

October 2016

To Whom It May Concern:

KCSB-FM, Santa Barbara's only non-commercial community radio station, is dedicated to providing quality programming for our diverse community of listeners. Our team of 100+ volunteer programmers (and others) brings heart, passion, and a rare commitment to public-service broadcasting. KCSB produces creative, socially-conscious work that reflects matters of regional and global interest, while also promoting local arts, music, recreation, non-profit initiatives, and education.

Listener support is more important than ever as our station fulfills its promise as Santa Barbara's only community-radio outlet. KCSB's volunteers bring a human element to our high-quality, non-commercial broadcasts, 24/7/365. Our general staff focuses on creating the best content—both on and off the air—and KCSB is widely recognized as a leading college and community radio institution. KCSB is also committed to supporting underrepresented voices through our news, sports, music, cultural arts, and public-affairs programs, as well as through community events.

Our past year perfectly exemplifies our commitment to Isla Vista and UC Santa Barbara, to the greater Tri-Counties area, and to listeners worldwide. We have sponsored various events catering to our community such as our 2nd Annual Hello World music festival, UCSB's Queer Commission's NoBody Holy concert featuring Shannon and the Clams, and most recently a live debate between 3rd District Supervisor candidates, Joan Hartman and Bruce Porter.

We strive for excellence in both programming and relevancy. We recently upgraded our phone system to increase our accessibility and to improve the audio quality of our broadcast interviews. We were also proud to introduce archival, on-demand streaming and a new monthly e-newsletter. One key goal for the coming year is a complete overhaul of our website, making it more dynamic and user-friendly: with a new online store, a smartphone application, and greater opportunities for programmer and listener contributions and interaction.

Since KCSB-FM receives no State funding, the financial generosity of our students and the greater community is essential to our various projects, including public events, upkeep of our physical facilities, and our overall service. During our next fund drive — which will take place in February — we will again offer certificates, event tickets, music, books, and more as thank-you gifts for our listener-donors. We invite your own suggestions for our future, and furthermore hope that you will be able to renew your support of this next fundraising effort.

Business donations help to entice listener contributions. We hope you can get involved by donating certificates and other gifts. Select items will be included in a grand-prize drawing, which adds to the overall excitement of our donors.

Supporting KCSB benefits you as well. Our Fund Drive initiatives connect our listeners with your business through:

- On-air mentions of your support
- Notice on our web site and in our widely distributed quarterly schedule
- A receipt for tax deduction purposes.

Keep in mind that certificates bring patrons directly to your business. (We hope you make expirations no earlier than 09/17.) If you have any questions, please feel free to contact us.

Sincerely,

Ally Gonzalez

KCSB-FM General Manager

Amarica Rafanelli

KCSB Business Coordinator

Ted Coe

KCSB-FM Advisor