



## Program Proposal Form

KCUW welcomes program proposals that entertain, inform and engage the Umatilla Reservation community. We hope KCUW will help facilitate community dialogue and inform citizens of Reservation issues, projects and people. KCUW seeks to support innovating, inclusive and impartial programming. Proposals will be given preference for airing:

- if they are in alignment with KCUW's mission  
(*KCUW-LP FM strives to provide high quality local news, health and lifestyle information, music and entertainment, sports, community events, discussions on issues of local interest, and other programs of interest to the Umatilla Reservation community.*)
- if they provide for participation by the community
- if they promote the social and cultural development of the Umatilla Reservation community, and
- when they are hosted by a volunteer or staff member who is knowledgeable on a topic or genre of music and who is able to present multiple sides of a particular topic or issue.

### Who? (Contact Details)

Name			
Address			
Phone numbers	Home:	Work:	Cell:
Email			
Previous radio experience?			

Please tell us a little about yourself including your work, hobbies, interests and your background or expertise in the field of your program's subject.

### What? (Program Purpose)

Name of your proposed program: \_\_\_\_\_

Primary Format:  Music based or  Talk based

Detailed Format (please provide approximate percentage of each of the following elements which your program will typically contain, remembering that it should total 100%).

Music	Interviews	Call-ins from listeners
Live Performance	Information (news, weather sports)	Commentary
Panel discussions	Other (specify)	

If any music will be played, what genre(s)? \_\_\_\_\_

Brief description of your program (20 words or less...."the sound-bite description"):

Detailed description of your program (this is your opportunity to tell us what is original and interesting about your idea and why we should air it on KCUW).

What will your program add to KCUW?

Who is the target audience (who do you think will want to listen and why). Be descriptive and give us your rationale (don't simply say "everyone" because that's not true).

### Why?

What are the priorities, purposes and goals for your show?

Why do you want a radio program on KCUW? What do you want to achieve as a volunteer DJ on KCUW?

How will your proposed program serve the KCUW mission?

### When?

Length of program:  30 minutes  60 minutes  120 minutes

Recurrence of program:  Weekly (what day? \_\_\_\_\_)  Every Weekday  Other: \_\_\_\_\_

Preferred time slot: \_\_\_\_\_

### How?

What resources do you have access to for the show (music, people contacts, etc.)?

How will you do research for your show?

### Anything Else?

What else do you want to say about your proposal that we haven't asked?

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Return Completed Form to KCUW at:

KCUW Radio, 46411 Timíne Way, Pendleton, OR 97801

Email: [kcuwradio@ctuir.org](mailto:kcuwradio@ctuir.org)

Phone: 541-429-7006