# KUOW Puget Sound Public Radio - Day Sponsorship Program

Thank you for your Evergreen Membership! One of your benefits as an Evergreen Member, is an on-air day sponsorship message. Your message(s) will air twice on the day(s) of your choice *at approximately 11:59 a.m. and 8:59 p.m.* *Please tune in ten minutes prior to air time. Announcers make an effort to read every day sponsorship message, but programming changes, such as breaking news, may result in a message not airing.*

## CREATING YOUR MESSAGE:

Your message must be **no more than 10 seconds in length (42 syllables)** including the introduction. The introduction is standard: "Today's KUOW day sponsor(s) is(are)." This takes 10 syllables, with 32 remaining for your message to follow.

To help you craft an appropriate message **please use the following format: "Today's KUOW day sponsor is (*Member Name*) (*Message*)."** *Day sponsorships may not be read anonymously or with a name other than what is on the member's account.*

- Day sponsor messages should be personal in nature: celebrating friends or family or commemorating a personal event, anniversary or birthday.
- Messages that promote a business, are political, religious, advocate a cause or are editorial will not be aired.
- Messages acknowledging a non-profit organization or event may concisely describe the general services provided, an event date, or general location, but may not include additional details such as a phone number, website or specific street address.
- Language must be value-neutral (*no qualitative words*), verifiable and non-promotional.
- KUOW reserves the right to evaluate and edit any message that does not conform to KUOW and/or FCC guidelines.*

### EXAMPLES:
*Today's KUOW Day Sponsor is John Doe, wishing Jane Doe a happy birthday.*
*Today's KUOW Day Sponsor is the Doe family, wishing grandpa and grandma a happy anniversary.*

## SCHEDULING YOUR MESSAGE:

**Please select *two* dates, your second date will be an alternative if your first choice is unavailable**. Dates fill up quickly. If neither of the dates you have selected is available, KUOW will contact you.

Fill out the section(s) below and mail this form to KUOW at least one month prior to the requested air date. You may schedule your day sponsorship a maximum of three years from the current year.

Please contact us at (206) 221-2501 or evergreen@kuow.org if you have any questions. **Thank you for your support of KUOW!**

*\*Section 399B of the Federal Communications Act of 1934 and Section 73.503(d) and 73.503(e), FCC 2d 255 (1994).*
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**Evergreen Members with monthly gifts under $41.67 receive one day sponsor message, between $41.67 and $83.33 receive two day sponsor messages (please use the reverse side of this form) and monthly gifts above $83.33 receive four day sponsor messages.**

**MEMBER NAME**: _____

**PHONE**: Day_____ Eve_____

**DATE**: 1st choice_____ 2nd choice_____

**MESSAGE**: *Today's KUOW day sponsor(s) is(are) ...*_____

- ❑ **Please check this box if your day sponsor message is a surprise for someone in your household.**
- ❑ **Please check this box if you have concerns about how a word or name will be pronounced. Use the back of this form to write out the word phonetically ("sounds like" is also very effective).**

*OFFICE USE ONLY*

| Member # | Process Date | Gift | Source Code | Purpose Code | Confirm Date |
|---|---|---|---|---|---|
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**4518 University Way NE, Suite 310  Seattle, WA 98105  Ph: (206) 221-2501 Fax: (206) 543-2720 Email: evergreen@kuow.org**

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**Day Sponsor Message #2**

**MEMBER NAME**: _____

**PHONE**: Day_____ Eve_____

**DATE**: 1st choice_____ 2nd choice_____

**MESSAGE**: *Today's KUOW day sponsor(s) is(are) ...*_____

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❑ **Please check this box if your day sponsor message is a surprise for someone in your household.**
❑ **Please check this box if you have concerns about how a word or name will be pronounced. Write out the word phonetically ("sounds like" is also very effective).**

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**Day Sponsor Message #3**

**MEMBER NAME**: _____

**PHONE**: Day_____ Eve_____

**DATE**: 1st choice_____ 2nd choice_____

**MESSAGE**: *Today's KUOW day sponsor(s) is(are) ...*_____

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❑ **Please check this box if your day sponsor message is a surprise for someone in your household.**
❑ **Please check this box if you have concerns about how a word or name will be pronounced. Write out the word phonetically ("sounds like" is also very effective).**

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**Day Sponsor Message #4**

**MEMBER NAME**: _____

**PHONE**: Day_____ Eve_____

**DATE**: 1st choice_____ 2nd choice_____

**MESSAGE**: *Today's KUOW day sponsor(s) is(are) ...*_____

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❑ **Please check this box if your day sponsor message is a surprise for someone in your household.**
❑ **Please check this box if you have concerns about how a word or name will be pronounced. Write out the word phonetically ("sounds like" is also very effective).**

*OFFICE USE ONLY*

| Member # | Process Date | Gift | Source Code | Purpose Code | Confirm Date |
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