



## 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)

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(Phone)

\_\_\_\_\_  
(City)

\_\_\_\_\_  
(Email Address)

\_\_\_\_\_  
(State)

\_\_\_\_\_  
(Zip)



**KCUW-LP Underwriting Rate and Benefits:**

Rate	Frequency	# Ad's Broadcasted	Social Media / Web Promo
<b>STANDARD UNDERWRITING</b>			
\$20	DAILY	(3) Three Times Per Day	No
\$50	WEEKLY	(3) Three Times Per Day	No
\$200	MONTHLY	(3) Three Times Per Day	No
\$1500	YEAR	(3) Three Times Per Day	No
<b>PLATINUM UNDERWRITER</b>			
\$30	DAILY	(6) Six Times Per Day	Yes
\$75	WEEKLY	(6) Six Times Per Day	Yes
\$300	MONTHLY	(6) Six Times Per Day	Yes
\$3000	YEAR	(6) Six Times Per Day	Yes

**KCUW Soundcloud Rates:**

Rate	Frequency	# Ad's Broadcasted	Social Media / Web Promo
\$300	MONTHLY	Announced Before Show	Yes

**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.

**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)

**SIGNATURE:**

\_\_\_\_\_  
KCUW-LP Management  
\_\_\_\_\_  
(Date)

\_\_\_\_\_  
Underwriter  
\_\_\_\_\_  
(Date)

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

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