

Media Kit

Who We Are

Art In Motion, Inc. is a California 501(c) 3 non profit that serves the community of San Pedro at the Port of Los Angeles.

The two main projects of Art In Motion, Inc. are:

- KCLA on 100.7 FM, San Pedro's own non-commercial community radio station.
- The now established San Pedro Film Festival, known as SPIFFest.

Art In Motion, Inc. organizes educational programs for local youth such as filmmaking workshops and young reporters and journalism classes.

KCLA’s Mission, Values, and Goals

- **Our Mission Statement:** KCLA’s mission is to foster a more inclusive and informed society by amplifying diverse voices and promoting lifelong learning.

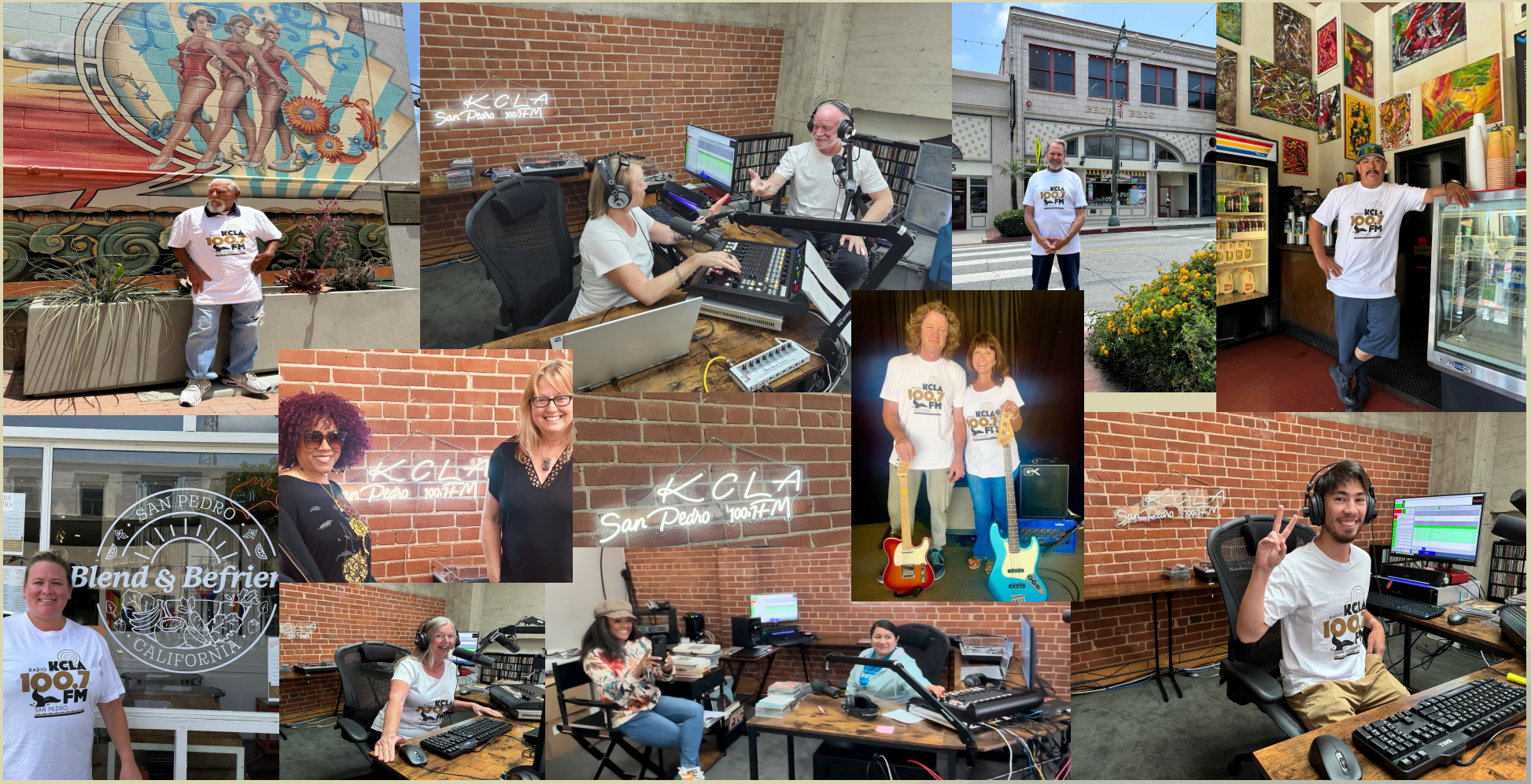
- KCLA works to create engaging programming that reflects the San Pedro community including local news, issues, and music from local or visiting independent recording artists.

- We strive to create a community-oriented platform that promotes emerging artists and young creatives, preserves heritage culture and music, and provides hands-on experiences that teach real-world journalism skills.

- We aim to empower underserved and at-risk youth in San Pedro and greater Los Angeles through the power of public radio.

- KCLA's on-air programming covers San Pedro's vibrant music, culture, and arts scene and strives for excellence in both content and delivery.

KCLA Hard at Work



We Are…

Dedicated to the education of the youth in the San Pedro community.

Supporters of spreading the message of local non-profits, artists, and causes.

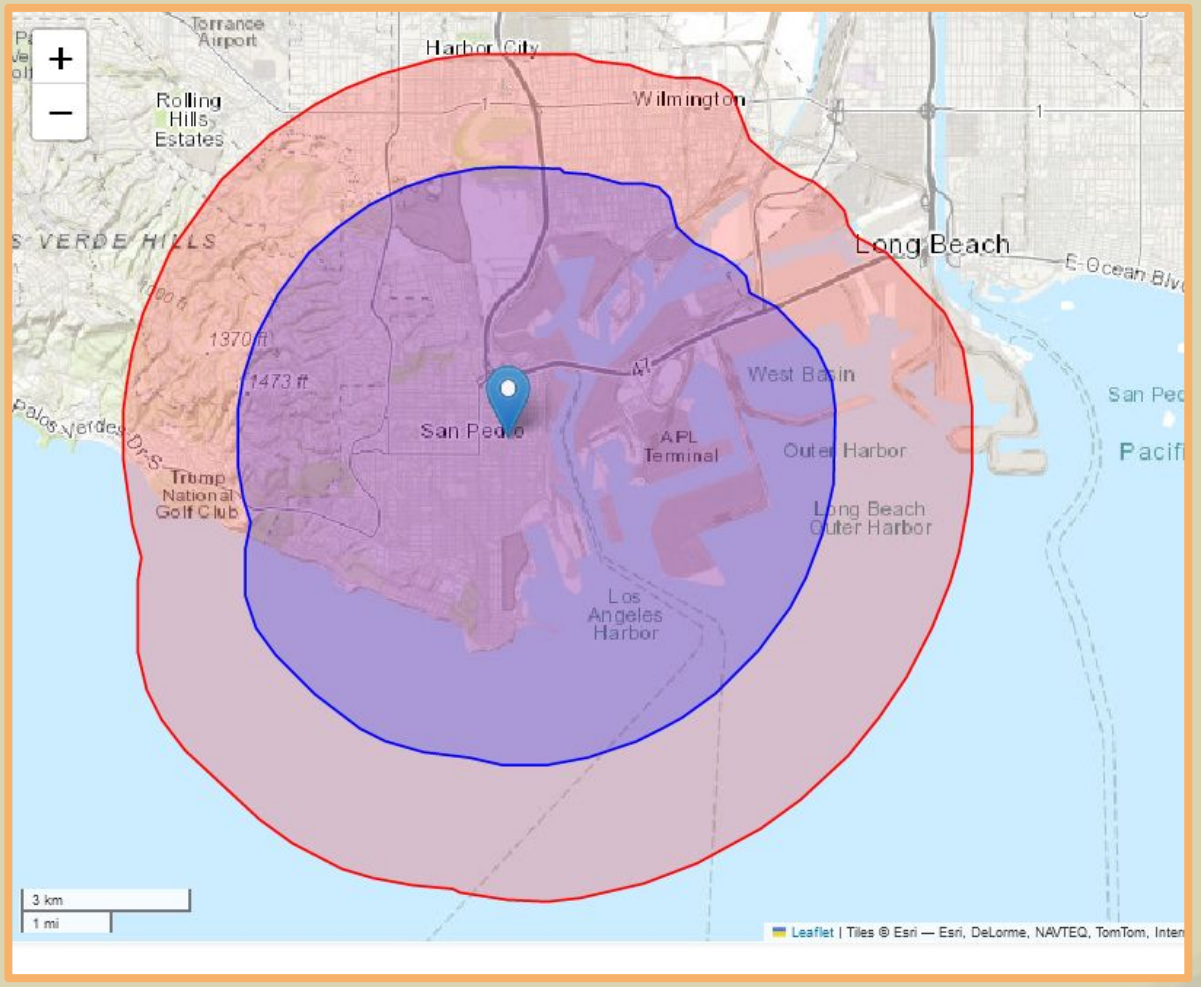
Always on-air for the community to disseminate life-saving information during emergencies.

Giving YOU a voice through the power of a local community radio station.

Entertaining and educating the community through thoughtful broadcasting from our diverse volunteer radio personalities.

A Whale of a Station for a Whale of a Town!

Coverage Map



We are currently in our launch phase and are working on implementing an online stream and app to be able to gauge our listenership and demographics.

Why Underwrite with KCLA?

It's affordable!

You'll reach San Pedro residents and visitors economically.
Plus…your contribution is tax-deductible.

It's for the community!

You'll support an important local public service that enriches the community.

It's easy!

We'll produce the underwriting announcement for you.

On-Air Underwriting Packages

Like Local

$150/month,
minimum 3 months

Includes:

- One 30-second announcement per day, airing between 7 AM and 5 PM

Live Local

$250/month,
minimum 3 months

Includes:

- Two 30-second announcements per day, airing between 7 AM and 5 PM

Love Local

$350/month,
minimum 3 months

Includes:

- Two 30-second announcements per day, airing between 7 AM and 5 PM
- Four weekly mentions during the show of your choice

Whale Tale

$500/month,
minimum 3 months

Includes:

- Two 30-second announcements per day, airing between 7 AM and 5 PM
- Title sponsorship of a regular daily on-air segment: News, Community Info, etc.

Production costs are included on all packages. Announcements can be voiced by your team or ours.
Additional discounts are available for annual buys.

Additional Packages

Keep it Social

$50/month, minimum 3 months with purchase of qualifying On-Air Package

Includes:

- 1 Social Post bi-weekly promoting your business or event

Banner Love

$50/month, minimum 3 months with purchase of qualifying On-Air Package

Includes:

- Banner advertisement on our website that will link to your website

Have a Blast

$100/month, minimum 3 months with purchase of qualifying On-Air Package

Includes:

- Graphic advertisement in our monthly e-blast that will link to your website

Digital Whale

$500/month, minimum 6 months, standalone package

Includes:

- 1 Social Post weekly promoting your business or event
- Banner advertisement on our website that links to your website
- Graphic advertisement in our monthly e-blast that will link to your website
- Short bio in one of our e-blasts about your business or event

All assets and wording must be provided by the client. Dimensions will be provided by KCLA to the client.

KCLA 100.7 FM SAN PEDRO

Thank you for considering to support non-profit community radio in San Pedro.

To learn more or purchase a package, contact us at
Sponsorship@KCLA.FM or 310-935-2929

Art In Motion, Inc. a 501(c)3 non-profit | KCLA & SPIFFest | EIN 35-2474605