

# How it works



Because KPFT is classified as noncommercial radio by the Federal Communications Commission, advertising is not allowed on KPFT.

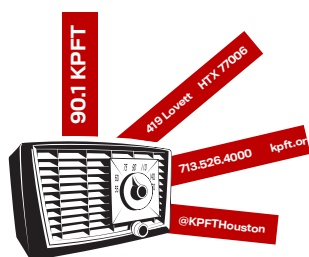
Community Partners are not considered advertisers. However, the Federal Communications Commission restricts the content of underwriting to language to be “non-competitive in nature.”

Sponsor messages MAY contain the following language:

- + Name of sponsor
- + Sponsor's address, website and phone number
- + Length of time sponsor has been in business
- + Brand or trade name of the sponsor's product or event
- + Sponsor's product or event
- + Sponsor's slogan as long as it's not promotional in a competitive or exclamatory way
- + Value-neutral description of an event with a date, service, or product

Sponsor messages MAY NOT contain the following language:

- + Overtly promotional and competitive language
- + Comparative, qualitative or hyperbolic language (“Great,” etc.)
- + Repetition of information
- + First person statements (“I urge you...”)
- + Any reference or allusion to cost (including “free”), discounts, or sales
- + Calls to action (directly telling the listener to do something)
- + Inducements to buy, sell, or lease
- + Pre-produced announcements or music beds.





Since 1970, KPFT has been Houston's award winning source for independent music, news, arts and culture. Our Community Partners program offers your business or organization an opportunity to support KPFT while promoting your efforts to a diverse, independent and passionate audience.

### What is a Community Partner?

Community Partners support KPFT at a level that's right for you. As a Community Partner, you get on-air statements of support. These 30-second statements may describe your business, and are regulated by the Federal Communications Commission and KPFT standards.

Your "spot" can include:

- + Your business name, address, telephone number and website

- + Name of your products or services
- + A non-promotional slogan
- + Description and history of your business and products

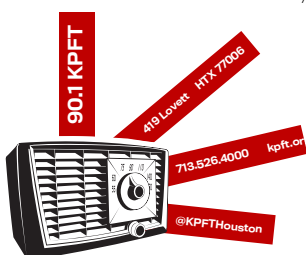
A typical spot may sound like this, "KPFT is supported by ABC Company, located at 1 Main Street. Offering letters of the alphabet, 24 hours a day. More information at [abccompany.com](http://abccompany.com) and 713-526-5555."

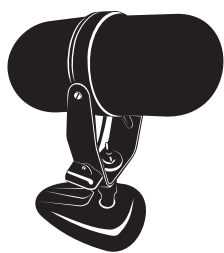
### Why be a Community Partner?

KPFT reaches a community-minded audience unique to non-commercial radio, including the "shop local" crowd. And your support won't go unnoticed.

KPFT is commercial-free and supporters won't get lost in the shuffle that is commercial radio and television.

Smart businesses and organizations know that loyalty is about trust, relationships and values. KPFT's history of independence spans decades. It's a brand that inspires excitement. Your organization benefits by associating with a brand like KPFT.





# Rate Card

rates reflect cost per spot

## FULL SCHEDULE

Your spot gets exposure across the day and night

### Number of Spots

1-11	\$70
12-25	\$60
26 or more	\$54

## PRIME SCHEDULE

Your spot gets exposure during the schedule times you choose

### Weekday

6-9 am	\$125
1-6 pm	\$125
Weekday, Non-Peak	\$100

### Weekend

Saturday, 8 am-5 pm	\$140
Sunday, 8 am-6 pm	\$140
Weekend, Non-Peak	\$85-\$90

## The Fine Print

### Community Standards

KPFT reserves the right to determine that a Community Partner or the content of a proposed announcement are inconsistent with the station's values or would undermine community support for the station. In these cases, sponsorship may be declined.

### Advocacy Groups

Sponsorship by organizations that, as their primary business, seek to influence matters of public concern, either through public outreach on a matter or through affecting the legislative process, is permitted under appropriate

conditions. Sponsorship by such groups will be taken on a case-by-case basis, applying a reasonable listener standard.

### Alcoholic Beverages

Sponsorship by makers and distributors of alcoholic beverages, including wine, beer and distilled spirits, are permitted. Credit language must be restrained in tone, and should not involve product descriptions, other than that necessary to identify the sponsor's line of business.

### Religious Groups

Sponsorship by churches

or other religiously affiliated groups is acceptable. However, given that most listeners will be of different religions, care should be given to ensure that underwriting messages are appropriate, consistent with our publicly-supported mission and funding profile, and not unacceptable to those who may not share the sponsors' perspective. In addition, this rule prohibits proselytizing or other language intended to draw distinctions between different religions.

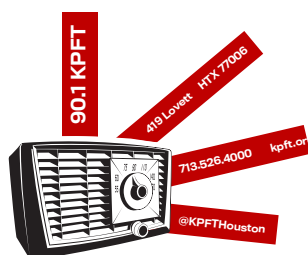
### Corporate Practices

KPFT reserves the right to

reject sponsorship by organizations whose business practices may be deemed inconsistent with the station's values or would undermine community support for the station. Issues such as, but not limited to, labor practices, environmental responsibility, inclusion and corporate investment may be considered.

### Editorial Control

KPFT does not accept sponsorship messages advocating a position with respect to legislation, a political party or a candidate for office.



## **KPFT UNDERWRITING AGREEMENT**

While KPFT is a non-commercial station, we do look for station sponsors, or "underwriters." Underwriters sponsor the station programs in exchange for an announcement during a specific daypart.

Recent Arbitron ratings reveal that we are reaching over 155,000 listeners every week, and that our listeners are faithful; over 50% listen for several hours each day and about 64% make KPFT their first or second choice of radio stations.

### **Underwriting Acknowledgment**

A 30-second acknowledgment always begins with the same lead-in: "KPFT is supported in part by..." .

What we cannot say is any statement that is qualitative ("the best..."), solicitory (a call to action, as in "call now!"), comparative (that is, language specifically intended to distinguish one's business from one's competitors), or includes price information. Nor can we use music beds (that is, theme music behind the acknowledgment). We generally encourage people to think of the three main things they want to get across, and that works as a good starting point. The acknowledgment must be approved by both the underwriter and the station manager, and should look something like the following:

### **Sample Underwriting Acknowledgment**

KPFT is supported in part by: [your business name here], specializing in [your product or service]. [your business] is located at [your location]. For more information the number is [your phone number] or [your web address]

### **Additional Exposure**

We list our underwriters at our website.

### **Contact us to become an underwriter**

Please contact our underwriting coordinator, Robin Lewis, by calling 713-526-4000 or by email [partners@kpft.org](mailto:partners@kpft.org).

KPFT shall not knowingly accept funds from individuals, organizations, or businesses which:

- are involved in weapons manufacturing;
- make investments in repressive governments (other than the United States);
- have been shown to discriminate on the basis of race, color, gender, sexual preference, national origin, age, religion, marital status, or physical or mental disability;
- have been shown to tolerate sexual harassment;
- have been shown to use unfair labor practices;
- have been shown to be environmentally irresponsible;
- produce or distribute materials deemed offensive on the grounds listed above; or
- KPFT's Board of Directors determines would be detrimental to the social responsibilities of the station.
- Additionally, KPFT shall not accept underwriting from political candidates.

Underwriter agrees that Underwriter's support of Station, regardless of level or duration, shall not give Underwriter any right to directly or indirectly influence program selection or content or Station policy on any matter. Any attempt by Underwriter to influence programming based on advertiser's financial support shall be grounds for terminating underwriting agreement.

The KPFT underwriting rate is based on the number of spots you select during your agreement period. KPFT's underwriting rates are based on your choice of "Full Schedule" rates or "Prime Schedule" Rates (see attached Rate Card). The duration of each underwriting spot is 30 seconds and will be pre-recorded.

This agreement is made this \_\_\_\_\_ of \_\_\_\_\_, 20\_\_\_\_ between Pacifica Foundation Radio, operators of KPFT, 90.1 FM (4504 Caroline St, Houston TX, 77004, (713) 526-4000) , and:

(Merchant) \_\_\_\_\_

(Address) \_\_\_\_\_

(Telephone/Fax) \_\_\_\_\_

(Email) \_\_\_\_\_

Radio Station KPFT is licensed to Pacifica Foundation Radio and is authorized by the Federal Communications Commission ("FCC") to operate its noncommercial broadcast station on an assigned FM frequency of 90.1 MHz. Pursuant to the rules and regulations of the FCC, the parties to this agreement acknowledge that the Station is permitted to broadcast underwriting announcements from for-profit entities, but is not permitted to broadcast commercial advertisements by for-profit entities.

Merchant desires to broadcast certain underwriting spots in conformity with this Agreement and all rules, regulations and policies of the FCC.

Merchant agrees to pay (see rate card) \_\_\_\_ Full Schedule Rates \_\_\_\_ Prime Schedule Rates

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

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

Preferred Schedule per Day/Week: \_\_\_\_\_

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

Confirmation of Performance: At the conclusion of this contract term, the Station will provide Merchant 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 other announcements or programs, if in its editorial discretion, to do so would best advance the Station's public interest responsibilities.

This Agreement shall be governed by, and construed and enforced in accordance with the laws of the State of Texas and shall be performable in Harris County, Texas. This is the entire agreement of the parties in regard to these matters. There are no oral agreements existing between them.

The Station:

The Merchant:

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

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

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

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

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

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