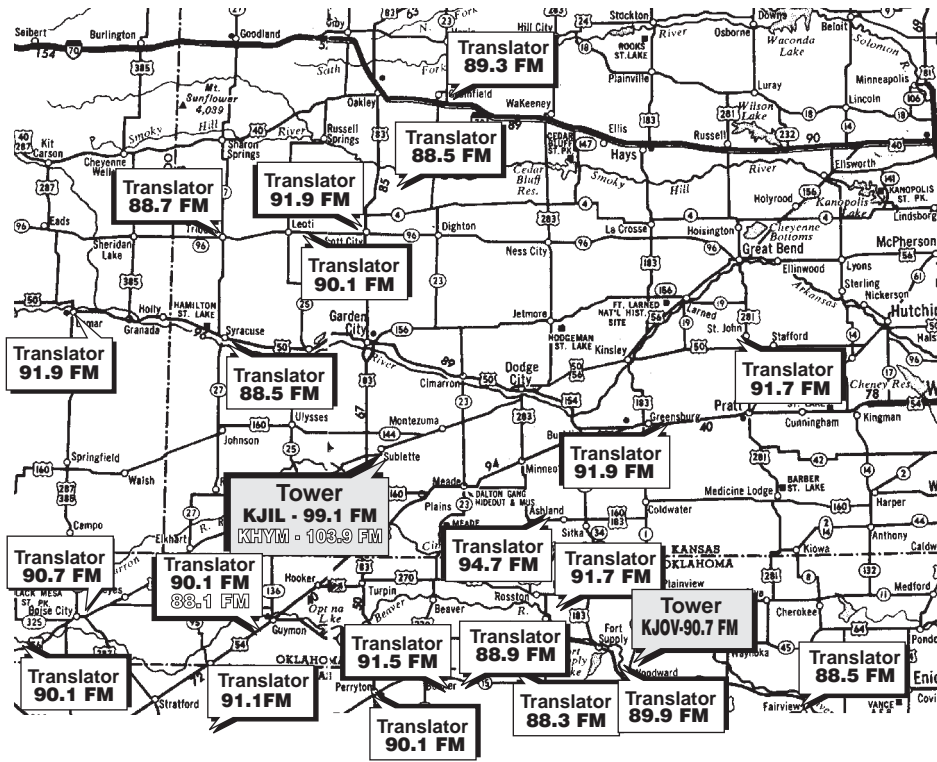


Underwriting Grant Program



Great Plains Christian Radio, Inc.

Great Plains Christian Radio, Inc. Coverage Map





Great Plains Christian Radio, Inc.
PO Box 991
909 W Carthage
Meade, KS 67864

Phone: 620-873-2991

Fax: 620-873-2755

**Web site: www.kjil.com
www.khym.org**

**E-mail: kjil@kjil.com
khym@khym.org**

**Come visit us at:
West Highway 54 in Meade, Kansas**

**For personal service call
Peggy Sue Burdick at 620-225-2348.**



The listening audience continues to grow.

As people have listened and contacted us we have added their name to our mailing list. There are now over 12,000 homes, 400 businesses and 650 churches that regularly receive our newsletter. Each year we send a directory which lists basic information about each Grant Underwriter and we encourage our listeners to support businesses that support Christian radio programming.

The trend in broadcasting is to reduce the local staff by providing programming via satellite from a network. Here at Great Plains Christian Radio we do our own programming designed for listeners in the area. We have sponsored about fifty concerts, outreach programs to help youth, clergy appreciation banquets, marriage seminars, bus trips, golf tournaments and more.

As a result of these activities Great Plains Christian Radio has won numerous awards. KJIL has been recognized twice with national awards—Focus on the Family and The Gospel Music Association have both named KJIL *Station of the Year*. KJIL is the only station in the nation to have received this recognition from both of these organizations. KJIL and KHYM have received numerous awards for our programming from the Kansas Association of Broadcasters.

- Our tower of 1,000 feet, located near Copeland, Kansas, is the tallest in the region. The antennas for KJIL and KHYM are on this tower.
- KJIL and KHYM both operate at 100,000 watts, the maximum allowed by the Federal Communications Commission. KJOV in Northwest Oklahoma operates at 4500 watts.
- We are a 501 (c) 3 organization and we feel accountability is important to assure public trust. As a result, Great Plains Christian Radio voluntarily undergoes an audit by an independent accounting firm each year. Our financial practices are also reviewed each year by the Evangelical Council of Financial Accountability. Great Plains Christian Radio is a member of the National

Programming Profiles

KJIL & KJOV are programmed to reach an under-fifty audience with contemporary Christian music and family-oriented programs like *Focus On The Family*, *Money Matters*, *Family Life Today* and *Insight for Living*. Teen-oriented programming is featured on Saturday and Sunday evening with programs like *Life On The Edge* produced by Focus On The Family, *Z-Jam*, *Twenty the Countdown Magazine* and *Dawson McAlister Live*. Children's programs are featured on Saturday morning.

KHYM offers a more traditional format of inspirational music, instrumentals, hymns and some Southern Gospel music. A five and one-half program of Southern Gospel Music is offered on Saturday morning. There are more than thirty radio stations that can be heard in the region and KHYM is the only one that specifically targets the over-fifty age group.

Is it possible to sponsor individual programs?

Yes, there are a number of businesses that do this at this present time. The only exception would be our most popular programs *Focus On The Family* with Dr. James Dobson and *Insight for Living* with Chuck Swindoll. There are many businesses interested in having an Underwriting Grant Announcement next to these programs so we rotate the announcements in these time periods among those businesses who are Silver Donors or higher. Also, *In Touch* with Charles Stanley is fully sponsored at the present time.

We invite full or partial underwriting of the programs on KJIL and KHYM. This **Grant Underwriting** is possible for the longer thirty minute and one-hour programs as well as the one-to-five minute programs such as *BreakPoint* with Charles Colson or *Family News in Focus*.

KHYM has a number of programs available for sponsorship. All of the Monday through Friday evening programs from 9:00 p.m. - 10:30 p.m. including *Focus on the Family* are available for sponsorship. Excellent programs available Monday through Friday for mid-day sponsorships are *Love Worth Finding* with Adrian Rogers from noon to 12:30 p.m., *Leading the Way* with Dr. Michael Youssef from 12:30 to 1:00 p.m. and Janet Parshall at 1:00 - 2:00 p.m. There are also the weekend broadcasts of *Focus on the Family*, *Insight for Living*, *The Billy Graham Hour of Decision*, and *Family Life Weekend*.

Consult our broadcast schedule to see the many great programs available for Grant Underwriting.



Quality Christian Programming

KJIL, 99.1 FM, began broadcasting September 5, 1992, with a format of contemporary Christian music. Then on December 23, 1997, KHYM, 103.9 FM went on the air with an inspirational format. In December of 1999, KJOV, 90.7 FM in Woodward, Oklahoma was purchased to better serve Northwest Oklahoma repeating the programming of KJIL. All three stations operate 24 hours a day, seven days a week. These stations are owned and operated by Great Plains Christian Radio.

We began receiving requests from individuals who lived beyond our coverage area wanting Christian radio programming in their town. Applications were filed with the FCC, funds were raised in those communities and now there is a network of low-power repeater transmitters. This network continues to grow as we have several repeater transmitters go on the air each year increasing our coverage area and number of listeners. KJIL has twenty of these repeater transmitters and KHYM has two. We are reaching forty-five counties in four states. Following is the complete list of repeater transmitters:

KJIL Satellites

St. John, KS -----	91.7 FM
Lamar, CO -----	91.9 FM
Fairview, OK-----	88.5 FM
Felt, OK-----	90.1 FM
Shattuck, OK -----	88.3 FM

KJIL Translators

Ashland, KS -----	94.7 FM
Leoti, KS-----	90.1 FM
Quinter, KS -----	89.3 FM
Scott City, KS -----	91.9 FM
Tribune, KS -----	88.7 FM
Haviland, KS-----	91.9 FM
Healy, KS-----	88.5 FM
Holly, CO -----	88.5 FM
Guymon, OK-----	90.1 FM
Keyes, OK-----	90.7 FM
Laverne, OK -----	91.7 FM
Booker, TX -----	91.5 FM
Follett, TX -----	88.9 FM
Gruver, TX -----	91.1 FM
Perryton, TX -----	90.1 FM

KHYM Translators

Guymon, OK-----	88.1 FM
Woodward, OK-----	89.9 FM

What is Grant Underwriting?

KJIL, KHYM and KJOV are licensed by the Federal Communications Commission as non-commercial educational stations. Therefore, we cannot present conventional advertising. However, we can acknowledge contributions made by businesses. These acknowledgements are referred to as **Underwriting Grant Announcements**.

The announcement produced by our staff can include:

- The name of the business
- Address
- Phone Number
- Hours of Operation
- Products and/or services provided

Underwriting Grant Announcements differ from standard commercials because they cannot include a call to action, make qualitative statements about products, mention prices or promote a sales event.

Here are a number of Grant Underwriting Plans for your consideration.

Bronze Donor - \$100 per month

Your business or ministry will receive two “run of schedule” announcements per week on KJIL or KHYM
or
one announcement per week on each station.

Silver Donor - \$200 per month

Your business or ministry will receive five “first preference” announcements per week on KJIL or KHYM
or
Your business will receive ten “first preference” announcements per month on each station.

Gold Donor - \$300 per month

Your business or ministry will receive one “first preference” announcement each day on KJIL or KHYM
or
Your business will receive one “first preference” announcement every other day on each station.

Platinum Donor - \$500 per month

Your business or ministry will receive one “first preference” announcement each day on KJIL and KHYM.

Our system of airing announcements involves a monthly commitment as presented here. If you desire an Underwriting Grant Announcement for a brief period of time there is a \$300 minimum. “First preference” time slots are not available for short run announcements.