



WINTU TRIBAL COUNSEL PROPOSAL

Hella Radio Strategic Partnership

Music Is Medicine-Hour of Power:

TO DANCE IS TO PRAY.....

TO PRAY IS TO HEAL....

Hella Radio took over operations of KNNN channel 6 on Jan 1, 2017, operating as a radio station on 87.7 FM. New regulations from the FCC mandate that all television stations convert to digital broadcasts. Broadcasting analog 87.7 is only allowed if a digital transmission is already in place.

Deadline: December 1, 2021

Who we are:

Jesse Angelo: Jesse has been in broadcast media, music, and entertainment since 1992. He worked in several markets in his career including Denver, Houston, Salt Lake City, and Los Angeles where he also produced national talk shows like "Coast to Coast AM", "Dr. Laura", "After Mid-Nite", "Fox Sports Radio", and others. He moved to Redding in 2011 to work for Redding Radio where he hosted shows on KSHA, KRRX, KALF, KRDG, and KQMS as well as being the Production Director for all stations and Program Director for KRDG. After moving to the North-state Jesse fell in love with the area and people here and is proud to call Shasta County home.

Arame Cantrell: Ms. Cantrell began her career in youth advocacy, prevention, and gang intervention before going into radio broadcasting as an On-Air Personality for Indie stations in, Las Vegas, Los Angeles, Northern California and Colorado. Her magnetic personality caught the attention of the station managers, and she began recording catchy promotional pieces for broadcast. This was Cantrell's entre into what has become a successful Marketing and Promotions career. In 2007 she formed her own company, Cantrell Promotions LLC. Initial projects she spearheaded were for media marketing consultation for radio and TV stations in Los Angeles. Advertising buys, promotions for event sponsorship, product placement, public relations and securing celebrity guest appearances for on-air shows and promotions were components of her repertoire. As she gained experience and developed a reputation for her marketing and business development expertise and incomparable networking skills, her client base and range of work expanded. Cantrell has worked directly with the producers of The Dennis Miller Show and Dr. Drew's Love Line as a radio media consultant. She has also consulted for, co-produced & garnered funding for celebrity red carpet charity events organized and hosted by the likes of Beyonce Knowles, Jessica Biel, Snoop Dog & comedic superstars Jay Leno, Paula Poundstone and Dana Carvey. Cantrell also has extensive experience in corporate marketing having worked for several Fortune 500 companies, such as Angel Music Group, Hakkasan Group, MGM, Ceasar's Entertainment and Drai's Enterprises in Las Vegas. Cantrell looks forward to utilizing her extensive skills in community outreach, media marketing, promotions & corporate sponsorship to strategically design, develop and deliver branding and strategic partnerships globally.

Advisory Board:

Nathan Fletemeyer: <https://www.linkedin.com/mwlite/in/nathan-fletemeyer-11022b22>

Todd Bressler: <https://www.linkedin.com/in/todd-bressler-aa686124/>

Darshan Sedani: <https://www.linkedin.com/in/darshansedani/>

Orlando Padilla: <https://www.linkedin.com/mwlite/in/orlandopadilla>

Randy Davila: <https://www.linkedin.com/mwlite/in/randydavila>

This team is poised to take these stations and make them an amazing asset to our community.

Prior to the analog shutdown Hella Radio 87.7 FM had a daily listenership of over 8,000 people combining over the air and streaming listeners. Currently the Hella Radio app stream is getting 12,000-16,000 hits per week.

NATV is another potential partner providing news and special event programming. (This company is very small and in dire need of website, app, streaming, and social media presence. While they are active on Facebook but have fewer than 900 page likes and they haven't posted a YouTube video since 2016. There is a tremendous opportunity to build up NATV in this process. <http://www.natvnews.com/>

Along With NATV is the Native American Radio Network. This is a well-established network providing individual radio shows as well as a 24/7 format. This content can be aired on TV along with slides that could show Community Info, Sponsors, and other Native media partners and non-profit organizations, Like... <http://www.nv1.org>

<https://www.cnay.org/>

<https://illuminatives.org/>

<https://think100climate.com/music/peoples-climate-music/>

<https://7genfund.org/>

<https://www.pbs.org/native-america/blogs/native-voices/we-are-here-we-are-present-native-djs-defy-genre/>

We also have an opportunity to place or program content on a cluster of stations owned by Benny Brown. The cluster is comprised by KHEX – Concow, KTOR – Gerber, KAJK – Susanville, KEGE – Hamilton City, KGXX – Susanville, and KYCT – Shasta Lake City. These stations reach an estimated combined population of 204,936 people.

<https://fccinfo.com/CMDProFacLookup.php?tabSearchType=Licensee&sLicensee=Independence+Rock+Media%2C+LLC>

What we are offering:

We want to have a strategic partnership with not only Win-River but the Wintu tribe. We clearly see the positive impact the tribe makes in Northern California and feel that this partnership would stand to increase that impact.

This partnership would include the following:

One of KNNN's array of 4 stations

- All fees and licensing paid by KNNN including blanket music license
- All engineering and tech (website, app, streaming platform etc) provided by KNNN
- Use of KIXE-PBS studios for local productions via KNNN's partnership with Channel 9
 1. Cross promotions from KNNN sister stations and 87.7FM
 2. Broadcast consulting services
 3. Future considerations as Hella expands.
- Music is Medicine-Hour of Power: Morning drive, Mid-day, Evening Drive once a week. Hosted by Jack Potter Jr.
- Sponsorship Win-River Casino and Redding Rancheria-Run Ads and PSA's in commercial breaks.
- Potential Sponsorship Example- Subaru car giveaway & in association with 1 million trees planted.
- Local Artist Contest: to perform at benefit concert with Know Native Artists and Dj's. Example:
 1. Taboo
 2. DJ Shub
 3. A Tribe Called Red
 4. Supaman
 5. Drezus
 6. Lyla June
 - Contest voting linked on Hellaradio.com & Hella 87.7 app, in conjunction with Winriver.com & Win-River Casino App.

We also can acquire, KEFM in the Sacramento market which would extend the over-all media reach from Mt. Shasta to Stockton.

Technical Requirement and Statistic Data:

The KNNN transmitter is located on South Fork and is analog making it, in its current state, obsolete. While it may be possible to convert it to send a digital signal it would not be ideal and would have to be replaced within a year. Conversion to a new digital transmitter is our best option. There are two main options to do this.

These are our transmitter options:

Standard definition digital ATSC 1.0, with encoders for 4 feeds. (6.1-6.4) These can each be operated separately and is a common practice. Locally KRCR operates 6 of these side-band stations. These would be available over the air, on cable through Charter, and via satellite services Dish Network and DirecTV. This transmitter is the most affordable long-term option but is not upgradable.

High Definition digital ATSC 3.0 with encoders for 4 feeds. This the cutting edge of transmitter technology and makes possible future 4K quality video transmissions. This would also provide the bandwidth to add even more side-band stations (up to 6 total with our current power rating) The cost is high but would remain a viable and upgradable transmitter for decades and require less maintenance.

The reach of either transmitter is identical as is the aspect ratio. (Both SD and HD have a wide-screen 16:9 ratio as opposed to the older 4:3 ratio)

KNNN Data:

3,000-watt television station in the Redding market with a 4,000 square mile transmission area reaching an estimated 160,000 people (12+)

https://rabbitears.info/contour_old.php?appid=2003657&map=Y

KEFM Data:

3,000-watt television station in the Sacramento market with a 4,000 square mile transmission area reaching an estimated 2,190,000 people. (12+)

<https://www.rabbitears.info/contour.php?appid=25076f917af7dfe5017b08932cad1ef0&site=1>

The above data is for market area reach and does not count for outlying areas via satellite or audience reached via streaming.

THE BIGGER PICTURE:

As I am sure you are aware, the media outlets here are mostly corporate stations owned by out of market companies and are unfamiliar with our community at best and apathetic to it at worst. This is an opportunity to change the narrative of our local media.

Our goal is to work together with you, KIXE-PBS, and other community interests to provide media with a heart for Northern California. Together we can provide information, education, and entertainment to, for, and by our community. From disaster information to the promotion of local musicians, artisans, and local businesses.

Warmest Regards,
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