About Us

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, 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.

Underwriting Guidelines

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:

Underwriting announcements may contain:
- Sponsor’s name (mentioned a maximum of 3 times per ad)
- Location of business
- Phone number, Social Media Info and/or Internet address
- Value - neutral description of business, products and services

The Federal Communications Commission (FCC) mandates that announcements may not include:
- Comparative, Qualitative or Promotional language
- Calls to Action
- Pricing Information
- Inducements to Buy, Sell, or Lease

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.”
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) __________________________

SIGNATURE:

[Signature]

KCUW-LP Management ____________________ (Date)

Underwriter ________________________ (Date)

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 agreed upon time frames, (Premium Underwriters only: in addition to being listed on the KCUW-LP website/Social Media as an Underwriter/supporter of KCUW-LP):

Frequency: Daily ○ Weekly ○ Monthly ○ Yearly ○

Premium: Yes ○ No ○

Proposed Start Date: ______________________

Proposed End Date: ______________________

Form of payment:
○ Cash
○ Check
○ Credit Card (via phone to CTUIR Finance Office)
○ Trade (specify item and value)

(Money donation preferred, although trades/items will be considered-trades to be negotiated between Underwriter and Station Manager)

KCUW-LP Underwriting Rate and Benefits:

<table>
<thead>
<tr>
<th>Rate</th>
<th>Frequency</th>
<th># Ad’s Broadcasted</th>
<th>Social Media / Web Promo</th>
</tr>
</thead>
<tbody>
<tr>
<td>$20</td>
<td>DAILY</td>
<td>(3) Three Times Per Day</td>
<td>No</td>
</tr>
<tr>
<td>$50</td>
<td>WEEKLY</td>
<td>(3) Three Times Per Day</td>
<td>No</td>
</tr>
<tr>
<td>$200</td>
<td>MONTHLY</td>
<td>(3) Three Times Per Day</td>
<td>No</td>
</tr>
<tr>
<td>$1500</td>
<td>YEAR</td>
<td>(3) Three Times Per Day</td>
<td>No</td>
</tr>
</tbody>
</table>

PLATINUM UNDERWRITER

<table>
<thead>
<tr>
<th>Rate</th>
<th>Frequency</th>
<th># Ad’s Broadcasted</th>
<th>Social Media / Web Promo</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30</td>
<td>DAILY</td>
<td>(6) Six Times Per Day</td>
<td>Yes</td>
</tr>
<tr>
<td>$75</td>
<td>WEEKLY</td>
<td>(6) Six Times Per Day</td>
<td>Yes</td>
</tr>
<tr>
<td>$300</td>
<td>MONTHLY</td>
<td>(6) Six Times Per Day</td>
<td>Yes</td>
</tr>
<tr>
<td>$3000</td>
<td>YEAR</td>
<td>(6) Six Times Per Day</td>
<td>Yes</td>
</tr>
</tbody>
</table>

KCUW Soundcloud Rates:

<table>
<thead>
<tr>
<th>Rate</th>
<th>Frequency</th>
<th># Ad’s Broadcasted</th>
<th>Social Media / Web Promo</th>
</tr>
</thead>
<tbody>
<tr>
<td>$300</td>
<td>MONTHLY</td>
<td>Announced Before Show</td>
<td>Yes</td>
</tr>
</tbody>
</table>

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; Social Media Info; Underwriter’s location; Contact Info; 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.

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

KCUW 541-429-7006
Email: KCUWRadio@ctuir.org