



KALA StAmbrose
University

88.5 FM

**Underwriting
Information and
Production Schedule**

How to reach us:

| | |
|------------------------|--|
| OFFICE LINE | (563) 333-6219 |
| REQUEST LINE | (563) 333-6216 |
| FAX | (563) 333-6218 |
| WEB | kalafm.org |
| E-MAIL | kala@sau.edu |
| MAILING ADDRESS | 518 W Locust St. Davenport, IA 52803 |

**THIS INFORMATION
PACKET REPLACES ALL
PREVIOUS EDITIONS
EFFECTIVE:
1/01/2011**

As a non-commercial, educational FM radio station, KALA is prohibited by Federal Law from making promotional announcements for for-profit enterprises. At the same time, we must notify our listeners of those enterprises who have supported programming on KALA. In light of this, we at KALA have two means by which you can have announcements about your business/organization made on KALA.

You Can Be A “KALA Community Supporter”

The first way would be as a “KALA Community Supporter,” especially for non-profit organizations. Announcements can air for 501 c 3 non-profit organizations in :30 lengths (usually) scheduled to promote the not-for-profit organization, its activities, or a specific event.

You Can Be A “KALA Booster”

The second way is to join us as a “KALA Booster.” This would be the perfect opportunity for an individual, or for-profit business, to be acknowledged that they support the programming on KALA. This type of message would be considered an “underwriting” announcement, and must follow strict Federal Communications Commission (FCC) guidelines. The content of this announcement is KALA’s responsibility, and this announcement is an acknowledgement and NOT a commercial. The announcement can give, according to FCC rules: name of business, address, phone number, type of business, and value neutral aural logograms of the supporter. Individuals can also be recognized with their name as a supporter of KALA programming.

PLEASE NOTE: A “KALA Booster” will be announced strictly as: business/individual name, address, phone number, and the fact that this entity/individual supports KALA. The “KALA Booster” may likely be included with other supporters grouped together. All donations to KALA must be paid in advance to the station manager before announcements are aired.

Studio production is a separate category of the services KALA may provide. In the production studio, KALA has the ability to produce commercial spots that can be aired elsewhere, industrial productions, and narration—complete with talent/script preparation. KALA has a complete, and fully-licensed, music and sound effects library available. The per-hour (or portion of any hour) rate for production at KALA is \$50, and at least one hour must be paid for in advance. Please remember, underwriting announcements on KALA are NOT COMMERCIALS, but they are a way you can acknowledge your support of this station. They can contain very important information about your business for our listeners. Ultimately, they tell others you care about our station, our programming, and our listeners.

Sincerely,

David Baker

KALA Operations Manager



PLEASE REMEMBER: Your underwriting pledges to KALA are NOT “commercials,” but are only recognition of your support. These announcements can still contain important information about your business for our listeners. They can also tell our loyal listeners YOU care about KALA and our programming.

“KALA COMMUNITY SUPPORTER” PRE-RECORDED PUBLIC SERVICE ANNOUNCEMENTS OR “BOOSTER” UNDERWRITING

Announcements can air within a week, a month, a year, etc. It’s up to the contributor. The client chooses any schedule convenient for the organization/business and KALA Radio to schedule the announcements.

Pre-recorded and scheduled public service announcements can easily be arranged for non-profit organizations.

Announcements MAY include:

- Underwriter’s name
- Bonafide company slogan
- Location of business
- Phone number and /or website
- Years in business
- Value-neutral descriptions of products or business
- Trade names, products or service listing which help identify the business
- Description of the target market

Announcements may NOT include:

- Comparative descriptions or language
- Qualitative description or language
- Pricing information
- Calls to actions
- Inducements to buy, sell, rent or lease

Announcements can only be changed once within a 30 day period. Additional modifications will be charged \$25 per update.

Each announcement will be accepted on a case-by-case basis at KALA. There is no “grandfathered” or alternative underwriting schedules accepted other than this official document. KALA reserves the right to not accept underwriting or public service announcements for any reason. This schedule replaces all previous underwriting information from KALA.

Donation Schedule

JOIN US AT ONE OF THESE DONATION LEVELS!

| | |
|--------------------------------|---------|
| 1 (One) ANNOUNCEMENT | \$15 |
| 10 ANNOUNCEMENTS | \$150 |
| 20 ANNOUNCEMENTS | \$250 |
| 50 ANNOUNCEMENTS | \$500 |
| 100 ANNOUNCEMENTS | \$750 |
| 200 ANNOUNCEMENTS | \$1,000 |

KALA STUDIO PRODUCTION:

KALA has a complete production facility to produce anything from a simple :30 commercial spot...to industrial presentations complete with narration, including the use of a licensed music library, licensed sound effects, and more.

Studio production is \$50 per hour, or portion thereof. Any time scheduled after 5 p.m. weekdays and any time on weekends will be charged an additional \$20 per hour. Studio usage must be arranged through the station manager AND will be supervised by at least one of our departmental staff members. KALA does NOT rent equipment. Payment is required in advance for at least one hour of production at the time of scheduling with the station manager.



Underwriting Contract Agreement

_____ AT _____
 BUSINESS / ORGANIZATION NAME ADDRESS

 CITY / STATE / ZIP CODE PHONE NUMBER

KALA WILL ACKNOWLEDGE THE \$_____ CONTRIBUTION FOR _____ WEEKS / MONTHS WITH _____ ANNOUNCEMENTS THAT RECOGNIZE THE DONOR, LOCATION, AND PHONE NUMBER AS PER FCC GUIDELINES. AN INDIVIDUAL MAY ALSO BE A DONOR TO KALA.

REMARKS / SPECIAL INSTRUCTIONS:

_____ DONOR SIGNATURE _____ KALA REPRESENTATIVE

 DATE DATE

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