



Underwriting Information

KCUW is a Low Power FM station, owned by the Confederated Tribes of the Umatilla Indian Reservation. The 100-watt station went on the air February 2, 2004 and operates under a non-commercial, Low-Power license from the FCC. Our startup budget consisted of funding from the CTUIR, the Wildhorse Foundation, the Oregon Community Foundation, and the Federal Emergency Management Agency. Our operating budget will consist of in-kind funding from CTUIR, plus any grants and donations we raise.

In addition to standard fundraisers like raffles, car washes, concerts, t-shirts, etc., KCUW will rely heavily on cash support from our listeners and local businesses. As a non-commercial station, we cannot sell or broadcast advertising, but we can acknowledge business contributors in the form of donor acknowledgements or what is commonly referred to as "Underwriting." Underwriting is simply financial support to KCUW, in exchange for mention of the business on the air.

Underwriting donations may be tax deductible because KCUW is owned by the Confederated Tribes of the Umatilla Indian Reservation, a Tribal Government recognized by the US Government to receive tax-deductible donations under the Internal Revenue Code 26 Section 7871.

As a non-commercial station, underwriting announcements on KCUW must follow certain Federal Communication Commission (FCC) rules. While these rules prohibit "commercial promotion" they do provide businesses an opportunity to create community awareness of their products and services, while associating themselves with a community service broadcast station. Because underwriting is a form of donor acknowledgement, payment must be received before the announcements can be aired.

Underwriting announcements may take place at any natural break in programming (e.g., at the end of a program segment). Limited to no more than 30-seconds in length, an underwriting announcement:

1. May identify a sponsor's name and services

The FCC allows us to recognize the sponsor and provide a value-neutral description of the products and services provided by the sponsor, but they cannot be "hyped";

2. May include a value neutral description

We may not ascribe value-imparting adjectives (e.g., "beautiful dishware") to a product/service;

3. May not include qualitative statements, or a call to action

Comparative adjectives (e.g., "voted best in town") are prohibited (even if they are true), as is urging listeners to do something ("apply for the credit card now");

4. May not mention discounts or pricing information

Not only are specific numbers prohibited (e.g., "10% off") but the concept of a discount (e.g., "free" or "on sale now") is also banned.

5. May provide contact information

We may publicize a sponsor's location, phone number, and web address. We generally recommend that this information be simple and easy to remember, since most people are doing other things while they listen to the radio.

Here is an example of a permissible underwriting announcement: *"KCUW supporters include Bob's Burgers, featuring a selection of burgers, deli sandwiches and espresso. Bob's Burgers is located at 123 Hungry Street in Pendleton. For information you can call 541-555-1234, or on the web at w-w-w-bobsburgers-dot-com."*

For more information about Underwriting Donations to KCUW, contact the Station Manager, Debra Crosswell at 541-429-7391 or via email at kcuw@ctuir.com.



Customer # _____

Underwriting Agreement

This agreement contains the full terms and conditions between **KCUW-LP** (owned by the Confederated Tribes of the Umatilla Indian Reservation, Tax ID # 93-0624734, a Tribal Government recognized by the US Government to receive tax-deductible donations under the Internal Revenue Code 26 Section 7871) and:

 (Organization / Underwriter)

 (Contact Person)

 (Phone)

 (Email Address)

 (Address)

 (City)

 (State)

 (Zip)

KCUW-LP Underwriting Rate and Benefits: \$5 per on-air mention (plus underwriter receives a listing on KCUW-LP website as an underwriter/supporter for the fiscal year in which donation was made).

Amount and time period preference: In consideration of a contribution to KCUW-LP, in the amount of \$_____ to be paid in full, in advance of the airing of the Underwriter's announcements, KCUW-LP agrees to identify the Underwriter as a supporter _____ times during the following time frames, in addition to being listed on the KCUW-LP website as an Underwriter/supporter of KCUW-LP:

Proposed Start Date: _____ **Proposed End Date:** _____

Form of payment (money donation preferred, although trades/items will be considered (circle one):

Check Cash Credit Card (*via phone to CTUIR Finance office*)

Trade (*specify item and value*) _____

(*trades to be negotiated between Underwriter and Station Manager*)

Announcement wording: KCUW-LP and underwriter will jointly develop an objective, factual on-air announcement that may include Underwriter's Name; a slogan that identifies but does not promote the Underwriter; Underwriter's location; and a value neutral description of the product line or service of the Underwriter. KCUW-LP will review and edit, as necessary, all announcements to ensure compliance with Federal Communication Commission regulations.

 KCUW-LP Management
 _____ (Date)

 Underwriter
 _____ (Date)

Mail this form to: CTUIR
 KCUW
 46411 Timine Way
 Pendleton, OR 97801

KCUW Station Manager Phone and Fax:
 541-429-7391
 email kcuw@ctuir.com