

KPSQ 97.3FM



KPSQ
PUBLIC SQUARE COMMUNITY RADIO

— 97.3 FM —

Public Square
COMMUNITY RADIO

Broadcasting on the Square

From the Chancellor Hotel
70 N. East Ave., Rm. 310
Information: 479-530-7786

Highlights Represents Fast/ Easy Read.

UNDERWRITING

Thank you for your interest in underwriting Community Radio KPSQ. Our station is non-commercial, which makes us different from most other stations that may solicit your business. The information here is designed to help you get acquainted with KPSQ 97.3 and to show how you or your business and our radio station can both benefit from an underwriting relationship. Please take your time and read the information in this document, then feel free to direct any questions to our Director of Fundraising, Moshe Newmark at 479-530-7786 or, by email at underwriting@kpsq.org

UNDERWRITING: What it is, how it works and how it benefits you and the community

The Federal Communications Commission (FCC) allows businesses to underwrite or fund programs on stations like KPSQ-LP FM, but it does not allow commercial advertising. KPSQ-LP FM, also known as Public Square Community Radio, depends on underwriting donations from individuals and businesses like yours to defray operating costs and to help with equipment purchases and repairs. Unlike many other non-commercial stations, KPSQ-LP FM does not receive funding from the government.

Underwriting announcements on KPSQ-LP FM are required to follow all FCC regulations, which are explained later in this document.



How can underwriting benefit your business?

While underwriting is not commercial advertising, it can provide your firm with some of the same benefits plus some that commercial advertising can't offer. Research indicates that Local Community Radio is an excellent public relations tool. Listeners have a positive image of companies that support Local Community Radio and report that their purchasing decisions are influenced by such underwriting support.

Target and reach a select audience...

Because of the wide variety of programming on KPSQ the listeners are a diverse group of people. KPSQ provides programs for all age groups, ranging from school age to seniors. Many of these age groups are ignored by commercial stations. Senior citizens have above-average disposable incomes. They support businesses that support them.

Supporters and listeners of Local Community Radio typically share many common interests and life-styles. Young people and college students are still establishing their purchasing patterns and KPSQ can help you reach all of these audiences.

Why your business should underwrite KPSQ FM...

Your support of non-commercial radio is vital to maintaining the quality of programming and services you and other listeners in the Fayetteville can expect from 97.3 KPSQ FM.

Demonstrate your community concern...

Your support of KPSQ FM shows you are interested in contributing to the quality of life in Fayetteville and surrounding communities.

Expand awareness of your name and presence...

Awareness of your business is expanded each time you are mentioned on KPSQ 97.3 FM. *Here's the best kept secret* with our diverse program offerings, you will be able to reach more types of listeners than any single format station!

Enhance your business image...

Your image is enhanced by your association with non-commercial local radio. You will be joining other fine businesses that support our quality radio programming.

Tax benefits...

KPSQ LP 97.3 FM is a non-profit, non-commercial, radio station. We are a 501(c3) corporation. Any contribution is tax deductible. *Consult your tax preparer.*

Promote your community support through other media

Advertise your association with KPSQ-LP FM, Fayetteville's Community Radio Station, in other media (newspapers, Internet, etc.) Advertising that your business is a supporter of the station is an excellent way to increase the public's awareness of your business. It is a strong statement about your company's contribution to our community's wellbeing.

KPSQ-LP 97.3 FM's PROFILE *Fayetteville's Community Radio Station*

OUR GOALS-

- (1) To serve the City of Fayetteville with locally produced programming that presents cultural, artistic, and political perspectives currently underrepresented in the media.
- (2) Serve Fayetteville with information that the residents can use in their daily lives and that stimulates positive interaction between the local residents and the surrounding community.
- (3) Train and educate interested community members in the field of broadcasting who wish to volunteer their services at KPSQ-LP FM.

OUR COVERAGE AREA-

Depending upon local terrain, KPSQ-LP FM has a primary coverage area of the entire municipality of Fayetteville and some of the surrounding areas.

How does underwriting differ from advertising?

Underwriting is highly similar to commercial advertising but differs in a few very important areas. For example, the FCC forbids announcements that issue a **CALL TO ACTION**. This means that statements like *"stop in, shop here, call, call now, limited time only, mention KPSQ-LP FM", etc.* are not allowed. Underwriter announcements also may not contain **QUALITATIVE WORDS**. Qualitative words such as *largest selection, newest model, best in town, finest selection, and state of the art* are prohibited. Finally, announcements may not mention or give reference to **PRICES**. References such as *free, sale, discount, clearance, reduced, going out of business sale, and liquidation*, are also prohibited by the FCC.



Our Underwriting Announcements:

- ✓ Identify but do not promote.
- ✓ Do not call to action.
- ✓ Use value neutral language.
- ✓ Do not mention prices.
- ✓ Can be produced in 10 to 30-second pre-recorded announcements.

Underwriting Announcements on KPSQ-LP-FM 97.3 may include:

- ✓ The name of the underwriter.
- ✓ The underwriter's products and/or services
- ✓ The underwriter's corporate slogan (as long as it is not a promotional statement, like “Get Met, It Pays”)
- ✓ The location of the underwriter's business.
- ✓ The underwriter's telephone number.
- ✓ The underwriter's web address.

Underwriting Announcements on KPSQ-LP FM 97.3 may not:

- Be a commercial.
- Include a call to action.
- Use qualitative language.
- Mention any prices.
- Endorse a product or service.

The following provides an example of permitted and prohibited underwriting announcements for your reference:

PROHIBITED ANNOUNCEMENT: "Portions of the broadcast day on KPSQ FM are underwritten by Speedy Lube, where you can now get a 10-point oil change and lube for the unbelievably low price of just \$12.99. So come on down to 115 Main Street for fast, reliable service and a free gift."

PERMITTED ANNOUNCEMENT: "This portion of KPSQ's broadcast day is underwritten by Speedy Lube, located at 115 Main Street in Fayetteville. Speedy Lube provides oil changes using Quaker State lubricants, tune-ups, and other minor vehicle maintenance services. Our thanks to Speedy Lube of Fayetteville, 479-521-0000."

ANALYSIS: The first text mentions price and contains two calls to action. It contains statements which include qualitative statements. The second text identifies the sponsor, the sponsor's address, telephone number, product line, and establishes a relationship to the program. The second text is also permitted by the FCC.

KPSQ UNDERWRITING PLANS TO CHOOSE FROM

1. **PROGRAM UNDERWRITERS** are businesses, organizations or individuals who wish to underwrite a particular program: Cost is \$325 per 6 months or \$520.00 per 12 months if paid in advance. (This is a savings of \$130.00). They will receive a total of 4-5 spots per month (one each show), 15-30 seconds in length, on their desired KPSQ Program as per availability.
2. **STATION UNDERWRITERS** are businesses, organizations or individuals who wish to underwrite the general station programming: Cost is \$150.00 per month or \$1440.00 per 12 months if paid in advance. (This is a savings of \$360). They will receive 12 spots per month 15-30 seconds in length placed strategically throughout the broadcast day between 6am-12 midnight or in requested time blocks as availability permits.
3. **SPONSORS** are those individual listeners who wish to help us with their donations. This rate is \$30.00 and will entitle the sponsor to two announcements, 10-20 seconds in length during any given broadcast day and must be arranged at least two weeks in advance. This is not available to businesses or organizations. These announcements may be for special occasions, such as birthdays, anniversaries, weddings or other personal or family milestones.
4. **DONORS** are contributors who wish to donate amounts that do not fit into the three other categories but who wish to make a contribution to support KPSQ, Public Community Radio. Donors will be recognized on the air unless they wish for their donation to remain anonymous.

PREMIUM LEVELS OF DONOR-SHIP:

- Announcer's Circle - \$250 Per Year
- Director's Circle - \$500 Per Year
- Producer's Circle - \$750 Per Year
- Manager's Circle - \$1000+ Per Year

Underwriting, Sponsorship and Donorship payments are not refundable. Availability and details of plans are subject to change without notice.

Thank you for taking the time to learn about underwriting opportunities available at KPSQ 97.3, Public Square Community Radio. Any and all donation amounts are appreciated! If the plans here do not suit your situation, please let us know and we will work with you to develop a plan that works. All KPSQ underwriters who receive on-air recognition also may receive mention and a link to their website on our Facebook page and our website KPSQ.ORG.

