

Your opportunity to be recognized as an Underwriter on Conifer Radio!

Conifer Radio is your community radio station currently live streaming music through the internet and promoting our mountain communities. We began in January 2020 and have supported the community through a difficult year as a “non-commercial advertising” community radio station for the US 285 Corridor Community. Our support comes through hourly underwriting recognitions of our community businesses, nonprofits and other organizations and individuals (very similar to NPR).

Here is how to be recognized as a supporter of Conifer community radio:

- **Firstly, consider giving this a ‘test drive’ through a FREE radio professional recognition of your organization or business.**
- **With your authorization as an Underwriting Supporter, you’ll receive a minimum four (4) hours of Underwriting Promotional Recognitions per week across a minimum of one month period of time. This is twice the standard of two (2) hours per week.**
- **Yours or your organization’s name being included in our list of Underwriting Supporters of Conifer Radio on our promotional material for 2022.**

All of the above at \$40/week for a minimum of one (1) month.

Conifer Radio is financially supported in the same manner as National Public Radio (NPR) stations – through **Underwriting Recognitions**. On-air recognitions of your organization’s value proposition and support are professionally stated twice per hour.

- Our **Underwriting Supporters** receive a minimum of 4 Underwriting Recognitions during two hours of radio programming per week. You may receive a greater number based upon the number of additional/vacant broadcast hours available.
- Underwriting recognition is a classy and professional form of promotional marketing. The promotional recognition of your organization and its support for advertising-free community radio enhances your profile with our community.
- Underwriting recognition announcements are different from ‘commercial radio advertisements’ as they abide by a very particular set of FCC guidelines pertaining to “on-air” public nonprofit radio stations. Underwriting funds our station operations *at a minimum of cost* and according to a break-even cost projection.
- Conifer Radio broadcasts via internet live-stream at www.ConiferRadio.com similar to a non-profit on-air public radio station. Our goal is to grow the station into a nonprofit public FM radio station with call letters that will be owned and managed by the US 285 corridor community.

Conifer Radio Underwriting Supporter Guidelines:

To simply underwrite an hour of programming, the minimum contract is for one month.

- ⇒ Underwriting recognitions are a simple acknowledgement that a community organization or business has provided financial support to the radio station. Underwriting professionally enhances your image as a founding supporter of local community radio and establishes a *top-of-mind awareness* with listeners.
- ⇒ During the broadcast week, your organization's name is recognized as an underwriter and a supporter of an hour of Conifer Radio.
- ⇒ Conifer Radio's goal is to create long-term sponsorship relationships of community radio and to in-turn serve and support the success of the businesses and organizations of the Conifer - US Highway 285 corridor and our surrounding communities.
- ⇒ Underwriting recognitions are very similar as those offered by NPR, and may include:
 - Your Business/Organization Name.
 - Address, Phone Number and/or Website.
 - A listing and value-neutral description of up to 3 products and/or services.
- ⇒ Underwriting acknowledgements may NOT include:
 - References to sales or prices (even if free); inducements, incentives or "calls to action."
 - The use of comparative language, quantitative language, or qualitative language.
 - Again, an underwriting message must stop short of telling the viewer or listener to take some form of action. It must also not be 'overly promotional.'

Becoming a supporter of Conifer Radio through underwriting is an excellent way to increase the local profile and awareness of your business or organization. This retains the interest of our listeners to the local community (and keeps folks from "going down the hill.") Your radio broadcast recognition is a simple and powerful statement of support, and is a brief (but classy) interruption to our on-air musical programming. Because your underwritten recognitions on Conifer Radio are a "thank you" - they are more readily heard and accepted as compared to any commercial advertisement.

Simply review, complete and return both Pages 3 and 4 which follow:

**Your Community Radio
Underwriting Supporter Packet**

**CONIFER
RADIO**
WWW.CONIFERRADIO.COM

**Underwriters Agreement
(complete and return this via US Mail or to ConiferRadio@gmail.com)**

This agreement is made between Hudson Ross Associates, LLC, d/b/a Conifer Radio, streaming internet broadcasting in the Conifer, Colorado and the US Highway 285 corridor area at www.coniferradio.com, P.O. Box 745, Morrison, CO, 80465, Email: ConiferRadio@gmail.com and the following Underwriter:

Business Name Contact Name

Business Address City, State, Zip

Telephone

Email Address

Website

Sponsorship Length

- 1 Month
 2 Months
 3 Months
 Other _____

Payment Terms (choose one):

- (\$40/week for a minimum 1month) **\$160**
 (2 months) **\$320**
 (3 months) **\$480**
 Other _____

Contract Start Date

Contract End Date (Last day of weekly recognitions)

Make payment via check to: Hudson Ross Associates, LLC

Signed for _____ *(client) who authorizes the broad cast of the Underwriter recognition statement:*

Signature

Date

Received of: _____

_____ Dollars (\$ _____ .00)

Signed For: **Hudson Ross Associates, d/b/a Conifer Radio**

Signature

Date

Recognition Announcement

Select your format: Pick an option and return your completed Underwriter recognition utilizing one of the following suggested template formats:

1. Support for Conifer Radio this hour is provided by: _____

_____ that offers:

⇒ _____

⇒ _____

and:

⇒ _____

Further details are available by calling ____-____-____ or at _____ .com/.org
We offer our Thanks to _____ as an Underwriting Supporter of community radio.

2. Support for ConiferRadio.com comes from _____,

a _____ company providing: _____

_____ since _____ (date).

You can reach them at _____, or their website at: _____.

We offer our Thanks to _____ as an Underwriting Supporter of community radio.

Events: Support for ConiferRadio.com comes from _____

located in Conifer and the surrounding area, presenting (special event):

Contact via email _____@_____.org or their website at: _____

We offer our Thanks to _____ as an Underwriting Supporter of community radio.

I authorize the above language to be used per the agreement (attached):

Signature

Date

The following is a sample of an underwriter recognition:

“Support for Conifer Radio this hour is provided by Mike’s Firewood in Pine, Colorado. Mike offers firewood splitting services, whole timber cutting to blocks, and retail firewood sales and delivery services within a 10 mile radius. Further details are available by calling 555-555-5555 or at www.MikesFirewood.com.”