

# Why support West Sac Community Radio

## REASON NUMBER 1: Loyalty

The West Sacramento Community Radio KYWS-LP is run by West Sacramento. It's responsible to this community not to the city next door or to corporate shareholders.

## REASON NUMBER 2: Focus

West Sacramento Community Radio is charged with shining the spotlight on West Sacramento: investigating news stories that need to be told, even when other news outlets in the region can't be bothered. KYWS-LP will bring you more local content online and on the air!

## REASON NUMBER 3: Civic

KYWS-LP is charged with shining the spotlight on West Sacramento by investigating news stories that need to be told: local crime & policing? the quality of West Sacramento schools? public pensions? If it's on KYWS-LP's turf, it's KYWS-LP's job to find out about it. Towards that goal, sometimes there's just no substitute for the skills and contacts of a professional journalist.



West Sacramento's "new" city hall

*(News-Ledger photo)*

## REASON NUMBER 4: Community

What knits together a community? Shared places, shared experiences, shared information. A soccer mom from Southport feels something in common with a grandpa in Bryte the day they both reach for the fresh cherries at the West Sacramento Farmers Market or check out the city's newest restaurant. They also become part of the same community when they have a chance to read, see and hear the same news, features and human interest stories they find in their local media.



West Sacramento's Farmers Market, Opening Day

*(News-Ledger photo)*

## REASON NUMBER 5: Convenience

KYWS-LP aims to create content for West Sacramento that can be seen on line and heard over the air from a West Sacramento radio station. KYWS-LP will develop a single place for news, business, events, local sports, features and options — truly a place to go for “everything you need to know” to live or conduct business in West Sacramento.





First edition of the News-Ledger, published by locals Julius Feher & Michael Garten in 1964. (News-Ledger photo)

### REASON NUMBER 7: Value Added

KYWS-LP is creating something special for West Sacramento – a citizen-run, dedicated, local news outlet. This is special and unusual. It makes living here better, and that’s a selling point for West Sacramento. It says “Move here, and live in a place where the people run their own information and news network!

### REASON NUMBER 8: Teaching & Training

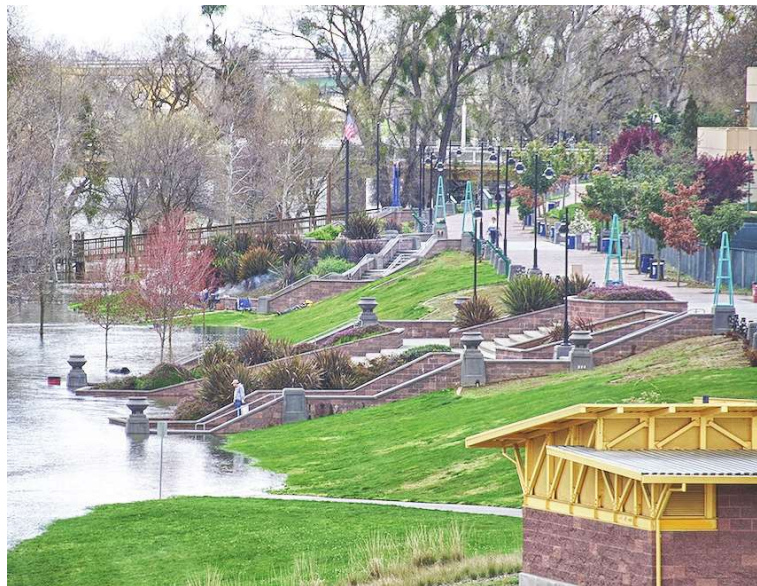
KYWS-LP will support the local high school journalism program and help provide training for those getting ready to work in the vital field of journalism including web publishing and broadcasting, in this age of new media. It will help get West Sacramentans trained or retrained for tomorrow’s work force.

### REASON NUMBER 9: It’s forever

Support KYWS-LP and you’re giving a gift that keeps on giving. By making its Community Radio and website a nonprofit, you’re protecting them, in perpetuity, from the pressures of the market place. In the newspaper world, it’s almost inevitable that the smaller outlets get gobbled up by larger ones. If left to the private sector, would tomorrow’s West Sacramento news still have their primary focus on the community? Who would control it in 10 years? 20? Help make KYWS-LP a success, and help keep West Sacramento’s news outlets responsible to its own citizens -- forever.

### REASON NUMBER 6: Trust

KYWS-LP is a nonprofit, headed up by local people whose sole aim is to serve West Sacramento. Founding board members include Wes Beers (former mayor and councilman), Jolaine Beers (community activist and former ‘citizen of the year’), Joe Goeden (retired city manager), activists Jim Brewer and Charlotte Dorsey, journalism veteran Gina Spadafori, Rick Hart, Martha Mills, JP Singh, Christopher Wilson, Steve Roberts and other committed West Sacramentans.



River Walk Park: flood stage, 2011. (News-Ledger photo)



Growth & vitality: an architect’s rendering of West Sacramento viewed from the future ‘Bridge District’

### How can you help?

Your financial gift (tax-deductible through the West Sacramento Neighbors Fair, Inc.) can help make West Sacramento’s nonprofit Community Radio a reality. Likewise, you can donate property or a vehicle. KYWS-LP is looking for a small office property from which to conduct its business. But if you have another piece of real estate you can donate, or a car or boat, it’s possible West Sacramento Neighbors Fair can give you a tax break and use the donation’s cash value to help this project. Or consider leaving a gift from your estate.

### West Sacramento Neighbors Fair, Inc.

A nonprofit 501(c)(3) corporation. At this time it is creating KYWS-LP a Community Radio Station as a hub for local news, sports, events and opinion– over the airwaves and on the web. Contact:

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