

# KUBS – 91.5 FM – “*WE ARE THE GRIZ!*”

P.O. Box 70 - Newport, WA 99156 - (509) 447-4931 - KUBSFM@newportgriz.com

## *Some Basic Questions About Underwriting*

### *What is Underwriting?*

It is the identification of individuals, corporations or businesses which help pay the cost of program production. This identification is required by the Federal Communications Commission and usually consists of the underwriter’s name, location, and nature of business.

FCC guidelines for “enhanced” identification may include telephone number (for further information) or a bona fide, non-promotional slogan.

### *How does it differ from advertising?*

*In Content:* Only the elements mentioned above may be used. Nothing of a promotional nature or calls to action may be used. (Can’t say “Hurry on down!” “Buy right now!” “50% off!” “Best deal in town!” “Largest Inventory” etc.)

*In Variety:* Copy cannot be changed more often than once every thirty days.

*In Length:* 20-30 seconds maximum.



### *Does it work?*

### *Is It Effective?*

It can potentially be the most effective means of “selling.” Underwriting provides long-term visibility and allows donors to keep their name before the public so that when a choice must be made, they are in the running or ahead of the field.

The “beauty” of underwriting is that it is cost-effective. Rates are low so that a client can establish a year-round presence, yet have ample funds left for special promotions in other media.

### *What contract lengths are required?*

Standard Agreements typically cover twelve months. Shorter terms – even monthly contracts are also available. Some contracts are seasonal (i.e. Fall Sports, Winter Sports, etc.).

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## *What programs are available for underwriting?*

There are no restrictions, except for the usual protection of existing underwriters and avoidance of conflicts. Current forms of programming fall into two categories: 1) General Programming & 2) Special Events Programming.

## *How is copy handled?*

This can be a sensitive issue. KUBS must remain within the FCC’s guidelines. Failure to do so can result in rather drastic fines, so we must be careful. The procedure allows for the agency or client to submit suggested copy. This is reviewed by the KUBS staff and returned with revisions, when needed, or suggestions. KUBS’s aim is to satisfy client suggestions as fully as possible within strict underwriting rules.



## *How will sponsorship funds be used by KUBS?*

KUBS authorizes the allocation of all sponsorship funds donated to KUBS. These funds are *strictly* used for the maintenance, equipment, operations and educational endeavors of KUBS and the Career and Technical Education program at Newport High School.

## **Basic KUBS Underwriting Rates**

*Rates subject to change. Rates listed are current as of September 7<sup>th</sup>, 2017*

**General Programming:** “General Programming” hours run from 6a.m.-12a.m. (Monday - Sunday) with the exception of special events programming (i.e. Sports Broadcasts, Remote Air-a-thons, Swap-n-Shop, etc.).

Daily	Weekly	Yearly	(Avg.) Cost/Spot	Cost/Month	Total Cost/Year
1 – 2	7 – 14	365 – 730	\$1.75	\$80	\$960 *
2 – 3	14 – 21	730 – 1095	\$1.64	\$125	\$1500 *
3 – 4	21 – 28	1095 – 1460	\$1.59	\$170	\$2040 *
4 – 5	28 – 35	1460 – 1825	\$1.53	\$210	\$2520 *
5 – 6	35 – 42	1825 – 2190	\$1.49	\$250	\$3000 *

**\* NOTE!!! - Yearly commitments at these levels include:**

- Recognitions on/at Special Events Programming!
- Concept Cable Ch. 9 Sponsorship Slide!

**Special Events Programming:** (i.e. Sports Broadcasts, Remote Air-a-thons, Parades, etc.).

*Rates for Special Events have yet to be established!☺!*