



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. □

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.



- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]

[REDACTED]

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:

ORDINARY INCOME/ EXPENSE (CASH)	2016/17	2017/18	2018/19
Total Income (Cash)	\$324,000.00	\$412,000.00	\$500,000.00

Total Expense (Cash)	\$334,200.00	\$347,700.00	\$427,700.00
----------------------	--------------	--------------	--------------

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.

The Morning Show: Music mix with newsbreaks: Rock/Classics/Folk:
A wide variety of music, local and regional news and events from Al Green to Rufus Wainwright, from the Grateful Dead to Alison Kraus to Bela Fleck and beyond.
<http://spinitron.com/radio/playlist.php?station=kvmr&sv=l&showid=33#here>

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.



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