

# Underwriting Kit

## A Brief History of KEOS 89.1 FM

KEOS began in 1995 when a small but dedicated group of volunteers obtained a license for a new low power FM station in College Station. The station celebrates its birthday each year on March 25th.

KEOS is one of only a handful of all-volunteer stations in the country. The station has no paid staff whatsoever. Funding comes from listener donations, underwriting and a grant from the Arts Council of the Brazos Valley. The station is a member of the Texas Association of Broadcasters. We are licensed by the Federal Communications Commission and owned by Brazos Educational Radio, a Texas 501(c)3 non-profit corporation, overseen by a Board of Directors. The station is managed by a management team made up of the volunteers.



Originally licensed to operate with a power of 100 watts, KEOS increased power to 1000 watts and has listeners throughout the Bryan-College Station area and reaches into Burleson, Grimes, Lee and Washington counties.

KEOS was able to purchase our first permanent home at 202 E. Carson Street in Bryan, having operated in rented space up until December of 2006. Earth Art provided our first temporary home, before we moved to an old tortilla factory, then to a curtain shop. Our new facilities, KEOS Bell Studio named for Bob and Judy Bell, the previous owners, are modern and technically up to date with computer assisted programming, new technical control equipment, a production studio and more spacious studios. Our 1000 watt transmitter was built by Gates Radio Company in 1963 and is one of oldest broadcast transmitters in use.

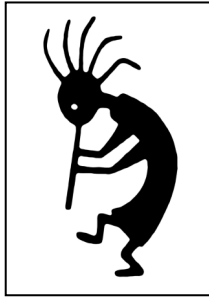
KEOS volunteers produce programs ranging from Country to Jazz, Talk to Religious, Blues to Rock, World to Hip-Hop. We also have locally produced specialty shows featuring music from India, South America, and much more. Local and visiting musicians perform live, at the Bell Studio. The locally produced talk shows provide current information, events and local experts on a variety of topics including local church announcements, health care issues, family affairs, and Green thinking.

KEOS programmers are trained and gain management approval before they are free to select their own show content, within FCC and station guidelines. KEOS programmers include students, professors, business people, retirees, teenagers and regular working folks with day jobs. KEOS volunteers perform all station functions such as building maintenance, engineering, public relations, promotions and training.

KEOS is committed to the creation of radio broadcasting by and for a public of diverse cultures, ages, income levels, and backgrounds, under-served and under-represented by other area media.

KEOS shall provide musical, cultural, and informational programming that celebrates and expresses the diversity of the community. It shall provide a voice for groups in the community that may otherwise go unheard, sustaining a forum for alternative points of view on local, national, and international issues, with particular awareness to women, students, labor, minorities, and other public interest constituencies. KEOS will promote understandings between cultures and serve as a catalyst for positive social change within the community.

<http://www.keos.org>  
979-779-KEOS (5367)



# Underwriting Policy

## KEOS 89.1 FM Underwriting Policy

Our underwriting arrangement is to provide 16 underwriting credit announcements for a \$100 monthly contribution. These announcements are scheduled to run during different times on different days. This provides the underwriter with exposure to a variety of audiences.



If the underwriter wishes to specify the position of the announcements (by times or around specific programs) they will receive 16 underwriting credit announcements for \$120. This provides two announcements per show for a weekly program. This works out to \$6.25 per announcement for ROS (Run of Schedule) non-fixed placement, or \$7.50 per announcement for fixed placement.

Underwriting of KEOS programs is non-exclusive at this rate.

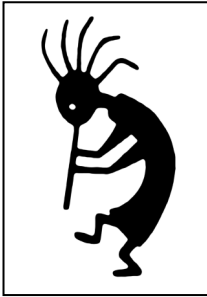
We will discuss exclusive sponsorship of shows on an individual basis.

We will provide quarterly invoicing and a copy of our IRS 501(c)3 designation letter for the underwriter's records.

We will work with underwriters to create copy for the announcements that acknowledges their support of Community Radio, provides the name, contact phone number, and (if desired) physical and web site addresses, and describes in objective terms the product or service. This copy cannot include any language that would be a "call to action," endorsement, qualitative or quantitative evaluation of your product or service, or pricing information. However, even working within these constraints, we can provide a message to our listeners that will do a good job of letting them know who our supporters are and the services they offer.



<http://www.keos.org>  
 979-779-KEOS (5367)  
[underwrite@keos.org](mailto:underwrite@keos.org)



## KEOS 89.1 FM Underwriting Message Guidelines

KEOS listeners value the non-commercial nature of public radio. Our goal is to not only comply with FCC regulations for underwriting copy, but to avoid the “sound” of a commercial station. This meets the expectations of our audience and assures that your message will have maximum impact with our listeners.

### **KEOS underwriting copy guidelines:**

- Maximum length is 30 seconds
- Underwriting spots can be read live or run pre-recorded
- The name of the underwriter’s business or organization may be included a maximum of twice per spot
- KEOS reserves the right to edit underwriting copy so that it complies with FCC regulations and station policy.

### **Elements to include in your underwriting message:**

- Address, phone number, or Web site
- A brief description of products and services you offer (Brand names can be included)
- Length of time in business
- Names of parent company, subsidiaries, or specific divisions of your company
- A previously established slogan that meets both FCC regulations and KEOS guidelines.

### **FCC regulations direct public broadcasters to refrain from airing underwriting copy that contains...**

1. Price related information including discounts, interest rates, or references such as “free” - “on sale” - “specials”
2. Comparative or qualitative descriptions such as “best” - “most reliable” “largest selection” “nationally acclaimed” – “award-winning” – “exclusive dealer”
3. Calls to action such as “call us” - “come by” - “try brand x”
4. Inducements to buy, sell, rent or lease such as “this week only” - “a gift for first 20 customers” - “six months service included” - “limited lifetime warranty”
5. Phrases promoting a cause or point of view: political, religious, social, etc.

***According to the FCC, the purpose of an underwriting message is to “identify, rather than promote” public radio donors. Each public broadcaster is expected to make reasonable good faith judgments about language used in underwriting copy to ensure that the station adheres to this basic principle. Non-compliance can lead to stiff penalties from the FCC.***



# KEOS COMMUNITY RADIO UNDERWRITING CONTRACT

Thank you for your commitment to independent community radio by becoming a KEOS sponsor through underwriting. Unless noted otherwise, this contract is for a minimum of one yearly quarter or three months. Our underwriting rate schedule is:

\$120 per month, "Pick Your Show", 16 monthly mentions, show/s of your choosing

A single weekly 2-hour program (four mentions during the weekly program, 16 /month)

Two 2-hour shows (2 mentions a week for 2, two-hour shows = 4 mentions/week & 16/month)

Four shows (1 mention each for 4 shows = 4 mentions/week & 16/month)

\$100 per month, "Run of Station," 16 monthly mentions, KEOS selects the air time (4 mentions/week, 16/month)

\$80 per month "Run of Station" (2 mentions a week, 8 mentions a month)

\$40 per month, "Run of Station" (1 mention a week, 4 mentions a month)

The duration of each mention is approximately 30 seconds and can be read live or pre-recorded. All underwriting is subject to our policies and 501(c)3 regulations for non-profit organizations.

When your underwriting copy is completed, KEOS will send you quarterly invoices. KEOS can send you an end-of-year statement to reflect your underwriting donations if requested.

**CONTACT INFORMATION:** (Your KEOS Contact Person: \_\_\_\_\_)

Underwriter Name \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**PROPOSED TEXT OF ANNOUNCEMENT** (ATTACH SEPARATE SHEET).

**SCHEDULING DETAILS:** Program Name/Day(s) OR "Run of Station" \_\_\_\_\_

\_\_\_\_\_ Duration of Underwriting \_\_\_\_\_

**In-Kind Underwriting**—For terms of underwriting exchange see attached sheet with details or attached contract, incorporated by reference herein.

Underwriter (signature) \_\_\_\_\_ Date \_\_\_\_\_

KEOS Approval (signature) \_\_\_\_\_ Date \_\_\_\_\_

**When completed, a KEOS representative can pick up this form (email [underwrite@KEOS.org](mailto:underwrite@KEOS.org) for details) or mail to KEOS Underwriting, P.O.Box 78, College Station, TX 77841**





## More About KEOS 89.1 FM



### WHAT IS KEOS?

KEOS 89.1 FM is a Federal Communications Commission (FCC) licensed non-commercial educational radio station which began broadcasting on March 25, 1995!

### NON-PROFIT

KEOS 89.1 FM Brazos Educational Radio is a non-profit educational and cultural organization with 501 (c) 3 tax-exempt status from the Internal Revenue Service.

### NON-COMMERCIAL

KEOS proudly continues to be completely supported by members like you with pledges, donations, underwriting, volunteering and a grant from The Arts Council of Brazos Valley. **Thank you!**

### PUBLIC RADIO

Our programming is produced by and for the people..

### ALL VOLUNTEER

We are all volunteers who believe in the power of community public radio

### ALTERNATIVE MEDIA

We provide different points of view as an alternative to mainstream media.

### INTERACTIVE MEDIA

We encourage direct participation of the community through an open door policy because everyone's opinion counts!

### QUALITY PROGRAMMING

KEOS is an NPR affiliate, providing programming such as Democracy Now!, Free Speech Radio News, World Cafe and quality local programming.



**The KEOS Bell Studios  
202 E. Carson, Bryan, TX**

**Mailing Address  
P.O. Box 78  
College Station, TX 77841**

**Tel: 979-779-5367  
Fax: 979-779-7259  
Email: [keosfm@gmail.com](mailto:keosfm@gmail.com)  
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