

# 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 taxdeductible 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:

Frequency       # Ad's Broadcasted       Social Media / Web Promo         STANDARD UNDERWRITING       upon time frames, (Premium Underwriters only: in a being listed on the KCUW-LP website/Social Media a Underwriter/supporter of KCUW-LP):         DAILY       (3) Three Times Per Day       No         WEEKLY       (3) Three Times Per Day       No         PLATINUM UNDERWRITER       Premium: Yes o No o         PLATINUM UNDERWRITER       Premium: Yes o No o         PAILY       (6) Six Times Per Day       Yes         WEEKLY       (6) Six Times Per Day       Yes         WONTHLY       (6) Six Times Per Day       Yes         WEEKLY       (6) Six Times Per Day       Yes         SoundCloud Rates:       Social Media/       Cash         (Ad's Broadcasted       Social Media/       Social Media/         (b) Six Times Per Day       Yes       Cash         (c) Credit Card (via phone to CTUIR Finance       Credit Card (via phone to CTUIR Finance         (a taid on-air announcement that may include Underwriter's Name; a tai dentifies but does not promo	Contact Person)				(Phone) (Email Address)
Underwriter Servator Control Value       In consideration of a contribution to KCUW-LP, in the of \$	٨dd	ress)			(City) (State) (Zip)
Web Promo         STANDARD UNDERWRITING         20       DAILY       (3) Three Times Per Day       No         50       WEEKLY       (3) Three Times Per Day       No         500       YEAR       (3) Three Times Per Day       No         30       DAILY       (6) Six Times Per Day       Yes         300       DAILY       (6) Six Times Per Day       Yes         300       MONTHLY       (6) Six Times Per Day       Yes         300       YEAR       (6) Six Times Per Day       Yes         300       YEAR       (6) Six Times Per Day       Yes         300       MONTHLY       Social Media/ Web Promo       Proposed End Date:	<u>W-LP</u>		104.1 M F	M	In consideration of a contribution to KCUW-LP, in the of \$to be paid in full, in advance, of the the Underwriter's announcements, KCUW-LP agrees the Underwriter as a supportertimes during
\$20       DAILY       (3) Three Times Per Day       No         \$50       WEEKLY       (3) Three Times Per Day       No         \$200       MONTHLY       (3) Three Times Per Day       No         \$200       PLATINUM UNDERWRITER       \$300       Premium: Yes 0 No 0         \$75       WEEKLY       (6) Six Times Per Day       Yes         \$300       MONTHLY       (6) Six Times Per Day       Yes         \$3000       YEAR       (6) Six Times Per Day       Yes         WESoundcloud Rates:       Social Media/       Web Promo         \$300       MONTHLY       And's Broadcasted       Social Media/         Web Promo       Yes       Cash       Check         0       Credit Card (via phone to CTUIR Finance       Trade (specify item and value)         (Money donation preferred, although trades/items will be       Inderwriter social Media Info;         or spervice of the Underwriter.       Social Media Info;       Trade (specify item and value)         (Money donation preferred, although trades/items will be <t< td=""><td>Rate</td><td></td><td></td><td></td><td>being listed on the KCUW-LP website/Social Media a</td></t<>	Rate				being listed on the KCUW-LP website/Social Media a
Sitistic Stress       No         Premium: Yes o No o       Premium: Yes o No o         \$30       DAILY       (6) Six Times Per Day       Yes         \$75       WEEKLY       (6) Six Times Per Day       Yes         \$300       MONTHLY       (6) Six Times Per Day       Yes         \$300       YEAR       (6) Six Times Per Day       Yes         \$300       YEAR       (6) Six Times Per Day       Yes         Yes       Yes       Yes       Yes         Yes       Yes       Yes       Yes         WSoundcloud Rates:       Social Media/ Web Promo       Yes         Nommement wording:       KCUW-LP and underwriter will jointly develop an ective, factual on-air announcement that may include Underwriter's Name; a gan that identifies but does not promote the Underwriter; Social Media Info; derwriter's location; Contact Info; and a value neutral description of the product er or service of the Underwriter. KCUW-LP will review and edit, as necessary, all       Trade (specify item and value)         (Money donation preferred, although trades/items will be       Money donation preferred, although trades/items will be	\$50	DAILY WEEKLY	(3) Three Times Per Day(3) Three Times Per Day	No	
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541-429-7006

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