

KDHS-LP 95.5 FM School/Community Radio
UNDERWRITING PROPOSAL

Dear Local Business Person,

KDHS-LP is a dynamic, listener-supported, volunteer-run, and non-commercial Low Power FM radio station dedicated to serving the Delta-Greely School District and greater community. KDHS-LP aims to reflect the community's vibrant cultural, artistic, educational, civic, and business interests by offering stimulating and diverse locally generated programming. KDHS-LP is on the air due to the efforts of the Delta-Greely School district, Delta area volunteers, donors, and supports.

Our mission is to:

- Take back the public airwaves by providing a fresh, engaging, and empowering approach to news, entertainment, cultural, and educational programming.
- Celebrate community by highlighting new voices in the arts, especially local musicians, artists, authors, theaters and radio personalities.
- Listen to our audience in deciding new avenues to explore
- Strive to be boldly eclectic, unabashedly idiosyncratic, and unremittingly innovative

With the support of the Delta-Greely School District and Fort Greely, KDHS-LP went on air in 2002. With close to fifteen volunteer programmers and twenty-five students making original local programming and the support of the community, KDHS-LP is what radio was intended to be.

Be Recognized as a Supporter of Community Radio

KDHS-LP community radio, is seeking 'underwriters' – local businesses or individuals that provide tax-deductible contributions to the station in return for on-air acknowledgements. Contributions support the day-to-day operations for the station, as well as funding the creation of a studio and improvements to our signal.

Benefits of Underwriting

Underwriting on KDHS-LP will allow your business to be recognized on the air as a supporter of Delta Community Radio to the 5,000 potential listeners in our broadcast area. Our listeners are a diverse group of people, many of whom specifically patronize local businesses and support companies with a similar commitment to the community. This past year we had over 5,500 unique listeners that used our mobile app or website to tune in. We served over 21,000 sponsorship acknowledgements each month!

Please complete and mail to KDHS-LP 95.5 PO BOX 647 Delta Junction, AK 99737
Questions? Contact Dean Shannon @ 907-440-8276 or visit KDHS.fm

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Underwriting Guidelines

- Each block of underwriting acknowledgements purchased must be used within a year of purchase date
- If sponsoring a program, underwriting acknowledgements begin with “Support for this program is provided by our listeners and by...”; daily acknowledgments begin with “Programming on KDHS is supported by our listeners, as well as by...”
- Following these phrases, underwriters may provide content of their choice (see section below). KDHS reserves the right to edit content to fit FCC guidelines.

Underwriting Content

KDHS-LP is a commercial-free radio station; therefore, we must adhere to FCC guidelines for permissible underwriting acknowledgements. FCC rules do not permit calls to actions; inducements to buy, sell, or lease; opinions or views; price information; promotions; comparative or qualitative verbiage; or support or opposition to any political candidate. Your acknowledgement may describe the type of business and its location or address, telephone number, web address, brand or trade name of the product or service, value-neutral description of the product or service, historical information or non-promotional slogan. KDHS will help create and acknowledge for you.

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You may choose one of the following packages:

<p align="center">BASIC \$100/month \$500/ 6 – months \$1000/ year</p>	<p align="center">BASIC PLUS \$125/month \$625/ 6 months \$1250/year</p>
<ul style="list-style-type: none"> - Minimum of 3 mentions a day 	<ul style="list-style-type: none"> - Minimum of 3 mentions a day - Rotating Banner on Internet Stream Page
<p align="center">SILVER \$125/month \$625/6 months \$1250/year</p>	<p align="center">SILVER PLUS \$150/month \$750/6 months \$1400/year</p>
<ul style="list-style-type: none"> - Minimum of 3 mentions a day - 3 Sponsor Spots a day 	<ul style="list-style-type: none"> - Minimum of 3 mentions a day - 3 Sponsor Spots a day - Rotating Banner on Internet Stream Page
<p align="center">GOLD \$200/month \$1000/6 months → \$2000/year</p>	<ul style="list-style-type: none"> - Minimum of 3 mentions a day - 6 Sponsor Spots a day - Rotating Banner on Internet Stream Page - Mention between quarters during all sports broadcasts

- 1.) Mention – “Programming on KDHS is supported by our listeners, as well as by [your business name here]”
- 2.) Sponsor Spot – give factual information about your business. (KDHS is brought to you in part by T&J Towing. T&J Towing is located at mile 1414 on the Richardson highway. Call us at 555-5555. We Tow you, so you don’t have to!)
- 3.) Rotating Banner – on KDHS.fm, when people go to stream our feed, you can have your company logo on rotating banner below the Internet radio stream.
- 4.) Sports mentions – your business’s name will be mentioned at the quarter/period of every sports game or at the nearest break.

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Business Information

Primary Contact Name	
Business Name	
Address	
City, State, Zip	
Business Phone	
Business E-mail	
Website	
Billing Contact	
Billing Address(if different)	
Notes	

Payment

All payments must be made prior to sponsorship being aired on radio or website.

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