



Radio Free Moscow, Inc.

114 E. 3rd St.

Moscow, ID 83843

A 501(c)(3) nonprofit corporation
(208) 892-9300

<http://www.radiofreemoscow.org>

EIN: 04-3629742

Increase Your Exposure to the Public by Underwriting KRFP

Dear Local Business Manager,

Are you looking for a way to do a good thing, and increase your business's name recognition at the same time? It's time to start underwriting programming on KRFP! With sponsorship costing about a dollar per message, there is probably no better way to put your business at the top of mind of local residents.

As a small, local broadcaster, KRFP understands the value of locally owned businesses. Your support of KRFP will allow you to reach an audience that appreciates the economic and social values that you bring to the community. Since we currently have only eleven underwriting slots per day, you can avoid the clutter of other media, boosting your name recognition among our listeners.

We are trying to keep this underwriting program simple, so at this time, you may pay for general sponsorship, and **we will acknowledge your funding once per day** between 7 AM and 10 PM. You are guaranteed at least one message per week during drive time. You will receive a schedule of underwriting slots when the new month begins.

Please see the enclosed application and supplemental materials.

The underwriting schedule begins on the first of every month. To allow sufficient time to create and schedule the underwriting message, we need to receive your application by the 20th of the preceding month.

Please contact me if you have any questions.

Sincerely,

Bob Hoffmann, Radio Free Moscow Director of Development

bob@krfp.org

208-883-0642

Underwriting criteria:

KRFP shall not knowingly accept funds from individuals, organizations, or businesses which:

- are involved in weapons manufacturing;
- make investments in repressive governments (other than the United States);
- have been shown to discriminate on the basis of race, color, gender, sexual preference, national origin, age, religion, marital status, or physical or mental disability;
- have been shown to tolerate sexual harassment;
- have been shown to use unfair labor practices;
- have been shown to be environmentally irresponsible;
- produce or distribute materials deemed offensive on the grounds listed above; or
- KRFP's Board of Directors determines would be detrimental to the social responsibilities of the station.

Underwriting acknowledgement may note that you are supporting KRFP's dedication to the progressive values of peace, justice, democracy, human rights, multiculturalism, environmentalism, and freedom of expression.

Underwriter agrees that Underwriter's support of Station, regardless of level or duration, shall not give Underwriter any right to directly or indirectly influence program selection or content or Station policy on any matter. Any attempt by Underwriter to influence programming based on advertiser's financial support shall be grounds for terminating underwriting agreement.

Underwriting will be allowed at this point exclusively from locally-owned, non-franchise businesses and non-profit entities, and local individuals.

KRFP Web site will list underwriters, and provide contact information for anyone wishing to underwrite, and those who want to comment on underwriting.

KRFP may, by action of the Board of Directors terminate underwriting in whole or in part at any time.



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KRFP/RADIO FREE MOSCOW, INC. UNDERWRITING APPLICATION

UNDERWRITER _____

Address: _____

Phone: _____

Email: _____

Web Site: _____

Business Description:

Note restrictions on second page.

See current underwriting descriptions on our Web site.

Start my underwriting the month of: _____

I am including payment for the following number of months: _____

Please prepay at least three (3) months, at the rate of \$30/month.

Note: Application and payment are required by the 20th of the month preceding the start of underwriting. Your sponsorship will be acknowledged once per day. You will receive, by email, a schedule of your underwriting spots.

KRFP desires to acknowledge UNDERWRITER'S public interest support in accordance with Federal Communications Commission, Internal Revenue Code, and KRFP Underwriting Guidelines.

KRFP reserves the right to schedule, pre-empt, and/or reschedule programs as the station deems necessary in order to provide the most significant service to its listening audience.

UNDERWRITER SIGNATURE

Your signature acknowledges that you have read and agree to the underwriting guidelines on the reverse side. Applications require approval by KRFP.

GUIDELINES FOR UNDERWRITING SCRIPTS

According to FCC standards established for non-commercial stations, the message is not allowed to do two things: contain qualitative or comparative language such as “better, best” anything, or contain a call to action like “buy now.”

Acknowledgements should be made for identification purposes only and should not promote the contributor's products, services or company.

- Company slogans which contain general product-line descriptions are acceptable if not designed to be promotional in nature.
- Visual depictions of specific products are permissible.
- Inclusion of a telephone number in an acknowledgement is permissible.

Some examples that would clearly violate the rule:

- Announcements containing price information are not permissible: "7.7% interest rate available now."
- Announcements containing a call to action are not permissible: "Try product X next time you buy oil."
- Announcements containing the inducement to buy, sell, rent or lease are not permissible: "Six months free service" or "Special gift for the first 50 visitors."

The below format will be used to draft your underwriting message:

This program is made possible in part by KRFP members and a grant from:
[*your business name here*], specializing in [*your product or service*]. [*your business*] is located at [*your location*]. For more information the number is [*your phone number*] or [*your web address*]