KGUA
88.3 FM

Sponsor Media Kit
Q2 2018

More Information: kguafm@gmail.com
OUR HISTORY

KGUA 88.3FM in Gualala is a non-commercial, public media station dedicated to sharing the voices of our coasts, forests and towns (including Pomo Rancherias and Latino communities.) KGUA’s daily schedule includes news, science and sustainable living shows, along with a range of music. It was built from the ground up by co-founders Peggy Berryhill and Susan Ruschmeyer.

KGUA transmits at 2800 watts covering a 75 mile stretch of the beautiful Northern California Redwood Coast, from the Sea Ranch South to Bodega Bay in Sonoma County and in Mendocino County, Gualala North to Elk, and inland to Booneville. This area was given the nickname “Mendonoma” by Joanna McLaughlin the first publisher of the newspaper, the Independent Coast Observer.

Berryhill has a Lifetime Achievement Award in public radio from the National Federation of Community Broadcasters
## Demographics

### Listener Reach

**15,000-16,000**

Monthly Local Listeners *¹*

**270,000**

Average website visits per month. *¹*

### Income

<table>
<thead>
<tr>
<th></th>
<th>Median income of local listeners</th>
<th>Median income of Mendocino County</th>
<th>Median income of Sonoma County</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$59,000</td>
<td>$43,510</td>
<td>$83,663</td>
</tr>
</tbody>
</table>

### Education

<table>
<thead>
<tr>
<th></th>
<th>Mendocino</th>
<th>Sonoma</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>24.1% Have achieved bachelors degrees or higher</td>
<td>33.1% Have achieved bachelors degrees or higher</td>
</tr>
</tbody>
</table>

### Interests

<table>
<thead>
<tr>
<th></th>
<th>Mendocino visitor spending in 2015</th>
<th>Sonoma visitor spending in 2017</th>
<th>15-25%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$361 Million</td>
<td>$2.1 Billion</td>
<td>Spent on Arts, Entertainment &amp; Recreation</td>
</tr>
</tbody>
</table>

### Northern California Coast Awards

1. **Voted #1 on LonelyPlanet Best in the US 2018**
2. **Voted #3 on NY Times Places to Go 2014**

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*¹* Data from Streamguys report  
*²* DataUSA.io comparison of Mendocino and Sonoma Counties  
*³* US Census Data  
*⁴* Sonoma & Mendocino Annual Tourism Reports
<table>
<thead>
<tr>
<th>KGUA Schedule</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-9:00 AM</td>
<td>Democracy Now with Amy Goodman</td>
<td>Millenium of Music</td>
<td>Sunday Baroque</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00-10:00 AM</td>
<td>Peggy’s Place with Peggy Berryhill</td>
<td>Fiesta</td>
<td>Interfaith Voices</td>
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</tr>
<tr>
<td>10:00-11:00 AM</td>
<td>Native America Calling</td>
<td>Chamber Music of Lincoln Center</td>
<td>Philosophy Talk</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>11:00 AM</td>
<td>Living on Earth</td>
<td>Exploration</td>
<td>Tech Nation</td>
<td>Climate One</td>
<td>Big Picture Science</td>
<td>Santa Fe Chamber Music</td>
<td>Planetary Radio</td>
</tr>
<tr>
<td>11:30 AM</td>
<td>Q from CBC</td>
<td>New York Philharmonic</td>
<td>Travel with Rick Steves</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00-1:00 PM</td>
<td>[Repeat] Peggy’s Place Peggy Berryhill</td>
<td>Chicago Symphony</td>
<td>Brazilian Music</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1:00-2:00 PM</td>
<td>Forum Part 1 with Michael Krasny</td>
<td>Forum Part 2 with Michael Krasny</td>
<td>Relevant Tones</td>
<td></td>
<td></td>
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<tr>
<td>2:00-3:00 PM</td>
<td>Your Call with Rose Aguilar</td>
<td>Soul of Jazz</td>
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<td></td>
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</tr>
<tr>
<td>3:00-4:00 PM</td>
<td>5 O’Clock Shadow</td>
<td>5 O’Clock Shadow</td>
<td>New American Music</td>
<td>Latino USA</td>
<td></td>
<td></td>
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<tr>
<td>4:00-5:00 PM</td>
<td>news, views, surprises</td>
<td>SF Symphony</td>
<td>Linea Abierta Radio Bilingue Hour 2</td>
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<tr>
<td>5:00-6:00 PM</td>
<td>Pig in a Pen with Ray Edlund</td>
<td>Earthsongs</td>
<td>Steve Edwards Soul Show</td>
<td>Zoundclash Reggae</td>
<td>Undercurrents Weekend</td>
<td>Millenium of Music</td>
<td>Sunday Baroque</td>
</tr>
<tr>
<td>6:00-7:00 PM</td>
<td>Friends of the Blues</td>
<td>Indigenous in Music</td>
<td>Soul of Jazz</td>
<td>Undercurrents Weekend</td>
<td>Millenium of Music</td>
<td>Sunday Baroque</td>
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<td>7:00-8:00 PM</td>
<td>Chamber Music of Lincoln Center</td>
<td>Philosophy Talk</td>
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<td>8:00-9:00 PM</td>
<td>Santa Fe Chamber Music</td>
<td>Planetary Radio</td>
<td>The Drift with Seve Cardosi</td>
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<td>New York Philharmonic</td>
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KGUA Shows

LOCAL PROGRAMMING
- Peggy's Place
  - Peggy Berryhill
  - Weekdays 9 AM & 1 PM
- The Bintel
  - Steve Carros
  - Sundays 12 NOON
- The Lizard Lounge
  - Liz Berney
  - Mon & Thurs 5 PM

NEWS / ISSUES / INFORMATION
- Democracy Now
  - Amy Goodman
  - Weekdays 8 AM
- Forum
  - Michael Krasny
  - Weekdays 3 PM
- Your Call
  - Rose Aguilar
  - Weekdays 6 PM

NATIVE AMERICAN PROGRAMMING
- Native America Calling
  - Tanya Gately
  - Weekdays 10 AM
- Earthsongs
  - Alexis Salee
  - Tuesdays 5 PM
- National Native News
  - Antonia Gonzales
  - Weekdays 5 PM

SCIENCE / TECH / CLIMATE
- Exploration
  - Michio Kaku
  - Tuesday 11 AM
- Planetary Radio
  - Martin Kohnston
  - Monday 1 AM
- Climate One
  - Greg Asach
  - Thursday 1 AM
- Tech Nation
  - Dr. Moira Gunn
  - Wednesday 11 AM
- Living on Earth
  - Steve Curwood
  - Monday 1 AM
- Big Picture Science
  - Molly Bentley
  - Seth Shostak
  - Friday 11 AM
KGUA Shows

MUSIC / ARTS / ENTERTAINMENT

CLASSICAL MUSIC ALL DAY SATURDAY
9 FROM CBC WEEKDAYS NOON
SUNDAY BAROQUE SUNDAYS 8 AM
PIC INIA PEN BLUEGRASS RAY EDDY UND MONDAY 6PM

UNDERCURRENTS WEEKDAYS 10 PM
STEVE EDWARDS SOUL SHOW WEDNESDAY 8 PM
BRAZILLIAN MUSIC SERGIO MIELNICZENKO SUNDAYS 1PM
SOUL OF JAZZ JAMAL AHMAD SUN 3 PM & WED 8PM

RELIGION & PHILOSOPHY

INTERFAITH VOICES AMBER KHAN SUNDAY 9 AM
PHILOSOPHY TALKS JOHN PERRY & KENT TAYLOR SUNDAY 10 AM
People of KGUA

PEGGY BERRYHILL
General Manager & Host of Peggy’s Place
Award winning journalist with over 45 years in public broadcasting. Peggy loves radio, life on the coast, and sharing the stories of our neighbors and friends. She has recently been inducted into the Muskego Hall of Fame.

LEIGH ANNE LINDSEY
Editor, Producer, Co-host
Leigh Anne is a professional video producer and former radio broadcaster who brings her Silicon Valley expertise in marketing & fundraising to KGUA. She now jumps from video and radio production to interviewing and fundraising.

DREW FAGAN
Volunteer Contributer
Drew developed and manages the KGUA website and does their weekly newspaper ad. He is an internationally recognized fine artist and shows his paintings locally at Spindrift Gallery in Guadalupe. He is also the political cartoonist for the IGO.

RAY EDLUND
Host of Pig in a Pen
Anchor Bay local, and host of Pig in a Pen for four decades, his deep knowledge of bluegrass and old time music make these encores, many peppered with live performances, fantastic.

JEANNE JACKSON
Mendonoma Sightings
Jeanne is the author of the IGO column “Mendonoma Sightings”. Hear her every third Thursday of the month on Peggy’s Place as she shares natural wonders from our coast.

MARK GROSS
Contributer
Mark comes to KGUA after a long career with the Washington Post where he won a lifetime achievement award for advertising. He wears many hats behind the scenes of KGUA.

SUSAN RUSCHMEYER
Co-Founder and Assistant Manager
Co-Founded the Native Media Resource Center and KGUA. She is a professional land surveyor, running her own business Pacific Land Surveys for the past 20 years.

SEVE CARDOSI
Host of The Drift
Seve Cardosi is the host of the KGUA original show The Drift - interviewing fellow travelers about their journeys around the world.

STEVEN WINNINGHAM
Volunteer Programmer
Steve is our weekend programmer. He prepares the Classical Saturday and Sunday programs, getting them ready for the air.

LIZ REDFIELD
Host of The Lizard Lounge
The Lizard of The Lizard Lounge, another of our very popular programs which always brings a smile to your face. Join her on Thursday and Monday from 6-8pm for your “Weekly dose of the Grateful Dead.”

ERIC WILDER
Contributer
Kashaya Pomo graphic, video game, and comic artist and KGUA regular. His grandmother was Essie Parrish and his Aunt was the famous basket maker, Mabel McKay. Eric designed the KGUA logo.

JODI SMITH
Executive Director Naked Whale Research
Jodi, a behavioral scientist specializing in the life and habits of Orcas, drops by Peggy’s Place each month to talk about the life of our cetacean neighbors.
Supports Local Businesses

- Eric Wilder Graphics
  - Eric Wilder

- Surf Market
  - Caroline Ducato

- The Village Cobbler
  - Dennis Rainierri

- RUMORS for Hair
  - Christina Peterson

- Red Stella
  - Judith & Robin Leeper
SUMMER SPONSORSHIP SPECIAL!

33 SPOTS PER MONTH FOR 3 MONTHS - ONLY $990 ($330/MO)

INCLUDES CREATIVE

Our professional staff will work with you to craft your message and produce it in our studios.
We will tailor a schedule to fit your needs.
Includes many free overnight & weekend spots.
Sponsoring specific shows or hours is only an additional $300/month.

Only $10 Per Spot!

Take a look at the range of our shows - from politics and science to music and entertainment.
We have selected national and international shows for your listening pleasure while also keeping a thumb on the pulse of our local community with locally produced content, like Peggy’s Place, the Drift, and soon LA’s Rock Garden.

• Reach an affluent and influential coastal audience with more frequency at 88.3FM
• Reach an online audience with live streaming at KGUA.org
• More eco-friendly and economical than print
• Support Your Local Public Media
• Become a Sponsor

Call 707-884-4883 or email KGUAFM@gmail.com
Located in The Cypress Village (29106 Ocean Dr, Gualala, CA 95445)
Mailing Address PO Box 574 Gualala CA 95445
Facebook.com/gualalacommunityradio/

“...What a treasure we have in KGUA... When you combine access to critical information [during emergencies] with intelligent political commentary and interesting, educational, and entertaining shows... you see how vital KGUA is to our entire community.

– Steven Winningham Community Volunteer

Success Through Partnership!