



KLCZ Underwriting

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KLCZ Mission Statement:

KLCZ is a free-form, non-commercial, educational radio station owned and operated by Lewis-Clark State College students, faculty, and staff and broadcast from Lewiston, Idaho on 88.9 FM at 224 Watts.

KLCZ encourages the students, faculty, and staff at LCSC to develop original programming in accordance with FCC, LCSC, and KLCZ regulations, focusing on diverse music, civic affairs, news & opinion, and other programming seldom heard from mainstream media outlets. KLCZ serves first and foremost the Lewis-Clark State College campus, secondly, the community of the Lewiston-Clarkston Valley, and, thirdly, any additional areas outside the LC Valley via Internet streaming.

KLCZ recognizes its important role in helping LCSC to fulfill its cultural diversity goals as indicated by the LCSC mission statement and that its members represent Lewis-Clark State College and the LC Valley community.

KLCZ is the official student radio station of Lewis-Clark State College, operating under authority granted by the Communications Board at LCSC.

Responsibilities for establishing underwriting policies and deciding issues related to content rest solely on the student staff. The views expressed in student programming are those of the individual djs, and not necessarily the view Lewis-Clark State College.

Dates & Hours of Operation:

KLCZ is on the air 24 hours a day, 7 days a week, and 365 days a year.

What is Underwriting?

Underwriting is a great way of supporting KLCZ financially. Underwriting is the identification of individuals, businesses, or corporations, who donate funds that help pay the cost of program production.

How Can Underwriting Benefit My Business?

1. While underwriting is not "advertising," it can still provide your business with some of the same benefits as commercial advertising, while also allowing for social benefits that traditional advertising can not provide.
2. College radio is an excellent public relations tool. Listeners will gain a positive image of your company by it's support of college radio.
3. KLCZ listeners are diverse in age, ranging from teenagers to senior citizens. The audience also includes ethnic and social minorities who are often overlooked by commercial broadcasters: KLCZ can help you reach any audience.
4. Your business will benefit from long-term visibility; the low cost associated with underwriting with KLCZ allows a business to establish a year-round presence, yet have ample funds left for special promotions in other media.
5. Supporting KLCZ shows that your business is interested in contributing to the quality of life in Lewiston and the surrounding communities.
6. Our low rates not only include acknowledgments on 88.9 FM and our Internet stream, but we also post our sponsors and their contact information in writing on "www.klcz.com". Also, if a company has a website we will post their link free of charge.

What Can Be Stated In Underwriting Acknowledgments?

1. Underwriting announcements are concise and gimmick-free. As a non-commercial radio station, KLCZ underwriting announcements are regulated by the FCC and must conform to specific guidelines.

The 3 Parts of an Underwriting Acknowledgment

1. States the individual's, business', or corporation's name.
2. Gives a brief description of the business or service.
3. Repeats your business name and gives location or contact information.

What is Allowed On the Acknowledgment?

1. Value-neutral descriptions of products and service.
2. Brand name of products (maximum of 3).
3. Products or services offered or sold (maximum of 3).

What is Prohibited?

1. Comparisons and endorsements.
2. Expression of viewpoints.
3. Price or value information (including discounts).
4. Calls to action (Come on down!).

What Are Some Examples of Underwriting Spots?

“Springtime is in full swing, and the staff and management at Manifest Colossal Inc. located at 23435 1st Ave. here in Sacramento would like to take this special time to congratulate this year's graduates. They would also like to remind our listeners to enjoy themselves but to please not drink and drive. If you do decide to drink, be sure to elect a sober driver or call a cab. This important message is brought to you by Manifest Colossal Inc, offering copy and graphic supplies for over 50 years, is located at 23435 1st Ave. and can be reached at (916) 745-3343.”

“A portion of this program is underwritten by Speedy Lube, located at 115 Main Street. Speedy Lube provides oil changes and other car maintenance services. Speedy Lube 555-6565.”

What Contract Lengths Are Required?

To ensure long-term visibility, standard agreements cover six to twelve months. Shorter terms—even one week flights (usually used for traveling performers) are also available.

How is the Underwriting Acknowledgment Made?

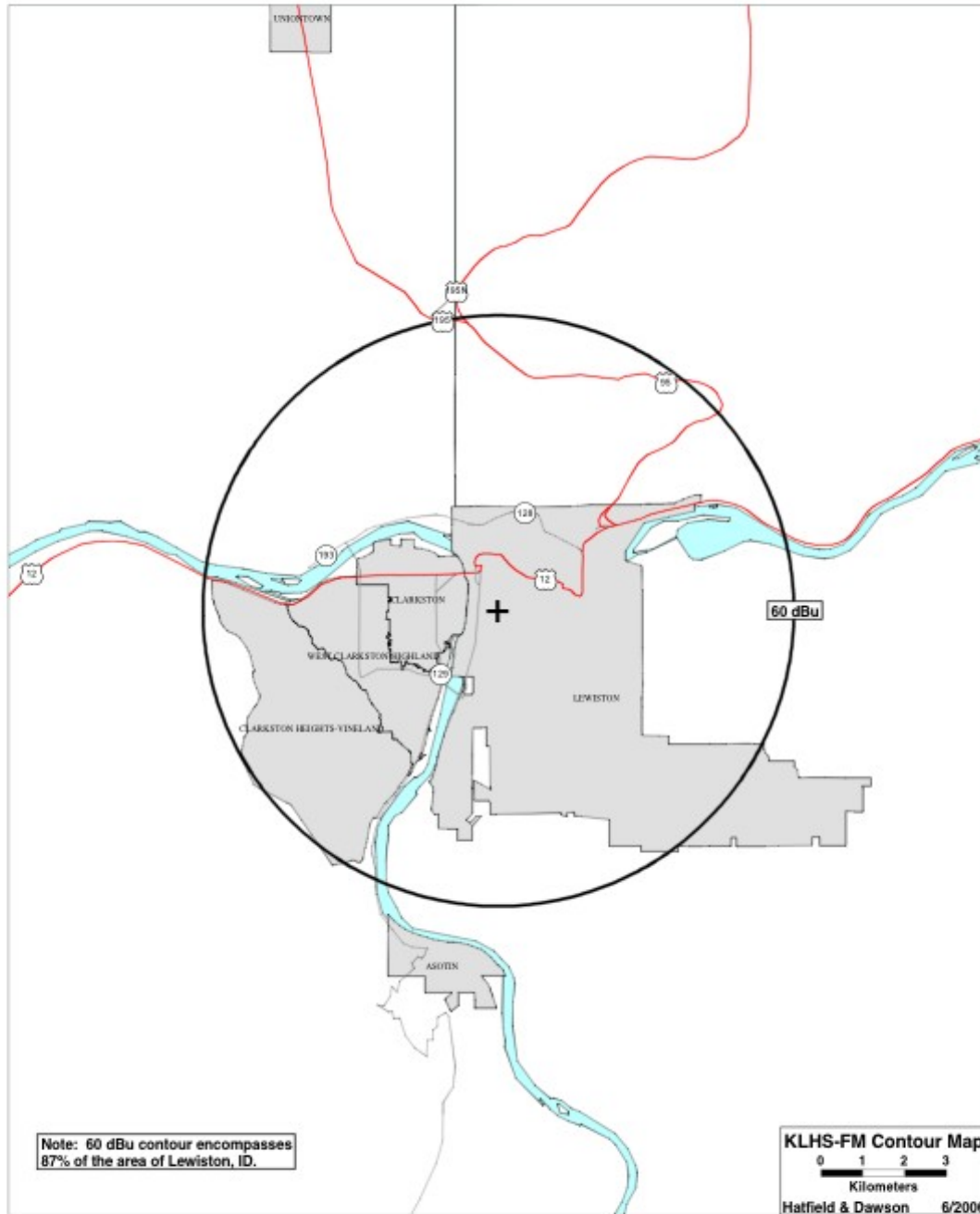
The Sponsor will work with a member of the KLCZ Underwriting Department to produce a quality underwriting spot that best suits the needs of the said sponsor.

The Sponsor will submit a suggested copy of the announcement to the KLCZ underwriting staff for editing and review. We must remain within the FCC's guidelines so some changes may be made to the submitted copy. The revised copy will be sent back to the business to be approved. Once the copy is approved by the business and the KLCZ Underwriting Director, the copy will be sent to the Production Department where a professional pre-produced recording of your acknowledgment will be made. The recording will be placed in the studio database to be played throughout the day by Djs, and on the automated playlist.

How Will I Know if My Acknowledgment Ran?

At the end of each month you will receive a log of when your spots were run, signed off by the DJ who played your acknowledgment.

KLCZ Area of Influence:



**This is the area of influence with optimal reception, the signal has been known to reach even further. Also, with Internet streaming the “signal” can be heard from anywhere in the world.*

Rates:

Full Programming Sponsorship

- Pay Per Academic Semester: *\$150.00*
- Pay Full Academic Year: *\$275.00*

Your personally tailored underwriting spot will be played throughout each day of the week. Your underwriting spot will not be underwriting any specific programming, it will be supporting KLCZ programming in general.

Bonus Package for Sponsors:

- All sponsors will be honored free of charge on KLCZ's website, “www.klcz.com”.
- All sponsors will receive a free KLCZ “Nalgene” style water bottle.
- All sponsors will be given first priority in the following year for renewing their underwriting spots.