Community Radio for the Monterey Bay

For nearly 45 years, community members like you from the Monterey Bay area enjoyed a vibrant community radio station, KUSP. Its powerful signal at 88.9 on the FM dial reached listeners from Big Sur to Monterey to Hollister to Santa Cruz, a huge audience of nearly 1 million.

Recently, KUSP, the first community radio station in our area, declared Chapter 7 bankruptcy due to the rising costs of programming fees from third party vendors such as NPR.

You have a chance to help save this treasure! Very soon KUSP’s licenses and equipment will be sold to the highest bidder in bankruptcy court. We have a one time opportunity to purchase a community radio station serving the people of California’s central coast. The airwaves can reach a potential audience of nearly one million people.

We want to start a new station with public service and localism at its heart. Community radio is relevant because it connects us to one another in an increasingly digital world. The programming will celebrate cultural, political, and artistic voices that are excluded elsewhere. Our goals are to improve communication, inclusiveness, and access to diverse ideas. The doors are open for your ideas and creativity to flourish.

We will be competing against large corporate radio networks with deep pockets. We have as little as one month to raise funds. We need your financial help NOW to bid successfully and secure these licenses for the public good.
Public service will be front and center, so the issues you care about will get more airtime. Community members like you will have access to the airwaves to share your opinions, thoughts and concerns. Healthy public dialog fosters more community involvement.

Emergency communications will improve public safety.

The local arts community will be supported and celebrated. You can enjoy the music you love and be introduced to new artists.

To accomplish this, we need your support! It's an all or nothing deal here, similar to a foreclosure auction. We will know within a short window whether we are successful. If we succeed, we can begin the process of rebuilding a vibrant, local community radio station offering top quality news and information, music, arts and cultural programming.

**Bid Price:**
Range: From $300,000-$1.25 million, depending on competitive bids.

**Goal:** Initial goal is to raise a core fund of $500,000, with provisional pledges to cover overbids. **If we are unsuccessful in our bid we will return your gift to you. Your pledge will only be called in if we are successful in this effort.**

**Three year projection of operating costs:**
Projections:

<table>
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<tr>
<th>ORDINARY INCOME/ EXPENSE (CASH)</th>
<th>2016/17</th>
<th>2017/18</th>
<th>2018/19</th>
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<tbody>
<tr>
<td>Total Income (Cash)</td>
<td>$324,000.00</td>
<td>$412,000.00</td>
<td>$500,000.00</td>
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<tr>
<td>Total Expense (Cash)</td>
<td>$334,200.00</td>
<td>$347,700.00</td>
<td>$427,700.00</td>
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**Advisory Committee:**
Ned Hearn, entertainment industry attorney
Linda Arnold, award-winning children’s entertainer (Disney)
Sam Storey, attorney specializing in nonprofit law, Capitola city councilmember
Tammi Brown, Jazz/Soul/songwriter/singer, accountant
Chris Fitz, Monterey Institute of International Studies

**Board members**
Royal Calkins - former Monterey Herald editor, SC Sentinel city editor
Ann Simonton - Director of Media Watch, Community TV Producer
Charlie Lange - KUSP radio host, owner Bluesbeat (Soul Shack)
Larry Blood - KUSP host (Out Front Outback) and remote broadcast audio engineer
Linda Burman-Hall - Santa Cruz Baroque Festival founder and UCSC music professor
Rachel Goodman - KUSP radio host (Talk of the Bay), Peabody Award-winning journalist
Mathilde Rand - Community TV producer/director, KUSP Producer
It has been said that community radio should be 10 percent radio and 90 percent community. Community radio has been built around the ideals of access and participation. This station will be run by locals to serve a local audience. While we may have news and programs from BBC and PRI we will be primarily local in content.

**Sample shows:**

**Ask Dr. Dawn: Host: Dr. Dawn Motyka**
Local physician hosts informational call-in program about medical issues such as cancer treatments, medical errors, drug prices, and superbugs.

**The Earth Show:** A weekly, hour-long program includes interviews with local and national experts in water resources, air quality, environmental policy, fossil and renewable fuels, climate, conservation, ecosystems, agriculture, aquaculture and sustainability.

**The Esalen Hour:** Who is speaking at the venerable retreat for holistic healing and new thinking? Hear them on the air.

**Get Outdoors!** Hosted by pro surfers and mountain bikers, this show will highlight the many outdoor recreational sports activities and lifestyle topics that active people might explore in our rich region.

**Central Coast Secrets w/the History Dude:** Hosted by historian Sandy Lydon, this show mines the deep wells of lives here in the central coast with real voices and literary imaginings.

**Pacific Tides/The Ocean Show:** Hosted by a distinguished professor of earth sciences and director of the Institute of Marine Science at UCSC, this program highlights the newest knowledge and research in marine biology.

**Latino USA:** The journal of news, arts and culture covering Latin America and its influence on the U.S.

**The Moth Radio Hour:** Storytelling at its best, from live performances around the country.

**Democracy Now! Host Amy Goodman:** A national, daily, independent, award-winning news program hosted by journalists Amy Goodman and Juan Gonzalez.
**Your Call, Host Rose Aquilar:** Politics and culture, dialogue and debate and call-ins. Produced by KALW.

**Talk of the Bay:** Hosted by Rachel Goodman and Royal Calkins. Daily one-hour news roundup of local/regional news. Contributors include Wallace Baine, (Sentinel) Maureen Davidson (Good Times) Betsy Anderson, Brad Kava, (Gilroy Dispatch), Geoffrey Dunn, author, Gary Patton, and more.

**First Person Singular:** Short personal commentaries and stories from local voices.

**Two-Steps from the Blues:** Hosted by Charlie Lange, blues expert, this show mines the deep seam of American blues music, from the early days to the present.

**Out Front Outback:** Hosted by Larry Blood, jazz from contemporary to bebop.

**Acoustic Lunch hour:** A daily noon with local and touring acts from classical to folk to mbira. Hosted by local musicians and recording engineers with an ear for tasteful sounds.

**The Latin Quarter:** Sambas, rhumbas, salsas, and Latin jazz from Puerto Rico, Haiti, and points beyond. Hosted by long time radio personality Brett Taylor.

**Seagrass:** Bluegrass and old time music from the classics to the newest sounds rising out of the southern traditions.


Also, we hope to air live broadcasts from the Cabrillo Music Festival, Monterey Jazz Festival, and Carmel Bach Festival, as well as Mountain Sol, River Festival, and more.
FAQ: Central Coast Community Radio Project

How do I make a formal pledge? You can mail a check c/o Media Watch/Radio, P.O. box 618, Santa Cruz, CA 95061, which we will hold and not cashed until we win the auction. Please fill out pledge form below. The money will be held by Media Watch, a 501c3 non-profit. Donations are tax deductible. You can also give through our crowdfunding site: https://www.youcaring.com/central-coast-community-radio-media-watch-648820

What is the timeline? Very short. Once a bid is made, we will have 21 days to bid a higher amount. With more than one bid tendered in those 21 days, the trustee will then hold an auction and the station will go to the highest bidder.

How much will it cost? Estimates are widely varying. Our goal is to raise as much as possible so that we can place the winning bid and have money left over for initial operating costs. We are aiming for $500,000 to purchase the assets and licenses and with enough left over to cover expenses as we get up and running.

How will we succeed when the previous station went bankrupt? We will! We are organizing with a different model. We plan on having a small paid staff with many volunteers. There are hundreds of community radio stations successfully operating on this model. www.kvmr.org www.kpcw.org www.wfmu.org We are negotiating with a Community Television of Santa Cruz for a lower-priced location. We will be starting with no outstanding debts. The total liabilities of KUSP at the time of bankruptcy were $842,600. Half that debt was to NPR. We do not plan on running an all-NPR program schedule. That is already being done locally. We plan on running programming that of high quality, but low cost or free. There are hundreds of high quality programs on Public Radio Exchange and podcasts we intend on running in addition to volunteer-produced programs. Once on the air, we anticipate revenues from on air campaigns, underwriting and sponsorships will be enough to sustain an operation with three paid staff and a large core of volunteers. We are happy to email a detailed three-year budget upon request.

Who will run and own the station if our bid is successful? We will! We are organizing a nonprofit to facilitate the rebirth of community radio in the Monterey Bay area. While individuals can't own a radio license, a nonprofit with a board of directors can hold the licenses granted by the F.C.C. The station will be overseen by a diverse, committed board of directors and advisory board. Day-to-day operations will be managed by a small paid staff, and a large group of volunteers will provide their time and expertise.

Contact us:
Rachel Anne Goodman
rachel@well.com
(831) 457-8098
Ann Simonton mwatch@cruzio.com
Pledge Form

Central Coast Community Radio Revival

Donor Name(s): ___________________________________________

Address: ________________________________________________

_________________________________________________________

Phone: _______________ E-mail:______________________________

In recognition of Media Watch, I/we pledge to support the campaign to revive community radio in the amount of $________________

Credit Card Information

Visa    MasterCard

Name as it appears on the card: ______________________________

Account # ___________________________ Exp. Date: _______

I understand that Media Watch is a 501(c) 3 non-profit corporation and that I have not received any goods or services in exchange for my gift

Signature: ___________________________ Date: _____________

Signature: ___________________________ Date: _____________

Our tax I.D. # is: _77-0226869

Please send this form and your check to:

Media Watch
P.O. Box 618
Santa Cruz, CA 95061