



All Kinds of Music for All of Peach Springs



KWLP 100.9 FM

www.kwlpradio.com

**Hualapai Tribe Radio
P.O. Box 353
480B Hualapai Way
Peach Springs, Arizona 86434
telephone :(928) 769-1110**

THE LOCAL RADIO STATION OF THE HUALAPAI NATION

Why Advertise with the Hualapai Radio Stations?

KWLP “The Peach” offers the best of both worlds in radio advertising, in more ways than one!

- It is an FM radio station *and* an online radio station with local, national and international reach!
- It is a community radio station with important community and educational content, but with a commercial license...

This means you can advertise on a community radio station, support and sponsor valuable community content without any underwriting restrictions, and reach a large variety of listeners!

Be part of a very good thing!

Advertise with KWLP to sponsor and support its meaningful mission:

The mission of the Hualapai Tribe radio



THE HUALAPAI TRIBE RADIO STATION'S MISSION STATEMENT



station will be to:

-Be a mechanism in the community that will encourage and assist in preserving the Hualapai community and its' traditions, culture and language

-Provide a variety of educational, entertaining, informative and cultural programming, both local and national, that will serve all age groups, interests and related needs on the Reservation

-Promote and enhance timely and accurate communication about local news, events, and emergencies on the reservation



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Demographic Information

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Advertising on **"The Peach"** will reach not only residents of the Peach Springs, Arizona community, neighboring communities such as Kingman, Seligman and Truton and Tribal members living off the Reservation, but also the tens of thousands of annual visitors to the Grand Canyon West Skywalk and other Colorado River destinations on or near the Hualapai Indian Reservation. Our FM Signal now reaches travelers on I-40 from Williams to the Lake Havasu Exit; Hwy 93 from south of Wickiup north to White Hills near the Hoover Dam; all of Route 66 in Mohave County and into Coconino County Arizona; and, Route 68 through Golden Valley and into Bullhead City. We have digital listeners nationwide and world wide.

According to the Hualapai Tribal Records, there were 2,426 enrolled Tribal members in July, 2014 and approximately 1/2 of them lived within the boundaries of the Reservation. Per the 2010 U.S. census, the medium age of Peach Springs residents is 25.7. Residents are 52% female and 48% male. and their medium household income is: \$40,251. So, they have money to spend on the goods and services you have to offer!

Local employers include the Hualapai Tribe with nearly 500 employees; Grand Canyon Resort Corporation with over 800 employees; and the many employees of Indian Health Services and the Bureau of Indian Affairs. Many of the departments, programs and individual employees are loyal listeners of **"The Peach."** Thus, the station's eclectic mix of "all kinds of music for all of Peach Springs," other features and **your** advertisements will likely be heard not only by them, but also by the customers and clients they serve!

An average of approximately 800,000 tourists visit the Grand Canyon Skywalk each year. In 2019 this number surpassed one million. Kingman Tourism reports that visitors to **"The Peach"** listening area are 52% female and 48% male. They average 54 years of age and have an average household income of \$74,404. The average party travels to the area in a group of 4.2. 67% travel by car. 66% stay in local hotels and 75% get information about their trip off the internet, which includes finding links to the Hualapai Radio station. 93% of visitors to the area are traveling for vacation and leisure. 61% of them designate Grand Canyon West Skywalk on the Hualapai Indian Reservation as their primary destination. Although they spend an average of only 5.5 hours at the Skywalk, they spend an average of 3.5 overnights in the area. In 2011 these visitors directly spent **164.6 million dollars** in the area. * Clearly, this is an audience worth reaching!

Because **"The Peach"** maintains an extensive website and broadcasts both on local FM at **KWLP 100.9**, on the internet at www.kwlpradio.com, and as a "local" station on TuneIn Radio, **"The Peach"** provides an unparalleled and powerful resource to communicate your message to this unique audience and influence them to spend their vacation dollars on the goods and services you offer!

* Information obtained from the Kingman Arizona visitor center and compiled in the 2010 Kingman Area/Grand Canyon West/Hualapai Tourism Study produced for the Arizona Office of Tourism by the Northern Arizona University, W.A. Franks College of Business, Arizona Hospitality Research and Resource Center



KWLP PROGRAM SCHEDULE

(revised 06/15/2022)

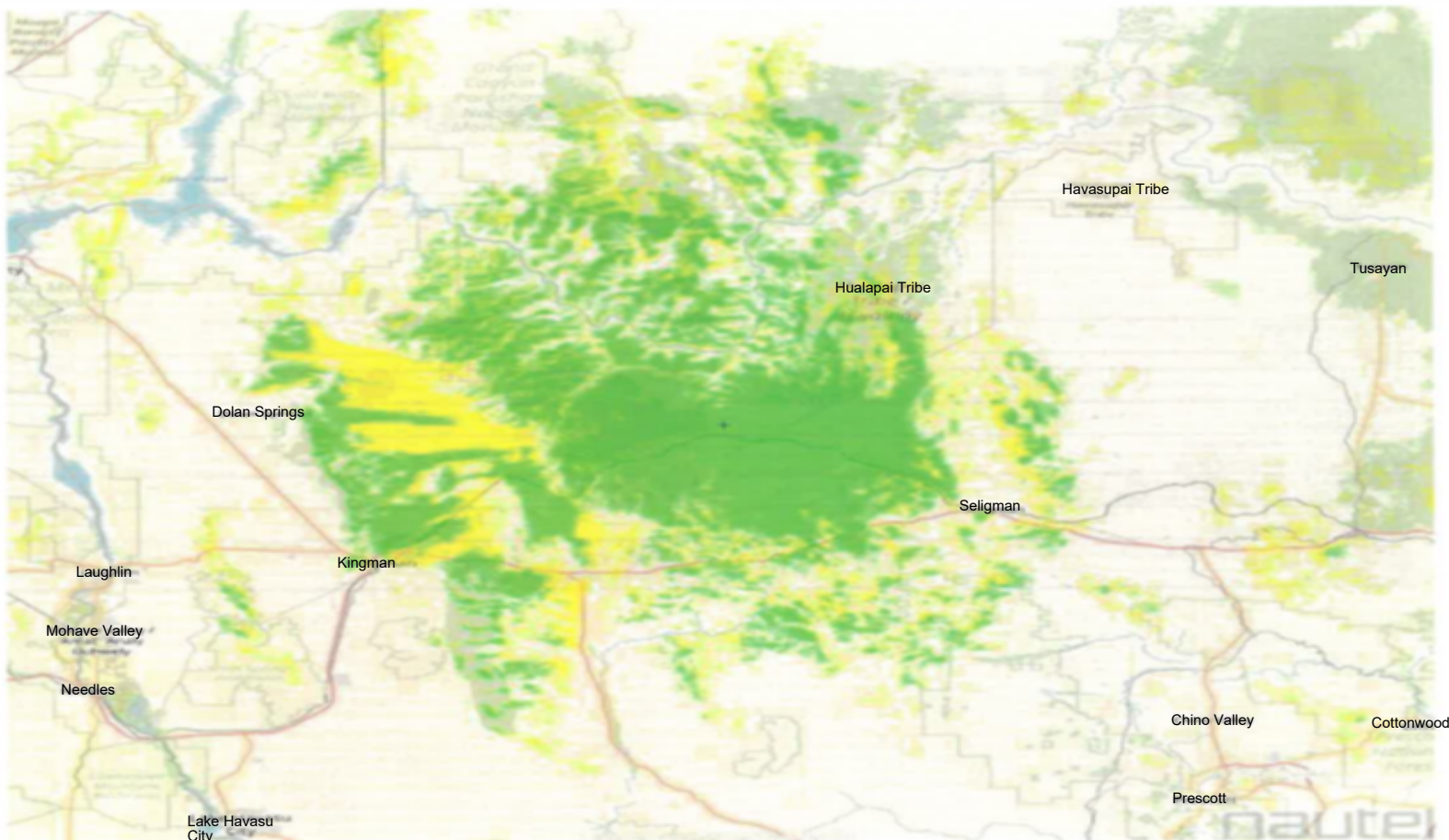
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT	SUN
6:00AM	Hualapai Welcome Indian Country Today Native Music	Hualapai Welcome Indian Country Today Native Music	Hualapai Welcome Indian Country Today Native Music	Hualapai Welcome Indian Country Today Native Music	Hualapai Welcome Indian Country Today Native Music	Hualapai Welcome Native Music	Hualapai Wel- come Native Music
7:00AM	The Morning Hoe Down	The Morning Hoe Down	The Morning Hoe Down	The Morning Hoe Down	The Morning Hoe Down	GVM	Gospel General
8:00AM	The Morning Hoe Down	The Morning Hoe Down	The Morning Hoe Down	The Morning Hoe Down	The Morning Hoe Down	GVM	Gospel General
9:00AM	The Morning Hoe Down	The Morning Hoe Down	The Morning Hoe Down	The Morning Hoe Down	The Morning Hoe Down	Soulful Satur- day	Music & the Spo- ken Word
10:00AM	The Morning Blend	The Morning Blend	The Morning Blend – Country Edition	The Morning Blend	The Morning Blend	Soulful Satur- day	Redeemed & Free Rebroadcast
11:00AM	The Morning Blend	The Morning Blend	The Morning Blend – Country Edition	The Morning Blend	The Morning Blend	GVM	NV1 - Specials
12:00PM	Native Noon Hour-	Native Noon Hour-	Native Noon Hour- NV1-Word with a Champ	Native Noon Hour-	Native Star Nation	GVM	NV1 - Reclaimed
1:00PM	NV1-NA Calling Natl Native News	NV1-NA Calling Natl Native News	NV1-NA Calling Natl Native News	NV1-NA Calling Natl Native News	NV1-NA Calling Natl Native News	GVM	NV1-UnReserved
2:00PM	Memory Express	KPOP Cafe	Rez Ra Cowboy dio	Reggae	Rock Out Hour	GVM	NV1-Gaetano
3:00PM	Memory Express	Chica's Playlist	OK Corral	Roots & Riddums	Finally Friday Rock	GVM	NV1-American Indian Living
4:00PM	Movin' Memories	Chica's Playlist	OK Corral	Roots & Riddums	Finally Friday Rock	GVM	NV1-Indigifi
5:00PM	Movin' Memories	Request Drive at 5	Country Drive at 5	Live at Five-Reggae	Rock the Beach	GVM	NV1-Indigenous in Music
6:00PM	Soulful Moments	Top 40/Urban	Redeemed and Free	Reggae Take Over	Friday Fright Night	GVM	NV1-Indigenous in Music
7:00PM	Soulful Moments	Top 40/Urban	Down to the Roots	Reggae Take Over	Rock General	GVM	The Children's Hour
8:00PM	Read on Hualapai Peace Talk Radio - Talk	Read on Hualapai - Top 40/Urban	Read on Hualapai Coun- try	Read on Hualapai Reggae	Rock General	GVM	Read on Huala- pai Tales of Wisdom
9:00PM	GVM	Dance with MUR	Live & Kickin'	Reggae General	Rock General	GVM	Global Village
10:00PM	NV1-Undercurrents	NV1-Undercurrents	NV1 Undercurrents	NV1-Undercurrents	Rock General	NV1-Soul Delux	NV1-Soul Delux
11:00PM	NV1-Undercurrents	NV1-Undercurrents	NV1 Undercurrents	NV1-Undercurrents	Rock General	NV1-Soul Delux	NV1-Soul Delux
12:00AM to 6:00am	GVM	GVM	GVM	GVM	GVM	GVM	GVM



KWLP

Listener Reach/ Signal Range

Description	Radio coverage plot 1
TX	7.5KW
RX	FM Car Receiver Stereo
Frequency	100.9 MHz
Base Name	KWLP Transmitter site 1
Latitude	35.55367234 °
Longitude	-113.39543402 °
Latitude	35° 33' 13.22"N
Longitude	113° 23' 43.56"W
UTM(WGS84)	12SE282875N3937086
Elevation	1669.4 m
BaseAnt. Height	15m
Base Ant. Gain	0.0 dBi
MobileAnt. Height	1.0m
TxPower	7500.00000 W
Tx Line Loss	0.2 dB
Weak signal field	33.8 dBµV/m
Strong signal field	43.8 dBµV/m
Weak signal covered area	12115 km ²
Strong signal covered area	6547 km ²
Weak signal population reached	36629 pop
Strong signal population reached	25574 pop
Landcover used	Yes
Two rays method used	No
User ID	ys88
Radio coverage ID	NAUTEL3EB9C22B290C 0
Generated on	5/20/2022 10:26:27 AM





SPOT RATE SHEET

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R.O.S.

All Day parts	15 sec	30 sec	60 sec
	\$5	\$8	\$10

Spot Related Services

- \$200.00 flat fee for production per spot (:30 to :60): includes script writing, interview with customer to determine spot type, copy points, desired music bed and sound effects

Website Banners and Facebook Posts/Links

- \$25.00 monthly with monthly minimum spot commitment

Packages

Package deals may include production and bonus added website banners and social Media posts for minimum 4 month contract commitment. Ask your sales representative what deals we can design for your special needs!



SPONSORSHIP RATE SHEET

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Program Sponsorships Includes:

- 10 second banner spot at start and end of program indicating program is brought to you by...
- Not less than one 15 to 30 second spot each quarter hour during program
- Website banner or coupon on station website home page and/or show page
- Inclusion in sponsored show's Gamyu (community bi-monthly newspaper) advertising and community flyers
- Complete production of all spots including script writing, voice talent and selection of music beds and sound effects, subject to approval

Programs Available to Sponsor: Rates noted are **monthly**

Local Segments:

Hualapai Welcome - 5x daily weekdays \$50
Hualapai Word and Phrase of the Day— on the 1/2 \$400
hour, week days
Cultural Connections \$100

National NV1- Undercurrents - 4x weekly \$200
2 hours

National NV1 - Soul Delux - 2x weekly \$50
2 hours

National NV1 one hour once weekly \$50
Unreserved
Indigifii
American Indian Living
Gaeno
Indigenous in Music (2 hours)

National NV1— 6 times weekly once daily : \$500
Native America Calling and
National Native News combined

Regional - \$400
Arizona Radio News (minimum 8 x daily 5days a week)

Regional—Arizona Public News (2 times daily 5 \$200
days a week)

Local - The Morning Moedown - 5 week days for \$500
two hours
- The Morning Blend 5 week days for two \$500
hours

Local— Once weekly, two hours \$150
Memory Express
Monday Memories
Soulful Moments
Soulful Saturday
OK Corn
Final Friday Rock & Roll
Redeemed and Free Gospel
Roots & Riddums
Chica's Playlist
Reggae Take Over

Local - Native Noon Hour— 54weekdays 1 hour \$200

Local & Affiliate once weekly :one hour: \$100
Global Village
Childrens Hour
Peace Talk Radio
Dance with M...
Rez Cow... Radio
Live and Kickin'
Down to the Roots
Rock Out Hour
Rock the Peach
Friday Fright Night

Local— Community Events and Weather—not less \$300
than 10x daily week days and 5x daily week ends

Local/Regional/Natl Segments:- Special Interest:

Read On Hualapai 4 times weekly— 1 daily— \$50
Tales of Wisdom— once weekly— seg varies \$25
Snippets in Time: 3 times daily 5 days a week \$75
Climate Connections: once daily \$25

Sponsorship Opportunities Also Available for Contests, Give Aways and Events!

(ask your sales representative for details)



REMOTE RATES AND INFO

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Type of Event	Rate	Up to Frequency	Payment Options
Hualapai Community Event During Normal Business Hours	Free or Trade –see below	5 –10 minutes talk time each hour in 3 to 4 segments Remote or DJ music service	Free or Trade-See below
Tribal Department Event or Community Event after normal business hours	\$50.00 hourly up to 2 hours—\$75.00 hourly after two hours	5-10 minutes talk time each hour in 3 to 4 minute Segments-remote or DJ music services	Cash or Trade-see below
Business Promotional Event	\$100.00 hourly –two hour minimum	10– 20 minutes talk each hour in not less than 4 segments remote or DJ music service	Cash, or Trade-see below
Private Event/Non-political-Hualapai Tribal Members Only	\$75.00 hourly up to two hours \$100.00 hourly after two hours	DJ music services only	Cash

Hualapai Community Events

KWLP is committed to being available for non-profit community events addressing needs of the community per the station's Mission Statement and mandates of the F.C.C. These services may be provided for a particular event and free or for a trade arrangement depending on notice, date and time of event, staff availability and previously scheduled events.

Tribal Department Events

KWLP may be available to provide djs or live remotes for Tribal Department events at a reduced rate and for limited time periods. These services may be provided for a particular event depending on notice, date and time of event, staff availability and previously scheduled events.

Private Events-Hualapai Tribal Members Only

KWLP may be available to provide djs for private /non-political events for Hualapai Tribal members at a reduced rate and for limited time periods. These services may be provided depending on notice, date and time of event, staff availability and previously scheduled events.

Business Promotional Events

KWLP remote services are available to businesses either separately or as part of an advertising package. Payments can be made by cash or through a trade agreement. The trade agreement value will be set according the service value set above and the actual or fair market value of any items or services provided to the radio station by the business such as give-aways, gift certificates, business credit, catering, etc.,.

All customers must sign contract, remote policy agreement and provide items designated in remote request.



LIVE REMOTE REQUEST

KWLP
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P.O. Box 397
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telephone :(928) 769-1110



Name of Organization Requesting Remote: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Primary Contact: _____ Billing Contact: _____

Phone #1: _____ Phone #2: _____

Fax: _____ Email: _____

_____ Nonprofit Event?

_____ Tribal Department?

_____ Sales/Promotion Event?

_____ Private Event?

_____ Will there be an admission fee charged?

WHEN is the event happening: Start Date: _____ Start Time: _____

End Date: _____ End Time: _____

WHERE will the event take place: _____

Is the event _____ indoor _____ outdoor?

WHAT is the purpose of the event: _____

Preferred DJ or Staff: _____

Do you want any on-air promotions of this event: _____ yes _____ no

(if yes complete Broadcast contract in addition to remote contract with staff.)

Please confirm you have the following available for use at the event:

☐ A dedicated, working internet line.

☐ A secure location to conduct interviews (close to event, yet free from interruption)

☐ A folding 6'x 3' table and 4 chairs ☐ A power strip and extension cord

☐ Access to at least two grounded power outlets

☐ A schedule of events with timelines and guests to be interviewed

*****I understand there may be a cost to me or the organization I represent for the radio station providing the services I am requesting. I further understand this will be set based upon the type of event and the nature of the services.**

Authorized representative: _____ Date: _____



REMOTE CONTRACT

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P.O. Box 397
480B Hualapai Way
Peach Springs, Arizona 86434
telephone : (928) 769-1110
faxsimile: (928) 769-2884



Customer: _____ Customer #: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Primary Contact: _____ Billing Contact: _____

Phone #1: _____ Phone #2: _____

Fax: _____ Email: _____

_____ Cash _____ Trade

_____ Program Sponsorship Package _____ Promo Spot Purchase _____ Remote

Remote Contract

EVENT:

Event Date:

_____ Tribal Dept.

_____ Non Profit Event

_____ Sales/Promotional Event

_____ Private Event

_____ Other

_____ Remote Rate Per Hour x _____ Hours = _____ Event Cost

Additional Comments and/or Event Services: _____

Remote PromoSpot Contract

Item #	Start Date	Stop Date	Day Part	Begin Time	End Time	Rate	M	T	W	R	F	S	S	Total Spots	Total Amount

Spot Related Services:

_____ Production Cost x _____ Spot = _____ Subtotal: _____

Total Remote Price:

Advertiser Authorization: _____ Date: _____

Station Authorization: _____ Date: _____



REMOTE POLICY AGREEMENT

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Please read , initial and sign below that you agree to the following during the upcoming remote for _____ on _____ :

_____ KWLP is required by the Federal Communications Commission [FCC] to observe numerous rules with which live participants must also abide. This is necessary so the station may continue to provide live remote services.

_____ The FCC requires that KWLP air its legal identification near the top of every hour. This is something like: “*This is KWLP, Peach Springs Arizona, 100.9. streaming as EPCH at www.epchradio.com. KWLP is a program of the Hualapai Tribe. Health Department.*”

_____ Offensive, obscene, indecent or inappropriate words or content in any language-English, Hualapai, Spanish, etc., may result in FCC fines to the station or loss of the station’s license. Such will not be used during the remote and potential participants will be notified in any live broadcast ahead of time.

_____ If any listener is offended at any time by comments that are made on the air they may contact the FCC and report a potential violation of the FCC indecency regulations. This will cause the FCC to investigate the station. The station may be fined by the FCC or have it’s license suspended or revoked for violations of these regulations. The station will be indemnified and held harmless if the remote participants are responsible for any such sanction against the station resulting from their acts or omissions.

_____ KWLP provides listeners with a community educational and entertainment format. The station’s staff, DJ’s and hosts may not give their personal opinions or comment freely on matters that may be of political, sensitive or controversial topics. Even during remote events, the station staff, dj’s and hosts are to provide music, information on artists and information about the event’s purpose only. The remote may not be used as a venue or opportunity to express personal or political views, except in compliance with strict guidelines set by the FCC and the station. All comments and information share don the air positive!

_____ KWLP may play pre-existing content (Sponsor announcements, public service announcements, news, community calendars and weather, scheduled birthday announcements) and scheduled musical content during the live remotes. This content may not be related to your event. The content that will be related to your event will air as scheduled in the applicable contracted duration and frequency. Content during breaks will be determined by the station.

I understand and will adhere to the KWLP live remote policy and guidelines stated above.

Signature

Date

Signature

Date



BROADCAST CONTRACT

KWLP
Hualapai Tribe Radio
P.O. Box 354
480B Hualapai Way
Peach Springs, Arizona 86434
telephone : (928) 769-1110



Customer: _____ Customer #: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Primary Contact: _____ Billing Contact: _____
Phone #1: _____ Phone #2: _____
Fax: _____ Email: _____
Begin Date: _____ End Date: _____

Spot Contract

Item #	Start Date	Stop Date	Day Part	Begin Time	End Time	Rate	M	T	W	R	F	S	S	Total Spots	Total Amount

Sponsorship Contract

Program Sponsored: _____

Rate: _____

Start Date: _____ End Date: _____ (minimum 16 weeks– 4 mo)

Additional Comments/Agreements:

Advertiser Authorization: _____ Date: _____

Station Authorization: _____ Date: _____