

# Oak Grove Radio KOGR-LP 98.5 Underwriting

## UNDERWRITING YOUR LOCAL RADIO STATION

Thank you for your interest in underwriting Oak Grove Radio. Oak Grove Radio is wholly owned by Oak Grove Radio Association, a 501(c)(3) charitable organization in Minneapolis. Our station is classified as Non-commercial Educational by the Federal Communications Commission (FCC), which makes us different from other broadcast stations that may solicit your business. The information here is designed to help you get acquainted with Oak Grove Radio and to show how you or your business and our radio station can mutually benefit from an underwriting relationship. Please take your time and read the information in this document, then feel free to direct any questions to station manager Justin Reed at (785) 407-7145, or by email at [oakgroveradio@gmail.com](mailto:oakgroveradio@gmail.com).

## OAK GROVE RADIO STATION PROFILE

KOGR-LP is Minneapolis and Ottawa County's first and only Low Power FM (LPFM) Radio Station, serving Minneapolis and the surrounding area at 98.5 FM, and available anywhere online at <https://oakgroveradio.com>.

## OUR GOALS

Oak Grove Radio has three main objectives:

1. Provide you, our valued listener, with a rich musical experience that ranges from the hits and B-sides you heard as a youngster (of any age!) all the way up to our favorite new music by local and regional indie and internationally-known mainstream artists.
2. Serve the area with high-quality programming that is entertaining, informative, and educational that listeners can use in their daily lives.
3. Enrich the local arts and humanities community by providing a platform for poets, speakers, educators, and musicians to be heard.

## OUR COVERAGE AREA

KOGR-LP 98.5 FM has a primary coverage radius of five miles and a secondary coverage radius of ten miles (coverage area of approximately 320 square miles) from its transmission facility at the center of Minneapolis. Oak Grove Radio can also be heard anywhere in Hi-Fi stereo quality via the internet, with an online player at <https://oakgroveradio.com>.

## OUR PROGRAMMING

Oak Grove Radio provides an eclectic mix of music, entertainment, information, and resources that are not available on commercial radio. We are proud to be a source of information about our town's services and events to the community while providing a voice to people that often feel un-heard. An up-to-date program schedule is always available on our website.

## WHAT IS UNDERWRITING?

The FCC allows businesses to underwrite programs on stations like Oak Grove Radio, but it does not allow us to run commercial advertisements. Oak Grove Radio depends on underwriting donations from businesses and individuals to defray operating costs such as music royalty licensing, subscriptions for programming, utilities like internet and electricity, as well as equipment

purchases, upgrades, and repairs. Unlike public radio stations, Oak Grove Radio does not receive any funding from the government; we are 100% privately funded.

Underwriting is like commercial advertising, but differs in a few very important areas:

- 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”, etc. are not allowed.
- Underwriter announcements also may not contain *comparative* or *qualitative* words. Qualitative words such as “largest selection”, “newest model”, “best in town”, “finest selection” and “state of the art” are prohibited.
- 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.

Underwriting announcements on Oak Grove Radio are required to follow all FCC regulations. Our underwriting announcements:

- identify, but do not promote or endorse
- do not call to action or induce to buy, rent, sell or lease
- use value-neutral language
- do not mention prices
- can be produced in 10 to 30-second pre-recorded announcements

Underwriting announcements on Oak Grove Radio are recorded by Oak Grove Radio’s production staff. Underwriter announcements that are not recorded by Oak Grove Radio are not accepted. Announcements may include information which identifies, but does not promote, the underwriter including:

- the name of the underwriter
- value-neutral descriptions of the underwriter’s product line, brand or trade names, or services (up to 3)
- the underwriter’s logogram or slogan that identifies but does not promote
- the location of the underwriter’s business
- the underwriter’s telephone number
- the underwriter’s website address

Some examples of announcement texts are included at the end for your reference.

*Your support of non-commercial radio is vital to maintaining the quality of programming and services you and other listeners in Minneapolis area have come to expect from Oak Grove Radio!*

*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 cannot offer. Research indicates that Low Power radio is an excellent public relations tool. Listeners have a positive image of companies that support Low Power radio and report their purchasing decisions are influenced by such underwriting support. Remember, we are a 501(c)(3) so all underwriting, sponsorships, and donations are 100% tax-deductible!*

## **REACH OUR DIVERSE AUDIENCE**

Because of the wide variety of programming that Oak Grove Radio offers, our listeners are a diversified group of people who share many common interests and lifestyles. Oak Grove Radio provides programs that appeal to groups that are often ignored by commercial stations.

## **EXPAND AWARENESS OF YOUR NAME AND PRESENCE**

Awareness of your business is expanded each time you are mentioned on Oak Grove Radio. 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 quality radio programming. You can advertise your association with Oak Grove Radio, Ottawa County's first and only Low Power FM Radio Station, in other media (newspapers, Internet, etc.) Advertising that your business is a sponsor of programming on Oak Grove Radio 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 well-being. Your support of Oak Grove Radio shows that you are interested in contributing to the quality of life in Ottawa County and surrounding communities.

## **UNDERWRITING PLANS AT OAK GROVE RADIO**

Oak Grove Radio has four levels of underwriting or support:

1. ACORNS are individual listeners who wish to help us fund their favorite programming with their donations. This rate is only \$30 per month and is not available to businesses. If paid a year in advance the total rate is \$300 (an annual savings of \$60). Your sponsorship announcement will run a minimum of 30 times each month (at available timeslots during the day or night).
2. SEEDLINGS are individuals, families, organizations, or businesses who donate \$60 per month. If paid a year in advance the total rate is \$600 (an annual savings of \$120). Your underwriting announcement will run a minimum of 60 times each month during one daily window you choose. (Example: 5am to 6pm).
3. SAPLINGS are families, organizations or businesses who donate \$98.50 per month. If paid a year in advance the total rate is \$1000 (an annual savings of \$182). Your underwriting announcement will run a minimum of 100 times each month during one or more daily windows you choose. (Example: 5am to noon and 3 to 9pm)
4. MATURE OAKS are families, organizations or businesses who donate \$200 per month. If paid a year in advance the total rate is \$2200 (an annual savings of \$200). Your underwriting announcement will run a minimum of 200 times each month.

Sponsorship of special station events can be arranged. Sponsorships and underwriting payments are not refundable. Availability and details of plans are subject to change without notice. There are only about 36 underwriter acknowledgement slots available in each day so these opportunities may "sell out".

Thank you for taking the time to learn about underwriting opportunities available at Oak Grove Radio. Any donation amount is appreciated. If the plans listed do not suit your situation, let us know and we will work with you to develop a plan that works. If you wish to be an anonymous donor let us know.

All Oak Grove Radio underwriters who receive on-air recognition also receive a link to their website in a special section of our site at <https://oakgroveradio.com>. Please contact us for complete sponsorship details.

Oak Grove Radio Association is a not-for-profit corporation registered in the state of Kansas. We have applied for our 501(c)(3) IRS tax exempt determination. Your underwriting donations may be 100% tax-deductible.

**The following are examples of permitted and prohibited underwriting announcements for your reference:**

**PROHIBITED ANNOUNCEMENT:** “Portions of the broadcast day on Oak Grove Radio are underwritten by Bob’s Lube-It, 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 222 West Main Street for fast, reliable service and a free gift.”

**PERMITTED ANNOUNCEMENT:** “Programming on Oak Grove Radio is made possible in part by Bob’s Lube-It, located at 222 West Main Street in Minneapolis. Bob’s Lube-It provides oil changes using Pennzoil lubricants, tune-ups, and other minor vehicle maintenance services. Our thanks to Bob’s Lube-It of Minneapolis. They can be reached by phone at 785-555-1919.”

WHAT’S THE DIFFERENCE? 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.

## Oak Grove Radio KOGR-LP 98.5 RADIO STATION UNDERWRITING AGREEMENT

This agreement is made this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_ between Oak Grove Radio, 622 Elm St., Minneapolis, Kansas and:

(Underwriter)

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(Print your name)

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(Address)

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(Phone)

(Email)

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Radio Station Oak Grove Radio - KOGR-LP ("the Station") is licensed to Minneapolis, Kansas and is authorized by the Federal Communication Commission ("FCC") to operate its noncommercial broadcast station on an assigned frequency of 98.5 MHz. Pursuant to the rules and regulations of the FCC, the parties to this agreement acknowledge that the Station is permitted to broadcast underwriting and sponsorship announcements from for-profit entities, but is not permitted to broadcast commercial advertisements by for-profit entities. (Underwriter) desires to broadcast certain underwriting spots in conformity with this Agreement and all applicable FCC rules & regulations and policies of the station and/or (Underwriter) desires to schedule non-broadcast promotional advertising with the Station.

Broadcast Schedule: For value received, (Underwriter) agrees to pay, and the Station agrees to broadcast underwriting announcements as follows:

Beginning Date: \_\_\_\_\_ End Date: \_\_\_\_\_ Total Spots: \_\_\_\_\_

Specific Schedule Per Day/Week: \_\_\_\_\_

Non-Broadcast Promotional Advertising: For value received, (Underwriter) agrees to pay, and the Station agrees to execute non-broadcast promotional advertising as follows:

\_\_\_\_\_  
\_\_\_\_\_

Fees and Assumed Costs: \_\_\_\_\_ Dollars (\$) per announcement for a total of \_\_\_\_\_ Dollars (\$) and \_\_\_\_\_ Dollars (\$) for non-broadcast promotional advertising for a grand total of \_\_\_\_\_ Dollars (\$) during the term of this Agreement, payable in full, in advance, at the time this Agreement is executed.

Broadcast Announcements: The Station will provide (Underwriter) a copy of the broadcast announcement(s) governed by this agreement. The Station has final editorial control over the

content of the announcement(s) and may revise, reject or terminate any such announcement(s) in order to maintain good faith compliance with relevant FCC rules and regulations.

Confirmation of Performance: At the conclusion of this contract term, the Station will provide (Underwriter) with a written statement verifying the dates and times that each announcement was broadcast, including the total cost thereof.

Emergency Programming: The Station retains the right to interrupt or preempt any announcement covered by this Agreement at any time in case of emergency, or to broadcast weather bulletins. (Underwriter) acknowledges that Emergency Alert System messages automatically override program audio for the duration of the alert message.

This Agreement shall be governed by, and construed and enforced in accordance with the laws of the State of Kansas and shall be performable in Minneapolis, Ottawa County, Kansas.

This is the entire agreement of the parties regarding these matters. There are no oral agreements existing between them.

The Station: Oak Grove Radio \_\_\_\_\_

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Underwriter: \_\_\_\_\_

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_