



WHAT IS KLEK?: KLEK 102.5 F.M. is the first and only minority owned radio station in Jonesboro, Arkansas. KLEK is owned by the 501c3 nonprofit organization The Voice of Arkansas Minority Advocacy Council. KLEK is classified by the Federal Communications Commission as a noncommercial educational radio station which means KLEK must serve an educational purpose to the community.

WHY DO WE DO WHAT WE DO?

We are committed to empowering the citizens of Jonesboro to enhance their quality of life through educational and entertainment programming that provides the link to current community affairs, events, and issues. This is not just our mission statement but the core of everything we do.

WHAT'S IN A NAME (KLEK)? K-L-E-K is our call letters. A radio station's call letters are the legal name of the radio station with the FCC. The first letter K is because the station is located west of the Mississippi River. By Federal Communication Commission (FCC) rules, all stations west of the Mississippi River must begin with K. LEK stands for Lovie Edmond Kale, mother of station founder and General Manager LaGanzie Kale, whose influence upon us cannot be placed into words. It is because of her love and teachings that we named the station after her to carry on her legacy and memory. Mrs. Kale survived breast cancer for 22 years after an initial diagnosis in 1990 (her husband and LaGanzie's father Herman Kale was simultaneously diagnosed with prostate cancer and quickly passed away). Mrs. Kale sadly succumbed to the effects of the cancer March 20, 2012.

OUR VALUES:

- Serving through partnering
- Helping residents take control of their lives
- Providing opportunities for growth
- Creating a more positive community atmosphere
- Treating stakeholders with dignity
- Conducting business with ethics and integrity

COVERAGE AREA: KLEK currently broadcasts from a 100 foot tower at 1411 Franklin Street in Jonesboro, Arkansas at 100 watts of power. The on-air signal of KLEK covers a 10-20 mile radius which is just enough to cover 95% of Jonesboro. KLEK also streams online at www.klekfm.org and on the KLEK app, the TuneIn app, and with ZenoMedia which allows for people to call in with a landline or non smart phone and listen to KLEK.

NON STOP MUSIC: KLEK 102.5 F.M. broadcast 24 hours a day, 7 days a week, 365 days per year. Even when there is no live DJ, our programming system runs around the clock. Plus due to modern technology, we can take requests and insert them into the system from anywhere, anytime.

NO COMMERCIALS: As a noncommercial station, KLEK is not allowed to sell traditional commercial advertisements like other stations and must rely on the support of sponsoring businesses (who are acknowledged on air with underwriting announcements. Underwriting announcements are "business card" like announcements that provide general info about the business and products and services offered.

LISTENER SUPPORTED: KLEK as a noncommercial station owned by a nonprofit organization relies on the support of the community it serves. This support can be financial (all donations are tax deductible), monthly memberships, volunteering, attending fundraising events, and spreading awareness of KLEK.

KLEK EDUCATES THE COMMUNITY: KLEK offers daily programming on Black History, finance, health, empowerment, women's issues, spiritual/faith based information, and Spanish language.





ALL VOLUNTEER STAFF: As a nonprofit organization with limited revenue all the KLEK staff are volunteers. KLEK currently has around 20 volunteers. They give selflessly of their time to serve in a variety of positions with KLEK both on and off air. It is a future goal of KLEK to hire some of the volunteers on at least a part time basis along with the General Manager on a full time basis as funding allows.

CITY OF JONESBORO VOLUNTEER AWARDS: KLEK volunteers have been recognized for over 10,000 community service hours since launching January 1, 2015. Someone affiliated with KLEK has won the Jonesboro Volunteer of the Year Award three consecutive years in a row (LaGanzie Kale 2015, Rev. Dr. Greg Ota 2016, Qubilah Jones Harden 2017).

OTHER VOLUNTEER AWARDS KLEK General Manager LaGanzie Kale has won the Arkansas Community Service Award (2016), The Arkansas State Excellence in Diversity Award (2017), Order of the Eastern Star Community Service Award (2015), and the Omega Psi Phi Citizen of the Year Award (2015).

RECOGNIZED BY CONGRESS, THE GOVERNOR, AND THE ARKANSAS SENATE: KLEK General Manager LaGanzie Kale has been recognized by U.S. Senators Tom Cotton and John Boozman, Congressman Rick Crawford, Arkansas Governor Asa Hutchinson, and Arkansas State Senator John Cooper. The latter presented Kale with an official Senate citation for community service while the others issued letters of commendation.

INVOLVED IN THE COMMUNITY: KLEK has volunteered services for a variety of local organizations such as the Jonesboro Police Department, Literacy League, Nettleton Schools EAST Lab, Westside Middle School, Jonesboro Visual and Performing Arts School, North Jonesboro Neighborhood Initiative, Arkansas Sonic Boom, NEA Community Athletics, Craighead County Martin Luther King Jr. Commission, NAACP, and several other organizations.

GIVING A VOICE: KLEK's "Community Conversations" offers nonprofits, civic leaders, and others an opportunity to inform the community about the services they offer to the community. During it's one year plus run so far, there have been over 200 episodes of Community Conversations.

ALLOWING ALL SIDES TO BE HEARD: During the 2016 and subsequent election cycles, KLEK invited all candidates for any political office that Jonesboro citizens could vote for from city council to mayor to U.S. Senator. KLEK offered up to one hour for each candidate to explain his or her stance on the issues. KLEK also broadcast shows where people could express their views on a variety of local topics such as the Jonesboro Property Maintenance Code.

PROCLAIMING THE FAITH AND SPREADING THE GOSPEL: KLEK provides a variety of inspirational faith based programming such as our Wednesday Morning Bible Study (a 15 minute discussion of a faith based topic using Biblical Scripture as a guide), KLEK Devotional (1 minute segments performed by local pastors that offer a Bible verse and application of the verse to daily life), and Victory Praise Gospel (all day Sunday) and All Gospel Wednesday (all day Wednesday).

INCREASING THE DIVERSITY OF THE JONESBORO POLICE DEPARTMENT: KLEK partners with JPD by featuring Chief Rick Elliott monthly on Community Conversations to discuss issues and take listener questions regarding JPD. KLEK also airs PSA's to help JPD recruit minority officers. Since this partnership has started, the number of minority applicants and officers hired by JPD is at an all time high with one graduating class of officers being 50% minority.





PUTTING YOU 1ST: In March 2018, First National Bank made a generous donation of almost \$26,000 to completely fund the cost of our new 100 foot tower. The new tower was double the height of the existing tower and allowed us to broadcast a stronger signal within the city of Jonesboro and add an additional 5 miles of coverage overall. In honor of their donation, we named the tower the First National Bank Tower and in recognition every top of the hour we play a message “Broadcasting from the First National Bank Tower, this is KLEK-LP Jonesboro, The Voice of Arkansas Minority Advocacy Council” which is our Legal ID of the station.

HOW MANY PEOPLE INTERACT WITH KLEK – THE NUMBERS (from January 1 to December 15, 2017)

- 23,677 people have listened on our website & app.
- 353,537 people reached on Facebook.
- 931,214 total views on Facebook.
- 72,264 the number of times KLEK videos have been viewed on Facebook.
- 2,256 the number of times KLEK videos have been viewed on YouTube.
- 75,377 total views on twitter.
- 52,000 total views on Instagram (estimate as Instagram only provides data 1 week at a time and this is based on an average of 1040 views per week).
- 50,000 on air listeners (estimate from unofficial data from Radio Research Consortium).

DEMOGRAPHIC BREAKDOWN OF KLEK SUPPORTERS – THE NUMBERS (data from KLEK listener surveys)

- 34% of our listeners listen for 2-6 hours per day or more
- 23% of our listeners listen for 1-2 hours per day or more.
- 50% of our listeners have supported a business because they heard that business’ announcement on KLEK.
- 50% of our listeners are highly likely to support a business that supports KLEK 48% are somewhat likely to support a business that supports KLEK.
- 80% of our listeners are female.
- 39% of our listeners are ages 35-44, 28% are 18-34, 20% are 45-55+ years old.
- 83% of our listeners are African American, 14% are Caucasian, 1% are Hispanic/Latino, 2% are other races.
- 67% of our listeners are college educated.
- 47% of our listeners have an income of 40,000 or more.
- 66% of our listeners are employed full time.
- 33% of our listeners have made a major purchase of \$1000 or more within the past year.
- 88% of our listeners have a checking account, 56% have a savings account, 50% have a credit card, 76% have a debit card, 28% have a mortgages, 14% have an IRA, 12% have stocks/bonds/other investments.
- 42% of our listeners own their own home.
- 46% of our listeners are married.
- 92% of our listeners are registered voters.
- 46% of our listeners identify as moderate, 27% identify as conservative, 27% identify as liberal.





WHY SHOULD I SUPPORT KLEK: KLEK is the only station in northeast Arkansas that plays the variety of programming we do (R&B/Soul/Gospel/Blues/Jazz/Classic Hip Hop along with our educational programs. Without support like any business/organization we would not be able to pay the bills and costs associated with KLEK and would have to shut down. Being a nonprofit does not mean there is no cost it means any funds available after expenses are paid cannot be distributed to owners/shareholders and must be either reinvested into the organization, distributed to other charitable organizations, or used for future programs/expenses.

HOW DOES SUPPORTING KLEK BENEFIT ME? KLEK helps you reach out to our audience, which hears not only about what you offer but also that you support local community radio, a vital practical and cultural resource for the Jonesboro, Arkansas area. Your brand will be seen and heard across all of our media platforms (on air/website/social media). An association with KLEK strengthens public perception of your commitment to the community. Your underwriting pledge or personal donation can also be tax deductible.

HOW CAN I SUPPORT KLEK: There are many ways in which you can support KLEK and help us to fulfill our mission and serve the community.

\$20 A MONTH COULD GO A LONG WAY: For the cost of a meal for two at an average restaurant, you can generously support KLEK. There is strength in numbers and the more people that support us, the more we can do for you to truly make KLEK “Jonesboro’s Community Radio Station”. Your \$20 per month contribution can not only help pay our operating costs, but provide income for the staff that selflessly give their time to serve you and increase the awareness of the issues you care about in the community.

SUPPORT KLEK BY SIMPLY DOING YOUR NORMAL SHOPPING: KLEK has two programs in which a portion of what you spend when you shop goes to support KLEK.

- Kroger Community Rewards. If you shop at Kroger and use a Kroger Plus Card, you can have a portion of the money you save with the card to towards KLEK. It’s a win/win for you as you save money on the items you need and help to support us. To register your Kroger Plus Card visit <https://www.kroger.com/topic/kroger-community-rewards-3> (note: must re-register your card each year).
- Amazon Smile. If you shop on Amazon.com simply visit <http://smile.amazon.com> and sign into your Amazon account. From there, select The Voice of Arkansas Minority Advocacy Council as the organization you support and a portion of each purchase will go towards KLEK (note: must use the <http://smile.amazon.com> link whenever shopping on Amazon).

YOUR OLD CAR COULD HELP “DRIVE” KLEK: If you have an unwanted vehicle (car/truck/SUV/motorcycle/boat) you can donate it to us and get a tax break. Our partner CarTalk Vehicle Donation will pick up your vehicle from anywhere in the U.S. and process it to get the maximum donation value for KLEK and provide you with a tax receipt for your records. To learn more click visit <https://www.cardonationwizard.com/klekfm/info/car-donation-jonesboro-ar.html>

IN SUMMARY: KLEK strives to be “Jonesboro’s Community Radio Station” a place in which people can come together, enjoy a variety of music, and be informed about and discuss the issues that affect the community in a civil manner in harmony with our friends and neighbors. This is summed up in four simple words “Your Life, Your Music.”

