**Calvin** has been in radio since 2001. He completed his undergraduate degree in kinesiology from University Of Northwestern-St. Paul and his master's in business and industry education from University of Minnesota. He was awarded the Jane Matteson Jazz Educator of the Year (2010) and 1st place winner of the National Association of Black Storytellers "Signifying and Testifying" Tall Tales Contest (2011).

**Aqueelah** studied accounting at University of Northwestern-St. Paul, where she earned a bachelor's degree. Her professional and volunteer experience includes work in accounting services, community organizing, and early childhood education. She's led a neighborhood association and parent advisory council.



**Jennifer Davis-Paige**  
*Board Secretary*

**KRDP**  
**BOARD OF DIRECTORS**



**Leticia Barrett**



**Kenneth Davis**



**Chris Felton**



**Walt Richardson II**  
*Sergeant-At-Arms*



**Patrice Graham**



**Debra Momon-Sabir**

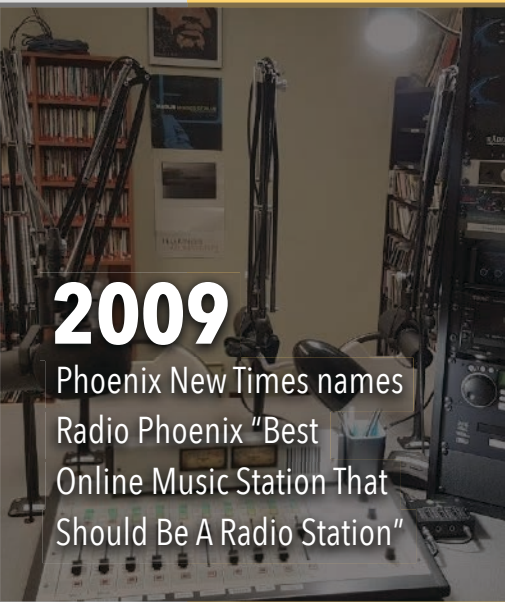


**Christopher Owens**



**Adlee Salaam**

# OUR HISTORY



**2009**

Phoenix New Times names Radio Phoenix "Best Online Music Station That Should Be A Radio Station"



**2015**

Phoenix New Times names Radio Phoenix "Best Internet Radio"



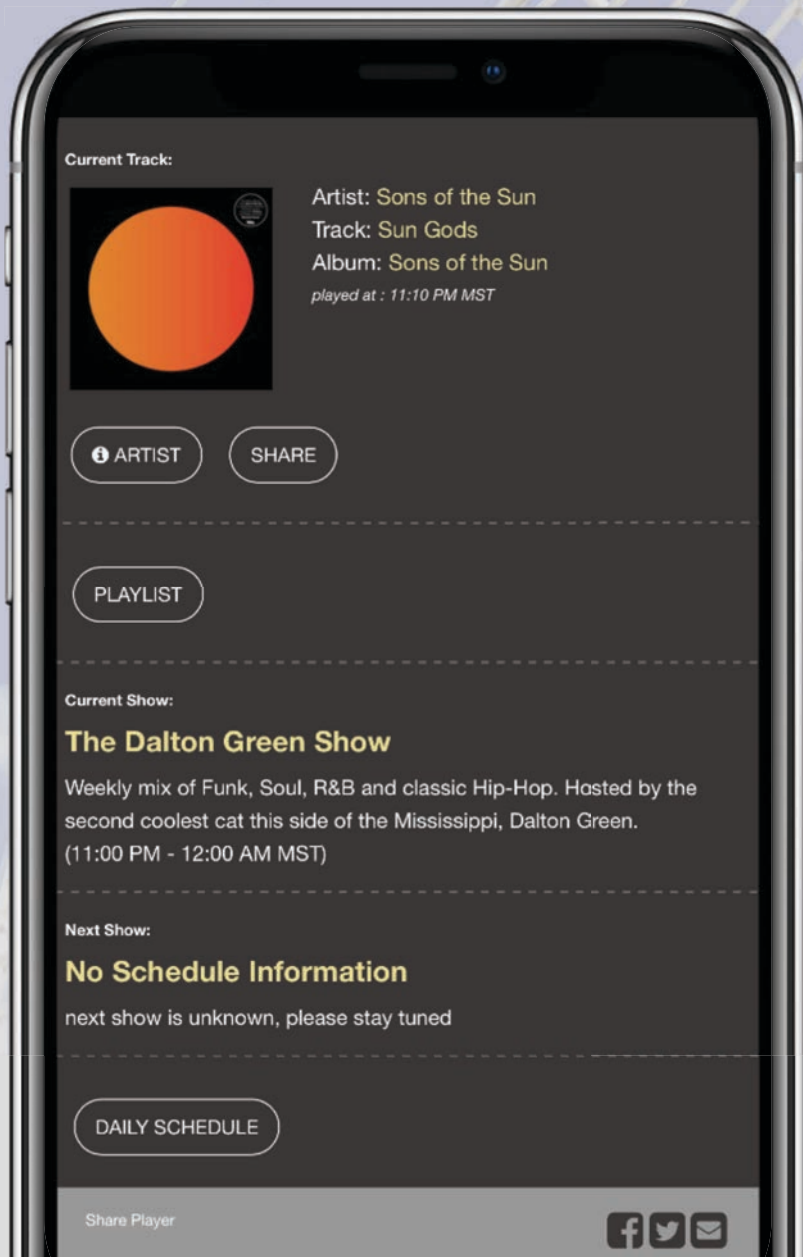
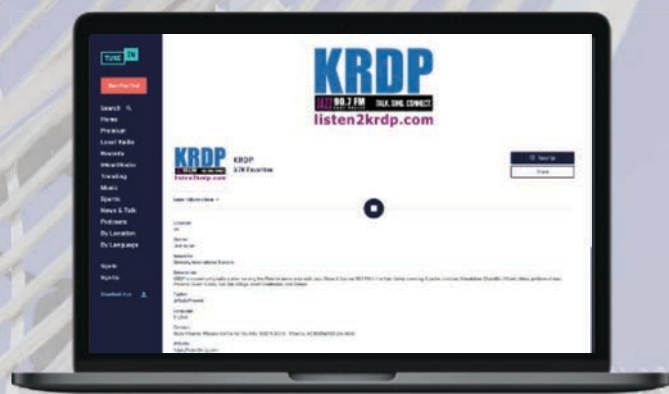
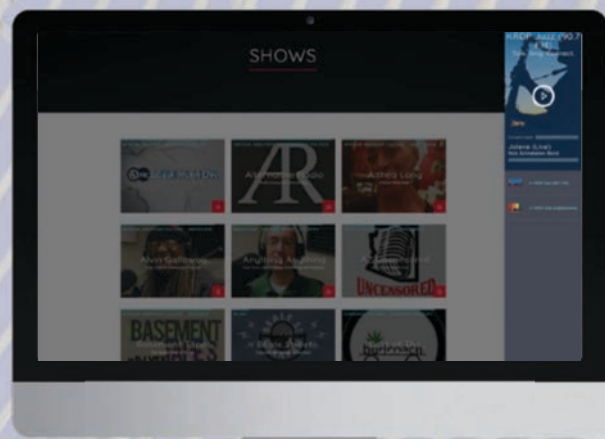
**2016**

Phoenix New Times names Radio Phoenix "Best Internet Radio" and "Seven Best Radio Stations In Phoenix."

- **2004** Arizona Community Media Foundation is formed to create an indie music radio station.
- **2007** AzCMF confirms 2 vacant full power FM frequencies are available for use in the Phoenix area (88.7FM and 90.7FM) and applies for both.
- **2008** Community podcasting project Radio Phoenix On Demand is created to build public interest in station. An online radio station was created called Radio Phoenix.
- **2010** AzCMF discovers it was not selected a finalist for use of the vacant 90.7 frequency; it was awarded to East Valley Institute of Technology (EVIT) for KVIT.
- **2011** Radio Phoenix becomes a tenant at Phoenix Center for the Arts in downtown Phoenix and begins program sharing relationship with KVIT.
- **2013** AzCMF is approved for 88.7FM.
- **2015** AzCMF sells the construction permit to EVIT, which built station as KPNG and continued airing three Radio Phoenix programs. Desert Soul Media, Inc., a 501(c)(3) tax exempt organization, is founded to provide multimedia literacy and technical training, content creation and marketing services.
- **2021** AzCMF gifts and assigns the assets and intellectual property of Radio Phoenix to Desert Soul Media, Inc. EVIT sells Apache Junction facility to Desert Soul Media, Inc. KVIT call letters remain with EVIT for 88.7 FM, while 90.7 FM becomes KRDP. DSM operates KRDP Indie (formerly Radio Phoenix) as a digital/online streaming station.
- **2022** KRDP Jazz signs on the air May 10 – the first FM station wholly Black-owned/controlled in Phoenix Metro and Arizona since sale of KMJK 106.9FM in January 2001.

In addition to listening via FM and online, listeners can access our sites through smartphone and wireless devices. The Radio Rethink platform provides mobile and desktop players and features real-time playlists, information on artists and purchasing option (when available) as well as sharing options. Tuneln's service allows our listeners to enjoy programming wherever they are. Moreover, with the use of Bluetooth listeners have the opportunity to listen to both our sites while in their cars or other locations.

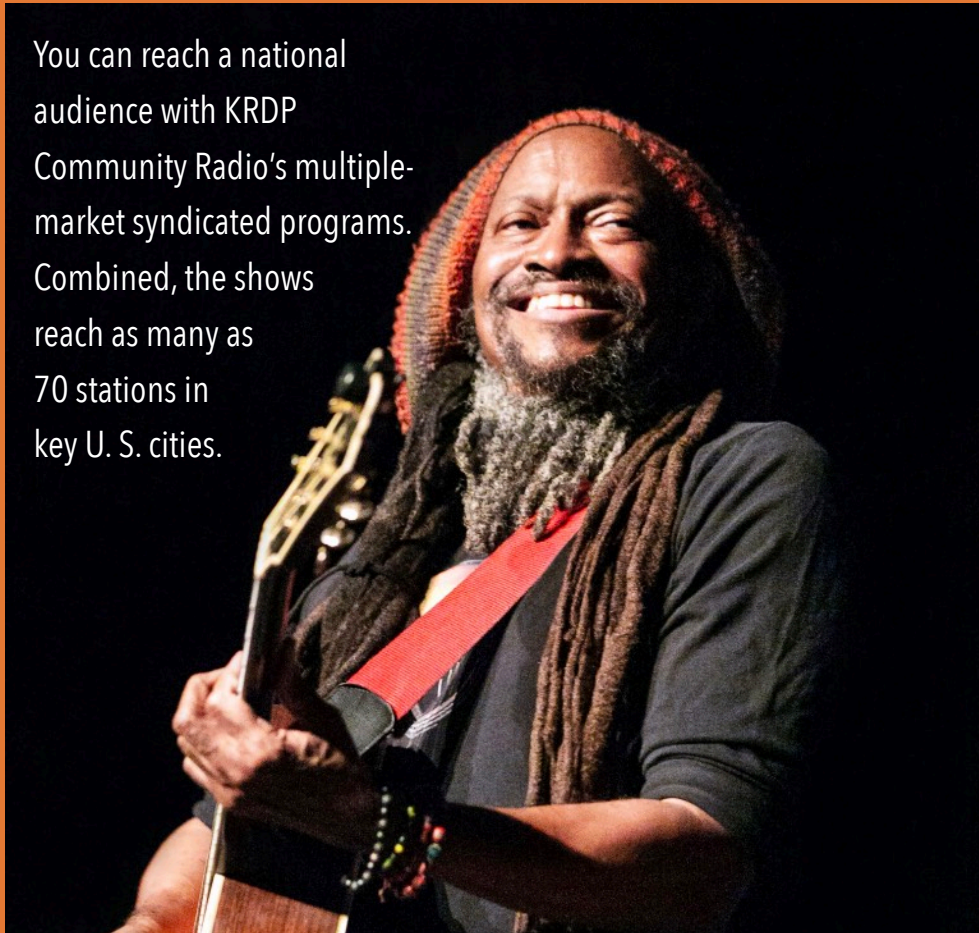
- Click the "Listen Now" button on our website to be directed to Radio Rethink
- Download the Tuneln app from Google Play or Apple Store





# SYNDICATIONS

You can reach a national audience with KRDP Community Radio's multiple-market syndicated programs. Combined, the shows reach as many as 70 stations in key U. S. cities.



- **Boom Goddess Radio with Jennifer Davis-Paige:** conversations with inspiring women and persons older than 50
- **Full Moon Hacksaw with Tom Coulson:** Jazz and Blues
- **HipRawk Nation with Kaja Brown:** Electronic, Dance, Alternative, Hip-Hop, Neo Soul
- **My World of Music with Walt Richardson:** Singer-Songwriters, Reggae, World
- **Soul Deluxe with Byron Fenix:** Jazz/Soul Music Mix Show
- **The Keep It 1 Million Show with Duane Allen:** Sports Talk

That recognizable and memorable voice you hear comes from “smooth talker” and longtime Valley radio personality, Althea Long. The multiple award-winning broadcaster offers an eclectic compilation of favorite tunes from her personal collection. For unforgettable Jazz, R&B, Latin, Lounge and other tasty timeless classic standards, **The Althea Long Show** is your “music mindwalk.”

**Civic Cipher**, a weekly radio show/webcast/podcast hosted by Ramses Ja and Q. Ward, empowers Black and Brown voices. Civic Cipher exists to facilitate discussions around self-determination and to inform non-POC allies. The show seeks to provide long-form conversations in spaces where often lacking significant resources, potent dialogue, or the necessary engagement for facilitating healthy and productive civil discourse.

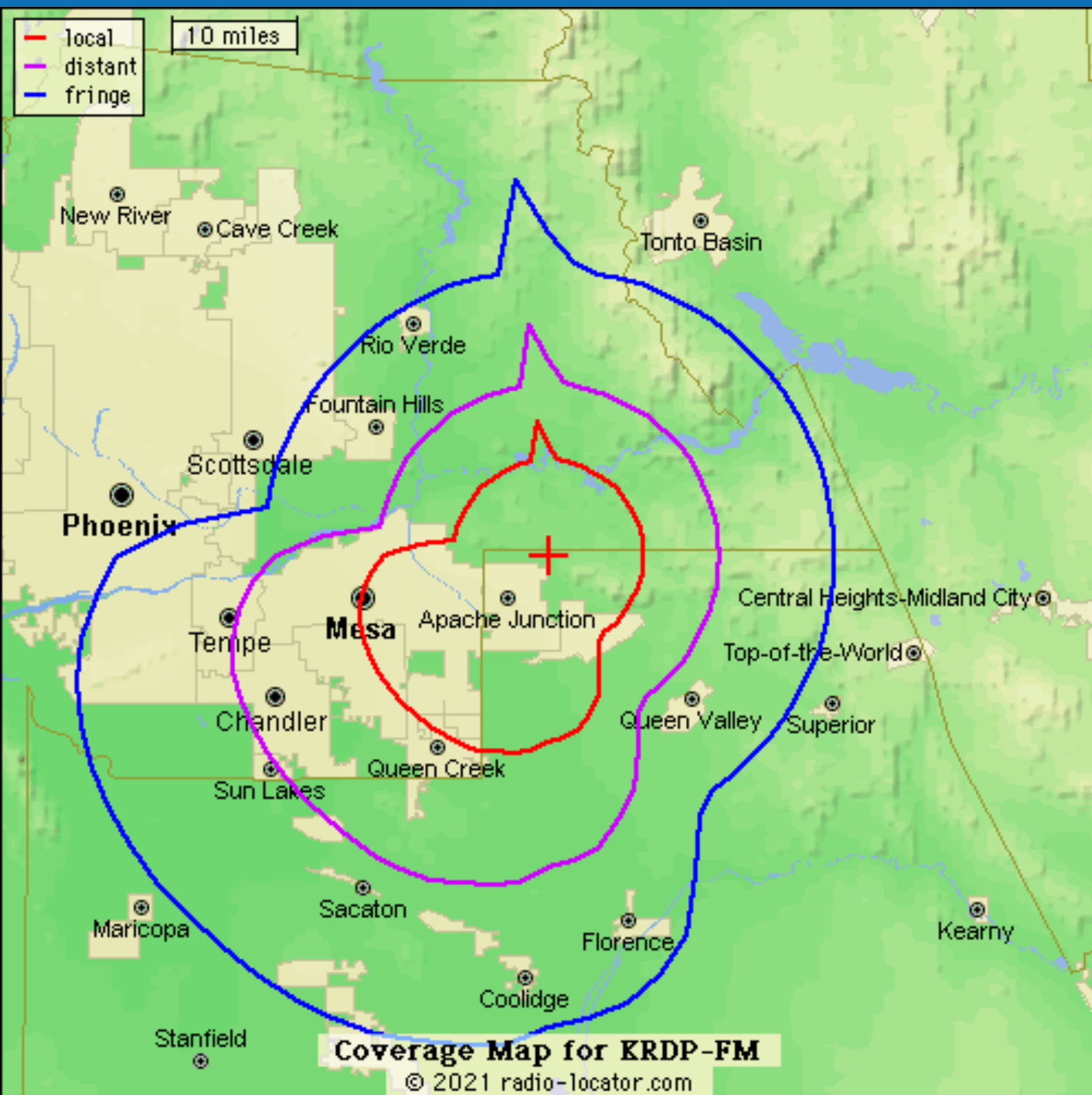
**Soul Star Live** provides current events analysis, coverage of arts and culture, and health care information culturally relevant to the African-American community and that amplifies Black voices in the Southwest and beyond.



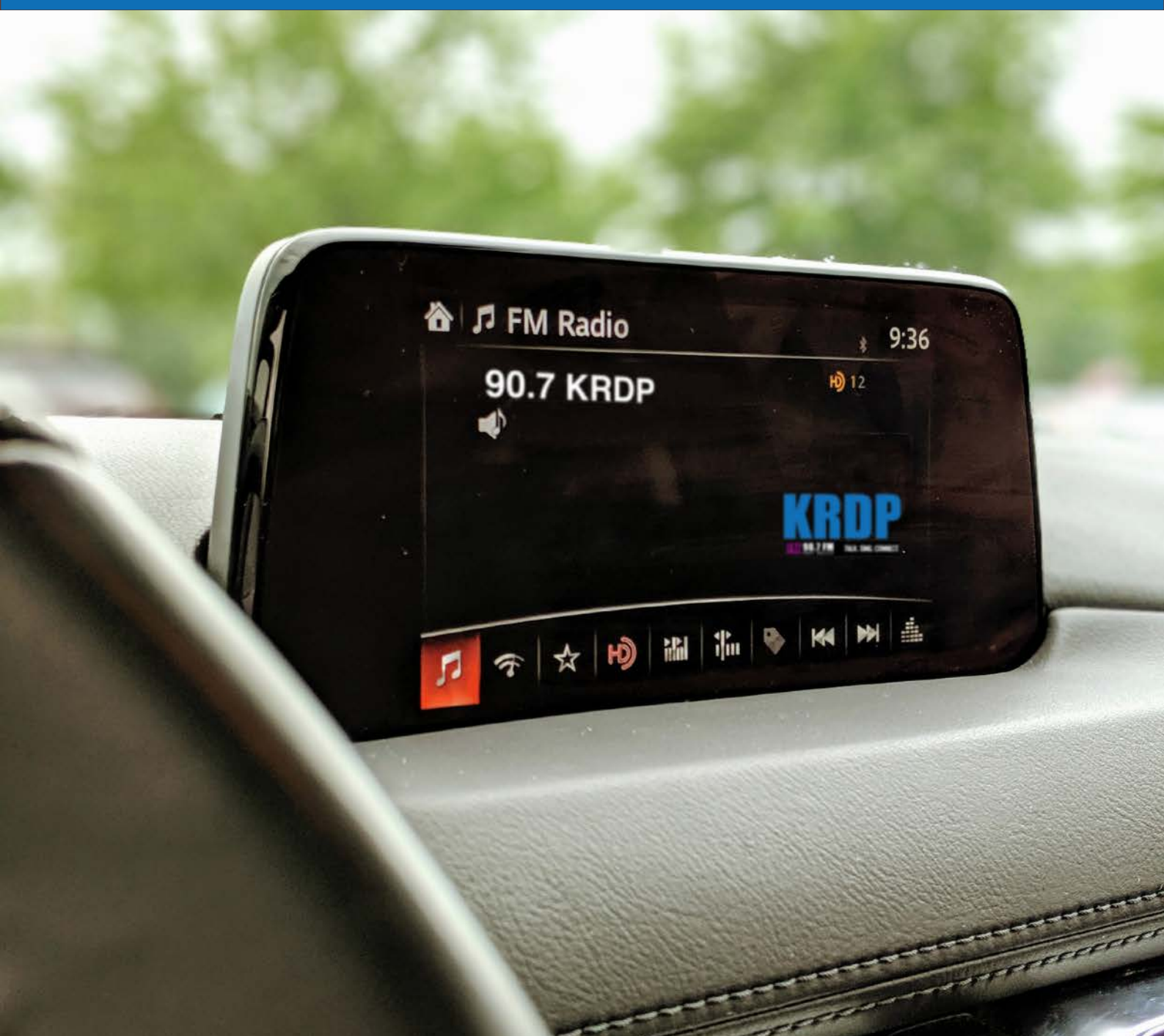
TOP-NOTCH CONTENT

# COVERAGE MAP

- Virtually any radio can receive KRDP (areas include Apache Junction, east Gilbert, east Mesa, Queen Creek).
- Some home radios with good antennas and most car radios can receive KRDP (areas include Chandler, central/west Gilbert, central/West Mesa, eastern-most portion of Tempe from McClintock to 101/Mesa border).
- KRDP signal is weak but can be picked up by car radios with good antennas; signal may go in and out or receive interference from other stations operating on our frequency (areas include Ahwatukee, southeastern corner of Phoenix, central/west Tempe, south Scottsdale from McDonald Drive to Tempe border, Sun Lakes).



**Become part of the KRDP Family! Our sponsorship packages are for businesses, nonprofits and government agencies that want to support our efforts and reach a valuable audience at the same time. Your sponsorship will help lay the foundation for the future of community-driven radio - a future that ensures all voices are heard and that authentic, diverse stories are told in the Valley and beyond. Please review our five (5) levels. All include a multimedia approach to reach our listeners no matter where and how they tune in to our content.**



# HIGH-DEF SPONSOR

## SPOT SCHEDULE

### *Once Per Day*

5x Mon-Fri 6am-10am

5x Mon-Fri 10am-3pm

5x Mon-Fri 3pm-7pm

7x Mon-Sun 7pm-12mid

6x Mon-Sun Best Time Available  
(6 days per week at no charge)

### *Twice Per Day*

2x Sat 6am-7pm

2x Sun 10am-7pm

## PLAN A

### 10 AVAILABLE

This is the most comprehensive plan and offers an ongoing high-frequency campaign designed to provide strong reach and frequency. Your on-air messages will air two (2) weeks per month in a way that concentrates the force of your support.

**32 Spots per week**

**2 Weeks per month**

**64 Spots total per month**

**Monthly Investment: \$624**

**Annual Investment: \$7,114\***

In addition, each Sponsor will receive the following:

- Invitation to KRDP Sponsor Appreciation event.
- On-air testimony during one (1) on-air sustaining listener drive; your business will, in your own voice, share why your business supports community radio.
- Logo representation with hyperlink on the Supporters Page of our KRDP website.
- Added value opportunities with periodic live reads during live programming.
- Opportunities for remote broadcast from business at discounted rate.
- Meet and greet with KRDP on-air host and tour of radio station.

\*A 5% discount

# AMPLIFIER SPONSOR

## PLAN B

**12 AVAILABLE**

### SPOT SCHEDULE

*Twice Per Day*

10x Mon-Fri 6am-7pm

4x Mon-Sun 7pm-12mid (on 2  
weeknights per week + once on  
Sat & Sun)

*Once Per Day*

1x Sat 6am-7pm

1x Sun 10am-7pm

4x Mon-Sun Best Time Available  
(4 days per week at no charge)

**20 Spots per week**

**2 Weeks per month**

**40 Spots total per month**

**Monthly Investment: \$416**

**Annual Investment: \$4,742\***

In addition, each Sponsor will receive the following:

- Invitation to KRDP Sponsor Appreciation event.
- On-air testimony during one (1) on-air sustaining listener drive; your business will, in your own voice, share why your business supports community radio.
- Logo representation with hyperlink on the Supporters Page of our KRDP website.
- Added value opportunities with periodic live reads during live programming.

\*A 5% discount

# MIXDOWN SPONSOR

## PLAN C

**20 AVAILABLE**

### SPOT SCHEDULE

*Twice Per Day*

10x Mon-Fri 6am-7pm

4x Mon-Sun 7pm-12mid (on 2  
weeknights per month + 1 Sat &  
Sun per month)

*Once Per Day*

1x Sat 6am-7pm

1x Sun 10am-7pm

4x Mon-Sun Best Time Available  
(4 days per month at no charge)

**20 Spots per week**

**1 Week per month**

**20 Spots total per month**

**Monthly Investment: \$224**

**Annual Investment: \$2,554\***

In addition, each Sponsor will receive the following:

- Invitation to KRDP Sponsor Appreciation event.
- Logo representation with hyperlink on the Supporters Page of our KRDP website.
- Added value opportunities with periodic live reads during live programming.

\*A 5% discount

# SOUNDBYTE SPONSOR

## SPOT SCHEDULE

*Once Per Week*

12x Mon-Fri 7pm-12mid

(1 weeknight)

12x Sun 10am-7pm

(1 Sunday)

## PLAN D

### BUSINESS ASSOCIATE UNLIMITED

This plan is for businesses and nonprofits that want to support KRDP in an effortless way.

**2 Spots per month**

**24 Spots total per year**

**Monthly Investment: \$30**

**Annual Investment: \$360**

In addition, each Sponsor will receive the following:

- Invitation to KRDP Sponsor Appreciation event.
- Logo representation without hyperlink on the Supporters Page of our KRDP website.



# FREEFORM SPONSOR



## PLAN E

### **BUILD YOUR OWN PACKAGE**

This package is designed for businesses, nonprofits and government agencies that want to support a specific KRDP radio program, a nationally syndicated KRDP radio program or for specially designed short packages (i.e., weekend festival, upcoming fundraiser, etc.).

**\$20/Spot**

Use the area below for your spot schedule and submit with Business Sponsorship Agreement forms.



**// For many African Americans, content is our common language. Black audiences spend more time with media than any other group.... Traditional media habits are blending with new paths to engaging content, building trust with brands, and finding opportunities to put Black culture front and center. Curating content for a unique Black experience is easier than ever but when available options fall short, creator are stepping up to tell the stories that are missing.**

**Charlene Polite Corley, VP  
Diverse Insights & Partnerships, Nielsen**



**Black radio is the voice of the community, the voice for music and arts, and so much more. Black radio breaks racial barriers among listeners, and draws a diversity of audiences to the sounds of Black and African-American musicians, celebrations, culture and creativity. A lot of what we hear is coming *to us* rather than *from us*. We want to inform, inspire and uplift the spirits of all our listeners.**

Calvin J. Worthen  
Desert Soul Media

*We bring the World to Phoenix, and Phoenix to the World.*



**Mailing Address**

KRDP Community Radio  
PO Box 63963  
Phoenix AZ 85082-3963


**Studio Address**


KRDP Community Radio  
Phoenix Center for the Arts  
1202 N. 3rd Street Suite 103  
Phoenix AZ 85004



**Phone**

Office Line: 602-254-6646  
Studio Line: 602-633-2662

**THANK  
YOU**

 [listen2krdp.com](http://listen2krdp.com)

[@krdp.radio](https://www.facebook.com/krdp.radio) 

[@krdp\\_radio](https://www.instagram.com/krdp_radio)  



# SPONSORSHIP AGREEMENT

Business Sponsor \_\_\_\_\_

Main product or service promoted \_\_\_\_\_

Target audience \_\_\_\_\_

Package (select all that apply)

**PLAN A: High Def Sponsorship** **\$624 monthly / \$7,114 annually**

32 spots per week, 2 week per month (64 total spots per month)

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

**PLAN B: Amplifier Sponsorship** **\$416 monthly / \$4,742 annually**

20 spots per week, 2 weeks per month (40 total spots per month)

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

**PLAN C: Mixdown Sponsorship** **\$224 monthly / \$2,554 annually**

20 spots 1 week per month (20 total spots per month)

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

**PLAN D: Soundbyte Sponsorship** **\$30 monthly / \$360 annually**

2 spots per month (24 total spots per year)

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

**PLAN E: Freeform Sponsorship** **\$20 per spot**

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

This Business Sponsorship Agreement (the "Agreement") is made and effective as of this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, between DESERT SOUL MEDIA, INC. d/b/a KRDP 90.7 FM (hereinafter "KRDP") and \_\_\_\_\_

(hereinafter "the Business Sponsor") for the broadcast/streaming of certain Business Sponsorship announcements (hereinafter "Spot(s)") by KRDP on behalf of the Business Sponsor in accordance with the terms and conditions.

IN WITNESS WHEREOF, the parties intending to be bound hereby have caused this Agreement to be executed as of the effective date written above.

**KRDP**

Desert Soul Media, Inc. d/b/a KRDP 90.7 FM

PO Box 63963

Phoenix, AZ 85082

Signature \_\_\_\_\_

Staff Name \_\_\_\_\_

Staff Title \_\_\_\_\_

Date \_\_\_\_\_

**BUSINESS SPONSOR**

Entity \_\_\_\_\_

Address \_\_\_\_\_

Signature \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

INTERNAL USE

Discount? Yes \_\_\_\_\_ No \_\_\_\_\_ If discount, reason? \_\_\_\_\_

Script Attached? Yes \_\_\_\_\_ No \_\_\_\_\_ If not, reason? \_\_\_\_\_

Final Script Approved? Yes \_\_\_\_\_ No \_\_\_\_\_ If not, why? \_\_\_\_\_

Business Sponsorship Account Number \_\_\_\_\_

KRDP Rep \_\_\_\_\_

Anonymous Gift? Yes \_\_\_\_\_ No \_\_\_\_\_



# SPONSORSHIP SCRIPT

Example sponsorship scripts are as follows:

**"Business sponsorship on KRDP is provided by Westside Jazz and Blues, located on the northeast corner of 59th Avenue and Bell Road in Glendale. Past performer include Big Pete Pearson, Beth Lederman, The Sugar Thieves and Charles Lewis. More information at west side blues dot com, and on Facebook. Hashtag west side jazz and blues."**

**"Programming on KRDP is supported by Native Health, located at 40-41 North Central Avenue, Building C, near the southeast corner of Central Avenue and Indian School Road in Phoenix. Native Health provides primary medical, dental, behavioral health, WIC, and wellness services for the urban Native American community. More information at 602 279 5262 or native health phoenix dot org."**

Use the form below to complete your sponsorship script. Our staff will review and connect if any adjustments can and should be made.

*Business sponsorship on KRDP is provided by* \_\_\_\_\_

\_\_\_\_\_  
(BUSINESS SPONSOR NAME)

*Located at* \_\_\_\_\_

\_\_\_\_\_  
(BUSINESS SPONSOR ADDRESS; CAN INCLUDE DIRECTIONAL INFORMATION)

*Business Sponsor Name provides* \_\_\_\_\_

\_\_\_\_\_  
(MAIN PRODUCTS OR SERVICES; IF MORE THAN TWO PLEASE ONLY FOCUS ON ONE OR TWO PRIMARY PRODUCTS OR SERVICES)

*More information at* \_\_\_\_\_

\_\_\_\_\_  
(BUSINESS SPONSOR PHONE NUMBER AND/OR WEBSITE)



# TERMS & CONDITIONS

1. Desert Soul Media, Inc. is an Arizona non-profit corporation, recognized by the Internal Revenue Service (IRS) as a tax-exempt public charity under Section 501(c)(3).
2. Desert Soul Media, Inc. is the licensee of KRDP-FM (90.7), Apache Junction, Arizona.
3. KRDP is the public radio program unit of Desert Soul Media, Inc., and is available to the public via two 24/7 services – KRDP JAZZ, which broadcasts over-the-air on KRDP-FM (90.7) in the Phoenix, Arizona metro area, and KRDP INDIE, a digital/online-only community radio station. Both services live stream at the station's website, <https://listen2krdp.com>.
4. Pursuant to the rules and regulations of the FCC, **the Business Sponsor acknowledges that KRDP is permitted to broadcast/stream Business Sponsorship announcements from for-profit entities, but is not permitted to broadcast/stream commercial advertisements by for-profit entities.** What this means is that the Business Sponsor can be mentioned on-air, but we cannot advertise prices or suggest any "call to action". Therefore, we will only be able to mention the Business Sponsor's name and offer general information.
5. Business Sponsorship spots on KRDP are intended as a way of thanking and identifying the Business Sponsor. Business Sponsorship spots must meet the test of whether they are in keeping with the non-commercial nature of public broadcasting. In general Business Sponsorship spots must maintain a non-commercial sound.
6. **What IS ALLOWED** on KRDP:
  - a. Business Sponsorship spots that are 30 seconds or less in duration.
  - b. Factual information including location, product name and description of services.
  - c. Business Sponsorship spots may contain a phone number and/or Website address.
  - d. Well-established slogan or corporate position statements are allowed if they are not a "call to action", comparative language, or qualitative statement.
  - e. The preamble, "Business Sponsorship on KRDP is provided by" is included in the credit announcement.
7. **What IS NOT ALLOWED** on KRDP:
  - a. No comparative statements (i.e., the best, the biggest, fastest, etc.)
  - b. No qualitative statements which involve subjective evaluation of quality (i.e. fine, great, rich, superb, etc.).
  - c. No price information (i.e. only \$9.99, or even "free")
  - d. No call to action statements which direct the audience (i.e. call now, visit us, etc.).
  - e. No inducement to buy statements which direct the audience to purchase the product (i.e. , free trial period, 2 for 1, etc.).
  - f. No first or second pronouns (i.e. I, me, you, etc.).
8. All costs and types of Business Sponsorship spot packages shall be determined by the Rate Card effective **March 30, 2022**.
9. For the purpose of the Agreement, a business day shall be defined as Monday through Friday, excluding Saturdays and Sundays, and excluding any federal, state, or tribal holiday that is observed on a Monday through Friday.



# TERMS & CONDITIONS **cont'd**

10. Upon agreement as to a spot package, within five (5) business days, the KRDP Business Sponsorship sales agent and the Business Sponsor shall write a proposed Business Sponsorship script to be presented to the General Manager for review. The review by the General Manager shall ensure that the Business Sponsorship spot script complies with federal and state law, FCC regulations and the principles and mission of KRDP. KRDP shall, if necessary, consult with an FCC attorney to ensure that the Business Sponsorship spot script complies with federal law at no extra charge to the Business Sponsor.
11. Within five (5) business days of the approval of a final draft of the text of the Business Sponsorship spot, KRDP shall prepare a pre-recorded Business Sponsorship spot for approval by the Business Sponsor. Once the Business Sponsor approves of the pre-recorded Business Sponsorship spot, KRDP will begin to run the Business Sponsorship spot on-air in accordance with Schedule A (page 4) of this Agreement.
12. Should delay on the part of the Business Sponsor make timely performance of the Agreement as discussed in sections 10 and 11 above impossible for KRDP, then at its option, KRDP may cancel the Agreement and retain the first payment or installment.
13. Should delay on the part of KRDP make timely performance of the Agreement as discussed in sections 10 and 11 above impossible, then at its option, the Business Sponsor may cancel the contract and all funds paid shall be returned to the Business Sponsor.
14. Upon approval of the pre-recorded Business Sponsorship spot, the Business Sponsor shall pay the first payment or installment of the Business Sponsorship contract **prior to the spot(s) running over-the-air on KRDP.**
15. For Agreement lengths of four (4) weeks or less, the Business Sponsor shall pay the balance due on the Business Sponsorship package to KRDP within thirty (30) days of the Business Sponsorship spot starting to air on KRDP. For Agreements longer than four (4) weeks, the Business Sponsor shall pay down the balance due to KRDP at least every thirty (30) days until the total package balance has been paid in full. KRDP shall deliver one or more invoice(s) to the Business Sponsor to document balances due and paid on the Business Sponsor's account.
16. All payments by the Business Sponsor shall be made out to "KRDP 90.7 FM" in the form of a money order, cashier's check, check, credit card or debit card. A \$40 non-sufficient funds fee will be charged to the Business Sponsor for any checks returned for non-payment. Other payment options (i.e. cash, electronic payments, cryptocurrency, etc.) will be accepted on a case by case basis.
17. KRDP retains the right to interrupt or preempt any announcement covered by this Agreement at any time in case of emergency, or to broadcast/stream other announcements or programs, if in its editorial discretion, to do so would best advance KRDP's public interest responsibilities. In the event an announcement is preempted, KRDP will air the missed spots at a later date so that sponsor receives the total spots paid for.
18. No term or condition of this Agreement may be altered except in writing and with the approval of the General Manager.
19. This Agreement is the entire agreement between the parties and supersedes all prior and concurrent agreements. This Agreement shall be governed by and construed in accordance with the laws of the State of Arizona and shall be performable in Maricopa County, Arizona.