

KHEN UNDERWRITING APPLICATION

Tenderfoot Transmitting P O Box 596, Salida, CO 81201 (719) 539-1069

[info@khen.org](mailto:info@khen.org)

Amt rec'd: \_\_\_\_\_

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

Check: \_\_\_\_\_

NAME OF COMPANY OR SERVICE \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

ADDRESS & TELEPHONE NUMBER \_\_\_\_\_

DESIRED WORDING FOR YOUR ANNOUNCEMENT:\*

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

\*Subject to approval by underwriting committee. You will be advised of any modifications.

PROGRAM TO BE UNDERWRITTEN \_\_\_\_\_

DAY and TIME OF PROGRAM \_\_\_\_\_

NOTE: Your underwriting message can be up to 15 seconds in length, and will be announced twice during the program you choose to underwrite. There will be a \$15.00 fee for underwriting specials not listed below.

START DATE \_\_\_\_\_

END DATE \_\_\_\_\_

CHOOSE ONE:

\_\_\_ \$40.00 (6 weeks/ 12 announcements= 1 program x six weeks 2 announcements per program)

\_\_\_ \$70.00 (13 weeks/ 26 announcements=1 program x thirteen weeks-2 announcements per program)

\_\_\_ \$125.00 (26 weeks/52 announcements=1 program x twenty-six weeks-2 announcements per program)

\_\_\_ \$250.00 (52 weeks/104 announcements=1 program x fifty-two weeks-2 announcements per program)

CUSTOMER SIGNATURE & DATE \_\_\_\_\_

KHEN REPRESENTATIVE \_\_\_\_\_

UNDERWRITING MGR SIGNATURE & DATE \_\_\_\_\_

On behalf of all our volunteers and listeners, thank you for your support.

Underwriting a KHEN program is a great way to enhance your business exposure as well as endowing an alternative source of entertainment and information for our community.

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719-539-1069 \* [www.khen.org](http://www.khen.org) \* [info@khen.org](mailto:info@khen.org)

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### TAKE ADVANTAGE OF A UNIQUE OPPORTUNITY....

Your company can be a partner in making the best community radio in Salida, Colorado. As a KHEN underwriter, credit will be broadcast in association with a variety of programs or with a specific program you choose, allowing you to present an effective message in an uncluttered, noncommercial format.

The FCC mandates that corporate underwriting credits clearly identify to the viewers and listeners the source(s) of programming support. A statement of support, therefore, is required in any and all underwriting credits or announcements. Messages must be fifteen seconds or less in length.

Station announcers will deliver all underwriting credits. We will work with you to produce an underwriting credit or announcement that best serves your needs and our audience.

Each underwriting credit is reviewed for adherence to FCC and station rules and for aesthetic and technical acceptability. Creativity need not be absent from the credit production process. We will work with you to develop an engaging and enlightening message.

### KHEN UNDERWRITING GUIDELINES

Here is an abbreviated list of both permissible and non-permissible credit content for underwriting.

#### PERMISSIBLE: NON-PERMISSIBLE:

- Name of product(s) and/or services -Overt promotion of products or services
- Company Location -Price reference
- Number of years in business -Call to action or inducement to buy
- Telephone number, email address or -Comparative or qualitative description of web site products
- Non-promotional, value-neutral descriptions of products or services
- Use of well-known mottoes or slogan
- Business may combine effort with a listener,

i.e. business may split cost with a listener

#### SAMPLE KHENLP-106.9 FM UNDERWRITING CREDITS

“Support for this program is provided by Moonlight Pizza at the corner of 3rd & F. Moonlight Pizza is dedicated to making the world a better place one pizza at a time.”

“Support for KHEN is provided by Myxa Corporation. Building e-solutions for business by creating custom UNIX. [www.myxa.com](http://www.myxa.com) Myxa. Your virtual IT department.”

“University of the Sciences in Philadelphia, shaping the science of health. Since 1821, USP gives students the education to help them make a real difference. University of the Sciences in Philadelphia supports KHEN.”