



**GROW** your business by becoming an underwriter today!

90.9 Paonia • 89.1 Delta & Montrose • 98.3 Crawford • 88.7 Lake City • 88.9 Ridgway • 90.1 Ouray • 99.1 Grand Valley

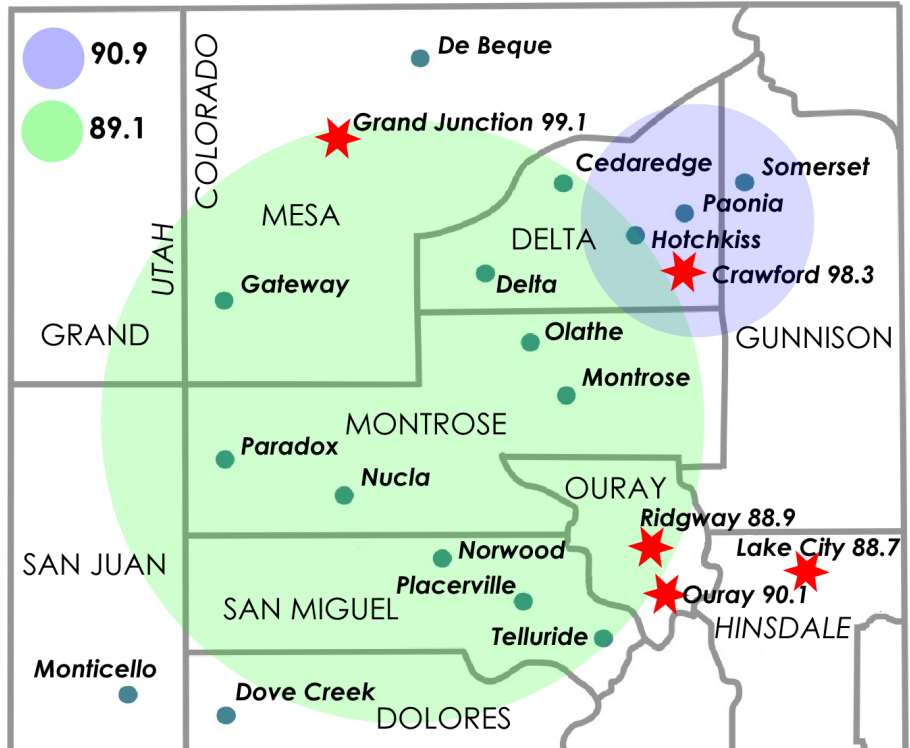
Heard over 7 frequencies and streaming online at [KVNF.org](http://KVNF.org)

Join other local business owners and grow your business.

Our listeners say they **feel good** about who they buy from when they hear your business actively supports their local community.

**74%** of public radio listeners say that a company's support of public radio has a positive influence on their decision to purchase that company's products or services. \* This phenomenon is known as the "**halo effect**," an exclusive benefit of your business establishing a partnership with public radio.

\* Audience Insight and Research 2010 Analysis of Public Radio Listeners



OUR KVNF COVERAGE MAP

- Have your message heard over **10,000 square miles**.
- Your announcement spot will potentially to reach over **100,000 people +** on the Western Slope of Colorado and Eastern Utah.

Contact one of your KVNF representatives today to design your custom on-air announcement.

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# KVNF Underwriting Guidelines and Worksheet

Underwriting announcement spots are **30-seconds long**. Spots identify a business or organization and briefly describe their primary goods or services. The Federal Communications Commission (FCC) has established guidelines for value-neutral announcement spots that clearly differentiate public broadcasting from commercial advertising.

**We'll create it for you!** KVNF staff will work with you to create your support announcement that suits your needs and complies with FCC guidelines. Below is a simple worksheet to outline your business. Your 30 second announcement spot is produced in our studios with familiar local voices from the community. Air times and dates are made custom to business demographics and all sizes of budget - from as low as \$10/spot!

## What Can You Say

- Who you are
- Where you are
- Your contact information
- Your slogan with certain qualifications
- Value-neutral descriptions of your business' products or service(s)



## What Can't You Say

- Anything about a price, discount, sale, or deal
- "Call..." "Come by..." (call to action)
- "Perfect," "Best," "Most..." or anything that compares or qualifies
- Anything that endorses or certifies

## Producing a FCC-approved announcement spot is comprised of 3 basic components.

**1. Opening:** Support for KVNF comes from members and from (YOUR name).

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**2. Middle:** A value-neutral description of the underwriter's primary products, services, or events.

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**3. Close:** Contact information such as website, location or phone number.

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## Testimonials from KVNF Underwriters:

"KVNF helped us get clear, concise information to listeners. The staff was GREAT to work with - helping us craft our message and revise it as needed."  
— **Connect for Health Colorado**

"First State Bank of Colorado is a local bank serving local people just like KVNF. We appreciate the response we get from underwriting; like KVNF we are proud to serve our community."  
— **First State Bank CO**

"Hellman Motors has sold vehicles to our neighbors in Western Colorado for six decades; we know KVNF listeners value longevity and KVNF has been a home to our message of quality and customer service."  
— **Hellman Motor Company**



**Added value!** Your business name and phone number as well as a link to your website is listed on our website alongside other local businesses that support Mountain Grown Community Radio for Western Colorado. [www.KVNF.org/our-underwriters](http://www.KVNF.org/our-underwriters)