

KVPR/KPRX ENDOWMENT FUND POLICY

Endowments established by KVPR/KPRX with gifts received from donors shall be subject to and managed according to the guidelines set forth herein by the Board of Directors, the Finance Committee and the Investment Committee. Any change in the provisions of this policy may be made only upon a resolution by a majority vote of all the incumbent Directors of the Board of KVPR/KPRX.

Endowment Fund Defined.

Under California law, “endowment fund means an institutional fund or part thereof that, under terms of a gift instrument, is not wholly expendable by the institution on a current basis. The term does not include assets that an institution designates as an endowment fund for its own purpose” (Probate Code Section 18502 [b]).

Gift Instrument.

A “gift instrument” that establishes an endowment sets the terms and conditions of the gift and is a “record” that contains information inscribed on a tangible medium or stored electronically, including an institutional solicitation under which property is given, or governing documents, such as bylaws. Such a record of each endowment should be retained permanently.

To facilitate the management of endowments, a donor wishing to make an endowment contribution to KVPR/KPRX will be asked to sign and date a brief document that sets forth clearly the amount of the contribution and any and all restrictions and terms that the donor intends with respect to the principal of the endowment. KVPR/KPRX will provide upon request a form for the convenience of the donor and offer any assistance requested in completing such a document. The Finance Committee shall review the instrument and indicate its acceptance of the gift on behalf of KVPR/KPRX by the chairperson’s signing and dating the document. The gift instrument shall be retained by KVPR/KPRX permanently in physical or electronic form.

Gift Acceptance Policy

Gifts to KVPR/KPRX are encouraged from our donors during lifetime or at death by will, trust, or deferred gift. The amount of a gift that can be claimed as a tax deductible charitable contribution shall be determined by the donor and his or her tax advisors according to current applicable laws and regulations. KVPR/KPRX shall provide appropriate letters of receipt acknowledging such gifts. However, you may be required to obtain a qualified appraisal concurrent with your gift in support of your contribution for tax purposes. KVPR/KPRX does not provide legal or tax advice to prospective donors.

KVPR/KPRX encourages, welcomes and will accept a broad range of gifts, subject to the following conditions:

a) Cash.

Gifts in the form of cash or checks are encouraged. All checks should be made payable to **White Ash Broadcasting, Inc., or KVPR/KPRX.**

b) Publicly Traded Securities and Mutual Funds Shares.

Securities that are traded on the New York Stock Exchange, American Stock Exchange, NASDAQ, and other principal exchanges, or other readily marketable securities, may be accepted by KVPR/KPRX, including mutual fund shares. The donor should realize that such securities might be sold immediately by KVPR/KPRX. In some cases conditions may need to be satisfied prior to KVPR/KPRX's acceptance of any such gift.

c) Closely Held Securities.

Non-publicly traded or closely held securities may be accepted. In some cases certain conditions may need to be satisfied before KVPR/KPRX's acceptance of the securities.

d) Real Property.

KVPR/KPRX is interested in receiving gifts of real property, but due to restrictions and contingent and potential liabilities, any donation shall be subject to review and approval of the Finance Committee. In some cases, conditions may need to be satisfied prior to KVPR/KPRX's acceptance of any such gifts.

e) Other Property.

Other property of any description, including secured notes, copyrights, royalties, easements, whether real or personal, shall be subject to review and approval by the Finance Committee. In some cases, conditions may need to be satisfied prior to KVPR/KPRX's acceptance of any such gifts.

f) Gifts by Will, Trusts, or Foundations.

Such gifts are encouraged and such bequests to KVPR/KPRX should be made to **White Ash Broadcasting, Inc., d.b.a. KVPR/KPRX** in order to qualify for the charitable deduction and to insure that gift is received as directed. Your professional advisors are urged to coordinate with KVPR/KPRX regarding the nature and structure of the intended bequest. Because of concerns about restrictions and contingent liabilities, bequests of property other than cash from the estates of deceased donors shall be subject to review and approval of the Finance Committee.

g) Charitable Remainder Trusts.

KVPR/KPRX encourages the use of Charitable Remainder Trusts, but at this time, is not able to serve as trustee of any such trust. However, the donor should be advised that there are independent trust administrator firms, such as the Fresno Regional Foundation, available to manage the trust for you, and KVPR/KPRX will be make every effort to coordinate and cooperate with such trustee as the donor selects.

h) Deferred Gifts.

KVPR/KPRX is interested in receiving other deferred gifts, such as pooled income funds, life estate gifts, retirement benefits and life insurance policies, but all such gifts are subject to the review and approval of the Finance Committee.

Payment of Fees Related to Gifts.

KVPR/KPRX does not receive and/or pay any fee or commission to any professional advisor, accountant, lawyer, or broker on account of gifts and bequests to KVPR/KPRX

Management of Principal and Use of Endowment Funds

Gifts received by KVPR/KPRX from donors who wish to establish an endowment by a gift instrument shall be preserved, managed and used as provided by this policy. The Board of Directors shall be responsible for the implementation of this policy and shall fully comply with the California Uniform Prudent Management of Institutional Funds Act of Jan 1, 2009 (Probate Code Sections 18501-18510), the California Uniform Principal and Income Act (Probate Code Sections 16320-16375), and the California Prudent Investment Act (Probate Code Sections 16002 [a], 16003, and 16045-16054).

“Principal” shall be defined for this policy as set forth in the Uniform Prudent Management of Institutional Funds Act and the guidelines provided therein. The principal of each endowment fund shall be permanently restricted and any income or interest may be temporarily restricted, reserved, or used for the operations or other uses of KVPR/KPRX as approved by the Board of Directors by a majority vote.

“Income” for the purpose of this policy shall include all earnings from interest, ordinary dividends, short-term gains, net rental, or other passive income. The Board of Directors shall comply with state and federal laws requiring minimum distributions applicable to non-profit organizations as well as the laws relating to maximum distributions that are presumptively excessive. Under this policy the Board of Directors retains full discretion with respect to principal and income of the endowments that are consistent with the laws governing such funds.

The Legacy Society Endowment Fund will be established by contributions from donors wishing to join the Legacy Society. Initial contributions of \$1000 will constitute the principal of the Legacy Society Endowment Fund and shall go to the endowment fund of the donor’s choice.

Thereafter annual gifts of \$250 or more are made and 50% goes to the endowment fund of the donor's choice and 50% to the operations of KVPR/KPRX.

Investment Policy.

The Board of Directors of KVPR/KPRX shall govern investment of all endowment funds with recommendations from the Investment Committee. At such time as the total of all endowment funds is equal to or greater than \$50,000, the Board of Directors shall appoint the Investment Committee to manage the endowment funds and report periodically to the Board. The Investment Committee shall be guided by the prudent investor standard of fiduciary responsibility in carrying out its duties and obligations in accordance with the California laws noted above and this policy.

Nothing herein shall subject the Board of Directors, its officers, employees, members of the Finance Committee or members of the Investment Committee to personal liability unless such liability is the result of gross negligence or intentional wrongdoing.

Any financial advisor retained or used by the Investment Committee shall be a registered SEC Investment Advisor.

The Investment Committee shall consist of three (3) but not more than seven (7) members. At least one Investment Committee member shall have expertise in financial matters, including investments, financial services and products. The General Manager of KVPR/KPRX shall act as a member of the Investment Committee.

An investment policy will be followed that is based on the recognition that in any economy or over any appreciable time period there will probably be an inflationary loss of purchasing power of a dollar of an endowment donation. However, KVPR/KPRX will seek to invest the principal of endowment funds in such a way that they may grow by an amount equivalent to or in excess of the rate of inflation. Because over time diversified equity investments have grown through appreciation and dividends somewhat faster than inflation, they provide the best hedge against inflation and deterioration of the base. Therefore, endowments will be managed on a total return basis with an allocation between equities and fixed-income investments. Accordingly, the Investment Committee shall be governed by the following policy that may be revised by the Board of Directors from time to time by a majority vote of all incumbent directors:

40%-70% CD's/cash equivalent/fixed income/bonds and
30%-60% equities

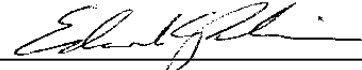
No less than once during the fiscal year of KVPR/KPRX's planning and budgeting, the Board of Directors shall review and approve the permanently restricted funds of each endowment and the temporarily restricted funds or approve their use for operations or other purposes.

The above policy and guidelines were adopted as amended by the Board of Directors on October 14, 2013, after adoption on April 20, 1999 and being amended on December 15, 2009.

Signature:



Mariam Stepanian
President and General Manager



Edward C. Palacios
Chairperson, Board of Directors