



All Kinds of Music for All of Peach Springs

Media Kit

KWLP 100.9fm

www.kwlpradio.com

**Hualapai Tribe Radio
P.O. Box 353
480B Hualapai Way
Peach Springs, Arizona 86434
Telephone: (928) 769-1110
Text / Request Line: (928) 769-1090
email: kwlp@hualapai-nsn.gov**

Local and Live from the Hualapai Tribe!

Why advertise with the Hualapai Tribe Radio:

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!

The Hualapai Tribe Radio Station's Mission Statement:

- 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 both local and national educational, entertaining, informative and cultural programming 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.

Advertise with KWLP to sponsor and support its meaningful mission.

All Kinds of Music for All of Peach Springs





Demographic Information



Advertising on **The Peach**, will not only reach residents of the Peach Springs community, but will also reach neighboring communities such as Truxton, Kingman, Seligman and Tribal members living off the Reservation. 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 will also hear your advertisement.

Our FM Signal now reaches travelers on I-40 from Williams to the Lake Havasu Exit; Hwy 93 from south of Wickieup, 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 worldwide!

According to the Hualapai Tribal Records, there are 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 600 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.

WEBSITE SCREENSHOT
kwlpradio.com

**Welcome To KWLP - 100.9 FM
Peach Springs Radio!**

Gamyul - The Hualapai greeting for 'Hello!'

Welcome to the Home of "The local radio station of the Hualapai Tribe!" KWLP 100.9 FM - simulcasting here on KWLPradio.com, where we play, "All kinds of music for All of Peach Springs..."

The station can be heard in your home, business or car while you're in the area of Peach Springs, Arizona at 100.9 FM. You may also listen online anywhere in the world. Click the "Live365" icon to the right of this text to enjoy our station in real time!

The station broadcasts live from the Hualapai Indian Reservation which encompasses a million acres along 108 miles of the Colorado River Grand Canyon - Home of the Hualapai River Runners and the Grand Canyon West Skywalk. The Hwai' bay call this middle river corridor "Hakataya" or "the backbone of the river". Learn more about the Hualapai Nation and its Reservation, the Hualapai River Runners and Grand Canyon West Skywalk through the Tribe's website at <http://hualapai-nsn.gov/> and the website of Grand Canyon West at <http://www.grandcanyonwest.com/>.

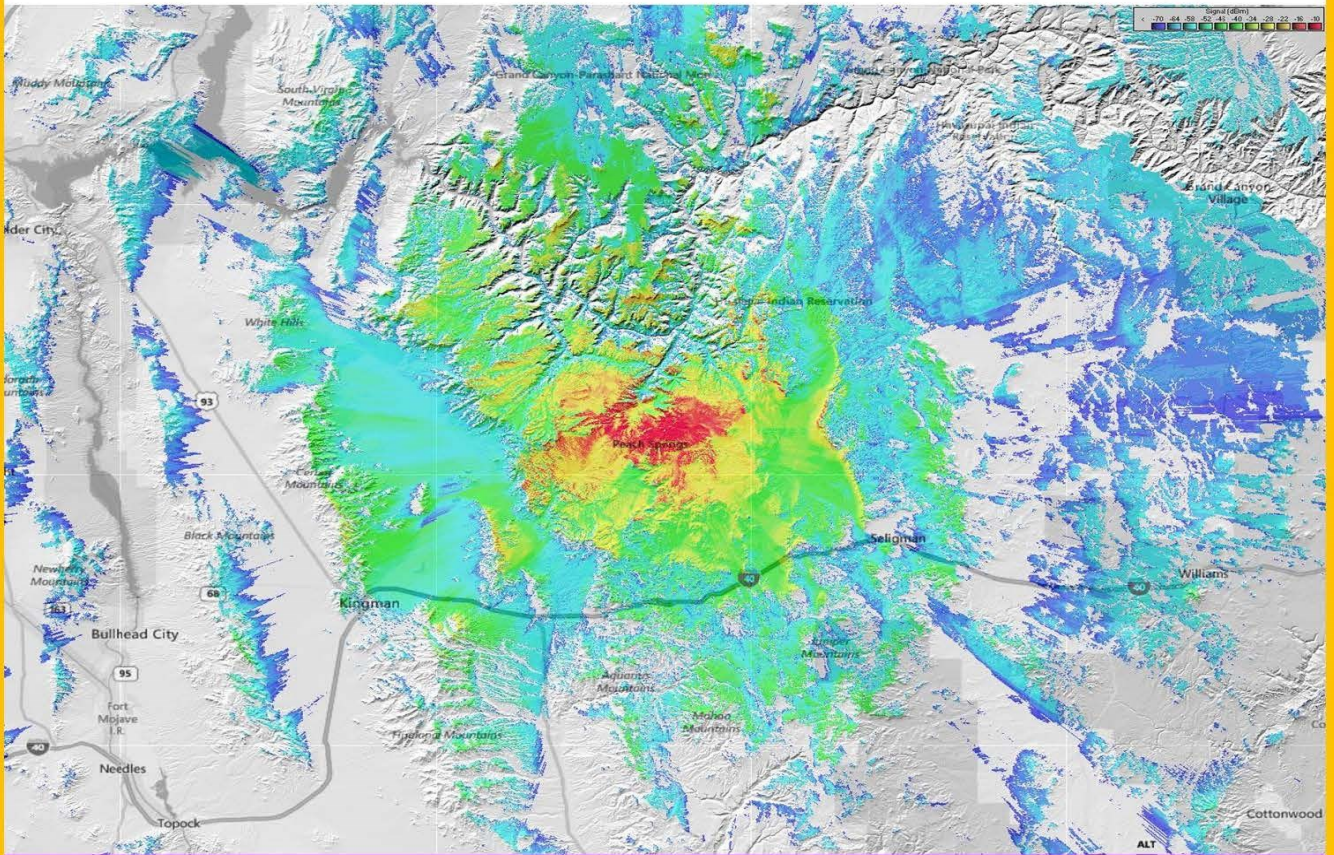
KWLP 100.9 FM broadcasts a variety of music and talk, including local language, culture and education, as well as national Native American content. Learn more about the station by clicking About KWLP Mission Statement, Station Staff or Advisory Committee in the Home Section, above right. Additional station information including programming schedules, show details and information about our community and staff DJs, including photos, are available under Station Information, above right. We also try to keep the community updated about local events and regional concerts in the Calendar section, also above right.

If you have any questions or comments, send an email to the station manager, Terri Hutchens: terri.kwlp@gmail.com or Terri.Hutchens@hualapai-nsn.gov.

KWLP 100.9 FM
NOW PLAYING LAST PLAYED
Native America Calling
NV1
LIVE
POWERED BY **LIVE 365**

Connect with Us
f
t

**KWLP 100.9 FM
Peach Springs, Arizona
SIGNAL RANGE**





SPOT RATE SHEET

Hualapai Tribe Radio / P.O. Box 353 / 480B Hualapai Way
Peach Springs, Arizona 86434
Telephone: (928) 769-1110 / Email: kwlp@hualapai-nsn.gov



Rate of Service

All Day parts	30 sec	60 sec
	\$8	\$12

Spot Related Services

\$200 flat fee for production per spot (30 secs to 60 secs) includes:

- Script writing
- Interview with customer to determine spot type
- Copy points
- Desired music bed
- Sound effects

Production

\$200 spot includes script item, voice talent, music & Gamyu publication

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!

Website Banners and Facebook Posts/Links

Website recognition on kwlpradio.com. Facebook post on "KWLP The Peach"



SPOT CONTRACT

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Name of Organization: _____

Primary Contact Name: _____

Address of Organization: _____

City: _____ State: _____ Zip Code: _____

Phone #1: _____ Phone #2: _____

Fax: _____ Email: _____

Date(s) of event: _____

Start Time: _____ End Time: _____

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

Advertiser Authorization: _____ Date: _____

Station Authorization: _____ Date: _____

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 15-30 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 community flyers, the Gamyu Newsletter & advertising
- 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: (ask your sales representative for details)

- Rates noted are monthly
- Sponsorship opportunities available for contests, give-aways and events

<u>Local Segments (5x daily weekdays)</u> <ul style="list-style-type: none"> • Hualapai Welcome \$50 • Hualapai Word and Phrase of the Day \$400 • Cultural Connections \$100 • Elder Corner \$50 • Talking Stick Time Machine SOLD \$50 • Snippets in Time 		<u>Local Segments (cont.)</u> <ul style="list-style-type: none"> • The Morning Hoedown (5x daily for 2 hours) \$500 • The Morning Blend (5x daily for 2 hours) \$500 	
<u>Local & Syndicated (1x weekly for one hour)</u> <ul style="list-style-type: none"> • Global Village • Childrens Hour • Peace Talk Radio • Dance with MJR • Rez Cowboy Radio SOLD • OK Corral SOLD • Live 'n' Kickin' • Down to the Roots • Rock Out Hour • Rock the Peach • Friday Fright Night • Redeemed and Free Gospel SOLD • On the Air w/Bear • Reggae Healing 	\$100	<u>Local (1x weekly for two hours)</u> <ul style="list-style-type: none"> • Memory Express • Monday Memories • Soulful Moments • Soulful Saturday • OK Corral SOLD • Finally Friday Rock & Roll • Roots & Riddums • Chica's Playlist • Reggae Take Over • On the Road w/Camille 	\$150
<u>National Native Voice 1 (2x weekly for 2 hours)</u> <ul style="list-style-type: none"> • Soul Deluxe 	\$50	<u>National NV1 (4x weekly for 2 hours)</u> <ul style="list-style-type: none"> • Undercurrents 	\$200
<u>National NV1 (1x weekly for 1 hour)</u> <ul style="list-style-type: none"> • Specials • Reclaimed • UnReserved • Gaeno • American Indian Living • Indigefi • Indigenous in Music (2 hours) 	\$50	<u>Local/Regional/National Segments</u> <u>Special Interest:</u> <ul style="list-style-type: none"> • Read On Hualapai (4x weekly / 1x weekend) \$100 • Tales of Wisdom (1x weekly / segment varies) \$50 • Snippets in Time (3x daily / 5 days a week) \$250 • Climate Connections (1x daily) \$100 	
<u>National NV1 (5x weekly for 1 hour)</u> <ul style="list-style-type: none"> • Native America Calling • National Native News 	\$500	<u>Local News (10x daily weekdays / 5x daily weekends)</u> <ul style="list-style-type: none"> • Community Calendar SOLD • Weather 	\$300
<u>Regional</u> <ul style="list-style-type: none"> • Arizona Radio News (8x daily/5 days a week) \$400 • Arizona Public News (2x daily 5 days a week) \$200 • ITC News • Tribal Resources 		<u>Local</u> <ul style="list-style-type: none"> • Native Noon Hour (4x daily for 1 hour) \$200 • Native Star Nation (1x weekly for 1 hour) 	



LIVE REMOTE RATES AND INFO

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Type of Event	Rate	Up to Frequency	Payment Options
<ul style="list-style-type: none"> Hualapai Community Event (During Normal Business Hours) 	Free or Trade (see below)	<ul style="list-style-type: none"> 5-10 minutes talk time each hour in 3 to 4 segments Remote or DJ music service 	Free or Trade (see below)
<ul style="list-style-type: none"> Tribal Department Community Event (after normal business hours) 	\$50 hourly (up to 2 hours) \$75 hourly (after two hours)	<ul style="list-style-type: none"> 5-10 minutes talk time each hour in 3 to 4 segments Remote or DJ music services 	Cash or Trade (see below)
<ul style="list-style-type: none"> Business Promotional Event 	\$100 hourly (2 hour minimum)	<ul style="list-style-type: none"> 10–20 minutes talk time each hour in 4 or more segments Remote or DJ music service 	Cash or Trade (see below)
<ul style="list-style-type: none"> Private Event Non-political (Hualapai Tribal Members only) 	\$75 hourly (up to 2 hours) \$100 hourly (after two hours)	DJ music services only	Cash

Hualapai Community Events

KWLP is committed to being available for non-profit community events and addressing the 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 DJ’s or live remotes for Tribal Departmental 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 DJ’s 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 A LIVE REMOTE REQUEST, LIVE REMOTE CONTRACT AND A LIVE REMOTE POLICY AGREEMENT.
- PLEASE PROVIDE ITEMS DESIGNATED IN REMOTE REQUEST.



LIVE REMOTE REQUEST



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Name of Organization: _____

Primary Contact Name: _____

Address of Organization: _____

City: _____ State: _____ Zip Code: _____

Phone #1: _____ Phone #2: _____

Fax: _____ Email: _____

Type of event:

_____ Nonprofit Event _____ Sales/Promotion Event _____ Other
_____ Tribal Department _____ Private Event

Will there be an admission fee charged? YES _____ NO _____

Date(s) of event: _____

Start Time: _____ End Time: _____

Location of event: _____

Is the event _____ indoor _____ outdoor

Purpose of the event: (please attach flyer if available) _____

Preferred DJ or Staff: _____

Do you want any on-air promotions of this event: YES _____ NO _____

(If yes, please complete the Broadcast Contract in addition to the Remote Contract. To be completed 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: _____ Time: _____



LIVE 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. KWLP is a program of the Hualapai Tribe."

_____ 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 shared on 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.**

Authorized representative: _____

Date: _____ **Time:** _____



LIVE REMOTE CONTRACT

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Name of Organization: _____

Primary Contact Name: _____

Address of Organization: _____

City: _____ State: _____ Zip Code: _____

Phone #1: _____ Phone #2: _____

Fax: _____ Email: _____

Cash: YES _____ Cash Amount: _____ NO _____

Trade: YES _____ NO _____ Other: _____

Program Sponsorship Package _____ Promo Spot Purchase _____ Remote _____ Other _____

Date(s) of event: _____

Start Time: _____ End Time: _____

Type of event:

_____ Nonprofit Event _____ Sales/Promotion Event _____ Other

_____ Tribal Department _____ Private Event

Remote Rate Per Hour _____ x _____ hours = _____ (event cost)

Additional Comments and/or Event Services: _____

Remote Promo 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

Spot Related Services:

Production Cost _____ x _____ Spot= _____

Subtotal: _____ **Total Remote Price:** _____

Advertiser Authorization: _____ Date: _____

Station Authorization: _____ Date: _____