WHAT IS UNDERWRITING?
Underwriting is KFAI’s way of giving on-air recognition to the local businesses and organizations that provide us financial support.

WHY UNDERWRITE?
Target the markets you want to reach. Our format is variety, meaning your announcements reach an unrepeatable audience and an unmatched number of target groups.

Reach listeners who won’t turn the dial. Our underwriting announcements are brief, informative, and kept to a minimum.

Strengthen your corporate image and enhance employee pride. Customers and employees appreciate businesses that do good. Supporting KFAI demonstrates your commitment to community, education, and public service.

Tax benefits. Write off your underwriting expenses as advertising expenses, or as a donation to a 501(c)(3) nonprofit.

We’re a fixture in the Twin Cities, and we’re here for good. Since 1978, KFAI has been a respected part of this community. With new technology, programs, and listeners, we are always growing and innovating.

WHY DO WE MATTER?
KFAI proudly engages a robust and diverse audience across the Twin Cities metro. Our DJs and programs are as varied as our listeners, meaning we have something for everybody.

Weekly broadcasts in 12 different languages, providing a unique resource for new American communities and gaining loyal listeners

Genre-spanning musical programming, including Blues, Soul, Rhythm & Blues, Rock, Roots, International Music, Country, Caribbean, Latin, Pop, Jazz, Folk, Zydeco, and Hip-Hop

Locally-produced news and public affairs programming focusing on the voices, music, and happenings of local and national cultural communities

KFAI’s listeners are loyal, well-educated, and involved in their communities. They span all ages, and many can’t be reached through traditional media channels.

GROW YOUR BUSINESS. SUPPORT COMMUNITY RADIO. UNDERWRITE ON KFAI!
REACH LISTENERS WHO WON’T TURN THE DIAL

KFAI’s underwriting announcements are brief, and informative, averaging 3 minutes per hour.

COMMERCIAL STATIONS average 12 minutes of ads per hour – frustrating many listeners!

YOUR ON-AIR ANNOUNCEMENT
Spots can run up to 30 seconds. You choose the number and frequency of the spots, and KFAI will work with you to determine a broadcast schedule that reaches your target audiences. All writing, talent, production, and scheduling costs are covered by KFAI (for English-language spots). These “spots” describe your business, and can include:

- Your business name, address, telephone number, and website
- A description of your business, services, products, upcoming event
- A slogan or corporate philosophy
- How long you’ve been in business

LANGUAGES
Translations are available into any of our 11 non-English languages for a one-time fee of $75. We broadcast in:

- Spanish
- Somali
- Hmong
- Oromo
- Tigrigna
- Amharic
- Vietnamese
- French
- Hindi
- Bulgarian
- Gaelic

POPULAR SHOWS THROUGHOUT THE DAY

- Freewheelin’
  34,662 average monthly listens
  2-4 p.m., Wednesdays

- Root of All Evil
  17,634 average monthly listens
  1-6 a.m., Sundays

- Temposphere
  12,087 average monthly listens
  7-9 p.m., Saturdays

- African Rhythms
  10,251 average monthly listens
  Noon-2 p.m., Thursdays

JOIN THESE AWESOME UNDERWRITERS

State of Minnesota
City Of Minneapolis
Hennepin County
Summit Brewing
Science Museum of Minnesota
Ordway Center for the Performing Arts
The Electric Fetus
MN Spokesman-Recorder

Medtronic
Wilson Law Group
Whole Woman’s Health
Cedar Cultural Center
Nightingale
Minnesota United
NAMI Minnesota
Addis Travel
Family Tree Clinic
… and many more!