Sponsor Media Kit
Q3 2020

More Information: kguafm@gmail.com
OUR HISTORY

KGUA (KGUA.org) is a Northern CA public media station in Gualala which airs news, science, politics, and eclectic music shows. It is a project of the Native Media Resource Center, a 501 (c) (3) non-profit located in Anchor Bay. Founders Peggy Berryhill & Susan Ruschmeyer built the station from the ground up, including the 2800 watt transmitting tower broadcasting at 88.3FM.

Co-Founder & GM, Berryhill has been a leader in public radio for over 4 decades. She is an award-winning, Native American broadcast journalist who started with Berkeley’s KPFA, then NPR in DC, then Program Director at KPFA, San Francisco’s KALW, and Albuquerque’s KUNM. She is a member of the Muscogee Nation.

Board members are Berryhill, Ruschmeyer, Gregg McVicar, Theresa Harlan, and Rick Tejada-Flores. Volunteers are Leigh Anne Lindsey, Steven Winningham, Drew Fagan, Mark Sanford Gross, Seve Cardosi, Michele French, and Natalie Ghezzi-Aceves.
People of KGUA

**Peggy Berryhill**
Co-Founder & General Manager
Peggy has been a leader in public radio for over 4 decades. She is an award-winning, Native American broadcast journalist who started with Berkeley’s KPFA, NPR In DC, then Prog. Dir. at KPFA, San Francisco’s KALW, and Albuquerque’s KUNM. She is a member of the Muskoke Nation.

**Leigh Anne Lindsey**
Assistant Mgr, Producer, Host LA’s Rock Garden
Assistant Manager, Producer, & Host, Leigh Anne helps keep KGUA operational & on time. Her background in local video production, Silicon Valley strategic alliances/sales & marketing, & Aspen AOR radio help bolster the station’s operations.

**Mark Sanford Gross**
Host KGUA Writers & Peggy’s Place Regular Guest
Mark started KGUA Writers when C-19 hit and has been growing it ever since. A skilled writer himself, he came to KGUA from a long career with the Washington Post where he won a lifetime achievement award for advertising.

**Teresa Harlan**
NMRC Board Member
Pictured here with husband Kenneth Tiger, Theresa Harlan is an advocate for Native artists through her work as a curator and writer on contemporary Native art and photography. She is Santa Domingo and Coast Miwok.

**Rick Tejada-Flores**
NMRC Board Member
Rick is a renowned documentary filmmaker and veteran East Bay producer-director whose grandfather was president of Bolivia (José Luis Tejada Sorzano, from 1934 to 1936.)

**Michelle French**
Engineer, Designer Future Projects
Michelle is a new volunteer and member of the local ABARCham radio club who is helping with KGUA’s possible future expansion. Her broadcast career began at CBS and she has held positions in AV/CAD design for corporate, government, education, & entertainment markets.

**Susan Ruschmeyer**
Co-Founder and Assistant Manager
Susan is the station’s CFO and Operations Manager. She co-founded Native Media Resource Center and KGUA. She also owns and operates a land surveying business.

**Steven Winningham**
Producer, Editor Classical Saturdays
Steven is our Classical Saturday programmer & editor, and edits KQED’s Forums and KALW’s Your Call twice weekly. Steven is also board member & volunteer at Coastal Seniors and a former CIO of The Cap.

**Drew Fagan**
Webmaster, Website Designer, & ICO Ad Creator
Drew developed and manages the KGUA website and does their weekly newspaper ad. He is an internationally recognized fine artist and shows his paintings locally at Spindrift Gallery in Gualala. He is also the political cartoonist for the ICO.

**Gregg McVicar**
NMRC Board Member & Host Undercurrents
Greg (Tlingit tribe) is an award-winning radio producer with a deep background in all aspects of on-air life: journalism, documentaries, interviewing, field recording, digital editing & mixing, voiceover, live talk shows...and of course, music.

**Natalie Ghezzi-Aceves**
Host of Danza de la Vida
Host of the new music show Danza de la Vida (world dance), Natalie has a professional career in dance, in-depth studio work, performance, teaching, and modeling in the San Francisco Bay Area.

**Liz Redfield**
In Memoriam, Host of Lizzard’s Lounge rock show
In Memorium, Liz produced the legendary rock show Lizzard’s Lounge for KGUA. Our spirits fly with hers.
KGUA Shows

SCIENCE / TECH / CLIMATE

EXPLORATION
MICHIKO KAKU
TUESDAY 11 AM

PLANETARY RADIO
MATT KAPLAN
SUNDAY 11 AM

CLIMATE ONE
GREG DADION
THURSDAY 11 AM

TECH NATION
DR. MOIRA GUNN
WEDNESDAY 11 AM

LIVING ON EARTH
STEVE CURWOOD
MONDAY 11 AM

BIG PICTURE SCIENCE
MOLLY BENTLEY &
SETH SHOSTAK
FRIDAY 11 AM

MUSIC / ARTS / ENTERTAINMENT

CLASSICAL MUSIC
ALL DAY SATURDAY

FROM CBC
TOM POWERS
WEEKDAYS NOON

SUNDAY BAROQUE
SUZANNE BONA
SUNDAYS 9 AM

13 DAYS THAT CHANGED
MUSIC FOREVER
SUSAN VEGA
SATURDAYS 9 PM

LA THEATER WORKS
SATURDAYS 8 PM

RELIGION & PHILOSOPHY

INTERFAITH VOICES
AMBER KHAN
SUNDAY 9 AM

PHILOSOPHY TALKS
JOHN PERRY
SUNDAY 10 AM
Peggy's Place Regular Guests

CAROLINE DUCATO
Marketing Director for Surf Market
Caroline Ducato is the Marketing Director at Surf Market. She has an extensive background as a professional chef and worked at Chez Panisse. Ducato shares her food knowledge with our listeners.

JEANNE JACKSON
Mendonoma Sightings
Author of Mendonoma Sightings and a weekly columnist in the ICO (Independent Coast Observer, the local newspaper) shares nature sightings every month, from the tiniest wildflower to the biggest creature of them all, the blue whale.

SCOTT & TREE MERCER
Mendonoma Whale and Seal Study
Founded in 2013, MWSS surveys marine mammals on both East & West coasts to give the public a greater understanding of the ocean and the organisms living there. They assist other ocean researchers whenever they are able.

ERIE WILDEN
Eric Wilder Graphics
Eric is Kashi Pomo. He is an accomplished artist, traditional singer and culture keeper. His grandmother was Essie Parrish and his aunt was Mabel McKay. Eric designed the original KGUA logo.

MARK SANFORD GROSS
KGUA Writers
Mark started KGUA Writers when C-19 hit and has been growing it ever since. A skilled writer himself, he came to KGUA from a long career with the Washington Post where he won a lifetime achievement award for advertising.

MARK HANCOCK
Executive Director Pt Arena Lighthouse Keepers
As Executive Director of the Point Arena Lighthouse Keepers, Inc. (PALKI) and long time member of the Point Arena Merchants Association, Mark frequently joins Peggy to describe and promote the many special events that both organizations put on throughout the year.

DAVID STEFFEN
The Lighthouse Peddler
David talks with Peggy about GAC events & Lighthouse Peddler news. Editor’s Column, arts, music, film, and history. David Steffen spent the better part of his career in the recording industry working at A&M Records, CRP Records and BMG Video.

ARA CHAKRABARTI
CEO Redwood Coast Medical Center
Ara is the CEO of RCMS and joins us to provide timely health updates for the community, and insight on the workings of our coastal community health center. He is a former Director of Mathnasium and is an Engineering Graduate from the University of Michigan.

MENDOCINO COUNTY PUBLIC HEALTH DEPARTMENT
Each month, a different department head reports updates. The Mission of the Mendocino County Public Health Department is To Safeguard And Promote The Health And Wellness Of The People Of Mendocino County. A different program or updates are highlighted monthly.

MENDONOMA HEALTH ALLIANCE
MHA’s mission is to improve local access to wellness education, prevention services and quality healthcare through creative solutions in collaboration with our community. Clockwise from topleft: Joanne Camble, Heather Regelbrugge, Micheline White, and Stephanie Chapman.

WARREN GALLETTI
Point Arena School Superintendent
Warren shares insight on students, challenges, improvements, and achievements monthly on Peggy’s Place. Former Mendocino County Superintendent. Warren taught in the Point Arena district for 7 years, was a principal for 12, and coached sports for over two decades.

JODI SMITH
Executive Director Naked Whale Research
Jodi, a behavioral scientist specializing in the life and habits of orcas, drops by Peggy’s Place each month to talk about the life of our cetacean neighbors.

HERB KOHL
Author and Teacher
Herb Kohl has been teaching and writing for over 45 years. During that time, he has taught every grade from kindergarten through graduate school but not in that order. He is the author of 39 books.
<table>
<thead>
<tr>
<th>KGUA Schedule</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-9:00 AM</td>
<td>Democracy Now with Amy Goodman</td>
<td>Early Music Now</td>
<td>Sunday Baroque</td>
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<tr>
<td>9:00-10:00 AM</td>
<td>Peggy’s Place with Peggy Berryhill</td>
<td>Fiesta</td>
<td>Interfaith Voices</td>
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<tr>
<td>10:00-11:00 AM</td>
<td>Native America Calling</td>
<td>Chamber Music of Lincoln Center</td>
<td>Philosophy Talk</td>
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<tr>
<td>11:00-11:30 AM</td>
<td>Living on Earth</td>
<td>Exploration</td>
<td>Tech Nation</td>
<td>Climate One</td>
<td>Big Picture Science</td>
<td>Santa Fe Chamber Music</td>
<td>Planetary Radio</td>
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<tr>
<td>11:30-12:00 PM</td>
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<td></td>
<td></td>
<td></td>
<td>Chamber Music of Lincoln Center</td>
<td>This Way Out</td>
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<tr>
<td>12:00-1:00 PM</td>
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<td>Q from CBC</td>
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<td>New York Philharmonic</td>
<td>Travel with Rick Steves</td>
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<tr>
<td>1:00-2:00 PM</td>
<td>[Repeat] Peggy’s Place Peggy Berryhill</td>
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<td></td>
<td>Brazilian Music</td>
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<tr>
<td>2:00-3:00 PM</td>
<td>Forum Part 1 with Michael Krasny</td>
<td>Chicago Symphony</td>
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<tr>
<td>3:00-4:00 PM</td>
<td>Forum Part 2 with Michael Krasny</td>
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<tr>
<td>4:00-5:00 PM</td>
<td>Your Call with Rose Aguilar</td>
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<tr>
<td>5:00-5:30 PM</td>
<td>Left, Right, and Center</td>
<td>To the Point</td>
<td>Inside Europe</td>
<td>Sea Change</td>
<td>The Commonwealth Club of California</td>
<td>Collectors Corner</td>
<td>Latino USA</td>
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<tr>
<td>5:30-6:00 PM</td>
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<td></td>
<td>All the President’s Lawyers</td>
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<tr>
<td>6:00-7:00 PM</td>
<td>Pig in a Pen</td>
<td>Indigifti with Alexis Sallee</td>
<td>Steve Edwards Soul Show</td>
<td>Danza de la Vida with Natalie Aceves-Ghezzi</td>
<td>LA’s Rock Garden with Leigh Anne Lindsey</td>
<td>KGUA Writers</td>
<td>Linea Abierta Radio Bilingue</td>
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<tr>
<td>7:00-7:30 PM</td>
<td>with Ray Edlund</td>
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<td>Cartwheels on the Sky with Blake More</td>
<td>Radio Bilingue Hour 2</td>
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<tr>
<td>7:30-8:00 PM</td>
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<td></td>
<td>Faces, Mirrors, and Masks Latin American Writers</td>
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<tr>
<td>8:00-9:00 PM</td>
<td>Friends of the Blues</td>
<td>Indigenous in Music with Larry K</td>
<td>Soul of Jazz</td>
<td>Undercurrents Weekend with Gregg McVicar &amp; Gabriela Castelan</td>
<td>Zoundclass Reggae</td>
<td>LA Theater Works</td>
<td>Sunday Baroque</td>
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**Undercurrents Radio with a Passport**
Hosted by Gregg McVicar and Gabriela Castelan

**13 Days that Changed Music Forever**

**Philosophy Talk**

**Santa Fe Chamber Music**

**Planetary Radio**

**This Way Out**

**Travel with Rick Steves**

**New York Philharmonic**

**Brazilian Music**

**Chicago Symphony**

**Soul of Jazz**

**Collectors Corner**

**Soul of Jazz**

**Orchestras and Symphonies**

**Linea Abierta de Radio Bilingue**

**Radio Bilingue Hour 2**

**Latino USA**

**Soul of Jazz**

**Latino USA**

**Radio Bilingue Hour 2**

**Latino USA**

**Radio Bilingue Hour 2**

**Latino USA**

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**Latino USA**

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**Radio Bilingue Hour 2**

**Latino USA**

**Radio Bilingue Hour 2**

**Latino USA**
### Demographics

#### Listener Reach

**15,000-16,000**
Unique Weekly Listeners

**Over 100k**
Stream Listeners per Month.

#### Income

<table>
<thead>
<tr>
<th>Income</th>
<th>Median income of local listeners</th>
<th>Median income of Mendocino County</th>
<th>Median income of Sonoma County</th>
</tr>
</thead>
<tbody>
<tr>
<td>$59,000</td>
<td>$43,510</td>
<td>$83,663</td>
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#### Education

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<tr>
<th>Mendocino</th>
<th>24.1% Have achieved bachelors degrees or higher</th>
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<tbody>
<tr>
<td>Sonoma</td>
<td>33.1% Have achieved bachelors degrees or higher</td>
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</tbody>
</table>

#### Interests

<table>
<thead>
<tr>
<th>Mendocino</th>
<th>Sonoma</th>
<th>15-25%</th>
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<tbody>
<tr>
<td>$361 Million</td>
<td>$2.1 Billion</td>
<td>Spent on Arts, Entertainment &amp; Recreation</td>
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</tbody>
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1. Data from Streamguys report
2. DataUSA.io comparison of Mendocino and Sonoma Counties
3. US Census Data
4. Sonoma & Mendocino Annual Tourism Reports
Supports Local Businesses

Eric Wilder
Eric Wilder Graphics

Caroline Ducato
Surf Market

Dennis Rainieri
The Village Cobblerly

Christina Peterson
RUMORS for Hair

Judith & Robin Leeper
Red Stella
Sponsorship

KGUA carries a range of shows, from politics to science to music and entertainment. We have carefully selected national and international shows for our coastal community and the audience at large who listen in on the stream through KGUA’s AirPocket mobile and computer app, or Radio Garden and TuneIn apps, or RadioFreeAmerica.com.

Our locally produced shows are Peggy’s Place with host Peggy Berryhill, KGUA Writers with host Mark Sanford Gross, Cartwheels on the Sky - Poets, Poems, & Discovery with local Blake More, LA’s Rock Garden with host Leigh Anne Lindsey, and Danza de la Vida with host Natalie Chezzi-Aceves.

How it works:
We will discuss with you your goals and wish list to craft a tailored message and schedule to fit within your budget. Our professional staff then produces a recorded sponsor spot in our studios.

- Reach an affluent and influential coastal audience through the KGUA AirPocket by Radio Rethink (a mobile-friendly player)
- More eco-friendly and economical than print
- Support Your Local Public Media Station
- Become a Sponsor

“ What a treasure we have in KGUA ... When you combine access to critical information [during emergencies] with intelligent political commentary and interesting, educational, and entertaining shows... you see how vital KGUA is to our entire community.

- Steven Winningham

SUCCESS THROUGH PARTNERSHIP!

Call 707-884-4883 or email KGUAFM@gmail.com
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Facebook.com/KGUAPublicmedia