



www.kdwradio.com

Building Community through Open Communication

Underwriting Proposal

WKDW 97.5FM/KDWRadio.com real community radio, a 501C-3 non-profit, is a listener-supported, all volunteer-run and non-commercial FM and online radio station dedicated to serving the North Port and surrounding area. WKDW aims to reflect the community's vibrant cultural, artistic, educational, civic, and business interests by offering stimulating and diverse locally generated programming. KDWRadio.com began streaming in 2012. After full approval from the FCC in May 2016, we are now on-air broadcasting as WKDW 97.5 FM, thanks to the efforts of North Port area volunteers, donors, and supporters.

WKDW/kdwradio.com is what radio was intended to be.

Be Recognized as a Supporter of Community Radio

WKDW/kdwradio.com is seeking 'underwriters' – local businesses or individuals that provide tax-deductible contributions to the station in return for on-air acknowledgments. Contributions support the day-to-day operations of the station, as well as funding the creation of a studio and improvements to our signal. Refer to our current programming schedule at www.kdwradio.com

Underwriting Content

On Air underwriting credits are defined as messages which highlight a business or organization, a brief description of their product, service or event and contact information. Messages are no more than 30 seconds in length and comply with all FCC and station guidelines.

Each underwriting partnership is unique, with credits structured to suit the needs of individual business plans. Credits may run once a day, several times a day, seven days a week, once a week, or concentrated seasonally. Placement subject to availability.

Community Broadband Radio Association
12737 Tamiami Trail
North Port, FL 34287.
941-564-8739



www.kdwradio.com

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\$25 per Show

Underwriting is customized for your needs and support

- Suggested Underwriting Packages

4 weeks	12 weeks	52 weeks
\$25/Show	\$25/Show	\$25/Show
4x 25=\$100	12 x 25= \$300	52 x 25=\$1300
Total =\$100	Total =\$300	Total - \$1,300

4 week and 12 week schedules do not have to be continuous weeks

Program Sponsor/Underwriter Benefits

- Receive “Top” and “Bottom” of the Show Recognition.

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Underwriting Agreement Business Information

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

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Underwriter PSA	
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Signatures

Primary business contact: _____ Date: _____

Representative: _____ Date: _____

Underwriting Package: _____

You may choose one of the following packages or we can create one for your specific needs:

Specific program sponsorship. List program(s): _____

_____ shows at \$ _____ per acknowledgement per week for _____

Package: month(s).

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Total sponsorship amount: \$ _____

General placement. Specify hour(s): _____

Package: _____ days a week, _____ mentions per day for _____ month(s).

Total sponsorship amount: \$ _____

Billing Method:

- Prepaid Monthly billing
- Paypal recurring debit/credit _____)

CC: MC/AX/V _____ Exp. Date _____

CV# _____ Billing Name & Address

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Standard for Underwriting

- You choose the program, we acknowledge your support.
- Script changes can be made as needed, but require advanced notification to implement.

Guidelines

Underwriting announcements are not commercials. Adhering to the following guidelines ensures that your announcement is both legal and well-received by the listeners of our station.

WKDW underwriting guidelines follow regulations from the FCC and National Public Radio, as well as our mission as a community radio station serving the North Port and surrounding area.

Underwriting announcements by for-profit entities may include:

Name of business, organization or individual, mentioned at beginning and end of announcement.

Historical information.

Location, phone number or web address.

Basic, value-neutral description of products or services.

Non-promotional slogan.

May not include:

Comparative or qualitative language (“reliable”, “friendly”, “best”).

Calls-to-action (“Call, “Stop by,” “We can be reached at...”, “If you”re looking for.....”).

Inducements to buy, sell, rent or lease.

Repetition of information.

Jingles or other promotional slogans.

Brand names of products other than your own, names of other businesses or corporations.

For other information, call 941-564-8739 or email info@kdwradio.com

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