



Underwriting Information

KRUR-LP is a Low Power FM station, operated and managed by Refuge Church of Atascadero. The 100-watt station went on the air October 19, 2015 and operates under a non-commercial, Low-Power license from the FCC.

KRUR-LP relies on financial support from our listeners and local businesses. As a non-commercial station, we cannot sell or broadcast advertising, but we can acknowledge business contributors in the form of donor acknowledgements or what is commonly referred to as "Underwriting." Underwriting is simply financial support to KRUR-LP, in exchange for mention of the business on the air.

Underwriting donations may be tax deductible because KRUR-LP is operated and managed by Refuge Church of Atascadero, recognized by the US Government to receive tax-deductible donations under the Internal Revenue Code section 170.

As a non-commercial station, underwriting announcements on KRUR-LP must follow certain Federal Communication Commission (FCC) rules. While these rules prohibit "commercial promotion" they do provide businesses an opportunity to create community awareness of their products and services, while associating themselves with a community service broadcast station. Because underwriting is a form of donor acknowledgement, payment must be received before the announcements can be aired.

Underwriting announcements may take place at any natural break in programming (e.g., at the end of a program segment). Limited to no more than 30-seconds in length, an underwriting announcement:

1. May identify a sponsor's name and services

The FCC allows us to recognize the sponsor and provide a value-neutral description of the products and services provided by the sponsor, but they cannot be "hyped";

2. May include a value neutral description

We may not ascribe value-imparting adjectives (e.g., "beautiful dishware") to a product/service;

3. May provide contact information

We may publicize a sponsor's location, phone number, and web address. We generally recommend that this information be simple and easy to remember, since most people are doing other things while they listen to the radio.

4. May not include qualitative statements, or a call to action

Comparative adjectives (e.g., "voted best in town") are prohibited (even if they are true), as is urging listeners to do something ("apply for the credit card now");

5. May not mention discounts or pricing information

Not only are specific numbers prohibited (e.g., "10% off") but the concept of a discount (e.g., "free" or "on sale now") is also banned.

Here is an example of a permissible underwriting announcement: *"KRUR-LP supporters include Tom's Burgers, featuring a selection of burgers, deli sandwiches and espresso. Bob's Burgers is located at 123 Hungry Street in Pendleton. For information you can call 541-555-1234, or on the web at w-w-w-tombsburgers-dot-com."*

For more information about Underwriting Donations to KRUR-LP, contact the Refuge Church of Atascadero at (805) 466-3354 or via email at radiorefuge.net@gmail.com



Customer # _____

Underwriting Agreement

This agreement contains the full terms and conditions between **KRUR-LP** (operated and managed by Refuge Church of Atascadero, Tax ID# 77-0213564, a 501(c)(3) organization to receive tax-deductible donations are eligible to receive tax-deductible contributions in accordance with Code section 170 and:

(Organization / Underwriter)

(Contact Person)

(Phone)

(Email Address)

(Address)

(City)

(State)

(Zip)

KRUR-LP Underwriting Rate Options: Select one:

- 10 announcements per month \$50
- 20 announcements per month \$95
- 1 announcement per day/30 per month \$120
- 2 announcements per day/60 per month \$210
- 3 announcements per day/90 per month \$300
- 4 announcements per day/120 per month \$390
- 5 announcements per day/150 per month \$480
- Commuter Times:
 - 6:30-8:30am & 3:30-5:30pm 4 announcements per day/120 per month (Two AM / Two PM) \$550
- Weather: 8 announcements per day, every 3 hours/240 per month \$700
- Top of every other hour (12 daily announcements 6 short/6 long) \$1000

Proposed Start Date: _____ **Proposed End Date:** _____

Form of payment: Check Cash Credit Card (*via PayPal*) <http://refugechurch.info/give>

Announcement wording: KRUR-LP and underwriter will jointly develop an objective, factual on-air announcement that may include Underwriter’s Name; a slogan that identifies but does not promote the Underwriter; Underwriter’s location; and a value neutral description of the product line or service of the Underwriter. KRUR-LP will review and edit, as necessary, all announcements to ensure compliance with Federal Communication Commission regulations.

KRUR-LP Management

(Date)

Underwriter

(Date)

Mail this form to: KRUR-LP Station Manager
6855 Portola Road, Atascadero, CA 93422
For more information: (805) 466-3354 Email radiorefuge.net@gmail.com