



WKCG 99.1 FM RADIO

Thank you for your interest in supporting STBWN “Good-morning Ladies” a radio show of WKCG! The following is the information you need to begin.



403 WEST POWELL ST.
DOTHAN, AL 36303



(334)796-3988
(334)671-2882



Rrussaw@wearetops.org



Www.STBWN.org

WKCG is operated through a 501 C (3) corporation, all monies received are tax deductible. Contributions are tax-deductible only as contributions, not as advertising. WKCG is a non-commercial, non-profit, independent, inter-denominational, listener-supported radio station licensed by the FCC, and offer several sponsorship services to you. Our mission is to enrich listeners with a broad mix of power talk, education, culture, art, humanities, and music, and to be a public access community media empowerment center dedicated to creating an awareness of local interest and socially responsible programming. As a non-commercial station, WKCG cannot set advertising value on any on-the-air spots. The sponsorship program is available to any organization or company (non-profit OR for-profit) who wishes to be a regular donor of the ministry of WKCG.

We want DONORS who value our ministry. We consider underwriting WKCG a good "investment" for DONORS. Each day your business or company name will be heard in the Dothan area and the smaller surrounding communities. In exchange for your contribution which supports our service, WKCG will recognize your business along with the program you choose to sponsor. Federal regulations allow us to broadcast a non-promotional announcement acknowledging your donation to the

station known as “spots”. You are probably already familiar with the underwriting announcements aired on public television stations. DONORS agree to underwrite costs with a standard contribution each month for one year. You can be a DONOR for as little as \$40.00 DONATION per month. See Underwriting Levels schedule (below).

Many companies use underwriting as a cost-effective way to get their names out to potential customers. Your message will stand out on WKCG and won't get lost in the clutter found on commercial radio stations—because our programming philosophy emphasizes limited interruptions.

Please look over the [Donor Acknowledgment Guidelines](#) and the [Sponsorship Levels](#). If you wish to become a donor of this radio ministry, simply complete the [Donor Information Form](#) and submit it with your first two months contribution (or you can print the form, fill it out and return it to our office with your first two months contribution). Again, thank you for your interest. If you should have any other questions, please contact your representative at (334)796-3988 or our business office at (334) 671-2882. The office is staffed from 9 am to 4 pm Monday through Friday. You can also email us.

Radio-actively,

Rodreshia Russaw
Representative, WKCG 991.FM
Rrussaw@weartops.org

Donor Acknowledgement Guidelines

The regulation of the Federal Communications Commission (FCC) require that payments to a broadcast station for the sponsorship of its programming must be acknowledged over-the-air. However, the FCC limits the content of these announcements in the case of public radio stations such as WKCG. As part of its ongoing effort to comply with FCC regulation, WKCG has prepared the following for its own guidance and that of its donors.

The acknowledgment of donors to noncommercial stations is limited to such information as is reasonably necessary for the purpose of identification, including: the donor's name, location, telephone number and a description of product lines (including trade names) and services. Mottos or slogans may also be included for purposes of such description, so long as they are value-neutral.

Donor announcements may not include:

1. Mention of prices (even if free)
2. A call to action
3. Inducements to buy
4. Qualitative or comparative language

Examples of donor announcements on WKCG:

“Support for programming on WKCG comes from Riley’s Café. Riley’s café serves new American cuisine in fine dining atmosphere at 32 Main Street in Dothan and occasionally showcases national recording artist in its Lounge. Riley’s café hour are seasonal. Their phone number is xxx.1212.”

In order to preserve the non-commercial character of public station, donor announcements may not be "promotional" in nature. That is, they may not contain comparative or qualitative language of the type that is found in the "spots" that are run on commercial stations. They should not attempt to persuade the listener to patronize the donor's business by directly or implicitly proclaiming its relative superiority to the competition.

None of the foregoing limitations apply to announcements made on behalf of or acknowledging gifts from other non-profit entities. Public radio stations are not prohibited from making announcements of a promotional nature regarding non-profit organizations.

Note to "for-profit" businesses:

The 30-second spot gives information as to who the business is, what they do, where they are located and their telephone number. Due to FCC regulations, we are not permitted to use any qualitative language or calls to action. Please understand that these mentions are meant to acknowledge your business's financial support of the ministry and is not intended to be advertising. If what you are looking for is "radio advertising", WKCG is NOT the station for you. Any commercial benefit from the acknowledgments is coincidental. Please note - some non-profit businesses do become business sponsors. Because they are NON-PROFIT, you may hear calls to action and qualitative language in their spot, which is permitted by the FCC.

Underwriting Levels for On-the-Air Donors

Sponsorship Levels

DONOR SPOTS ARE 30 SECONDS IN LENGTH

ALL SPOT CONTENT SUBJECT TO REVIEW BY DONOR GUIDELINE COMMITTEE

1. ENTRY: Minimum amount to be an on-the air donor is \$40.00 per month for a minimum of one year. Name will be mentioned grouped, 2 donor names in one spot (in rotation), at least once per day at a different time each day.
2. SILVER: Amount \$75.00 per month for a minimum of one year. Name will receive full 30-second spot tagging or during a specific program plus ENTRY exposure time. Able to change contents of spot each day.
3. GOLD: Amount \$125.00 per month for a minimum of one year. Name will receive a full 30-second spot tagging or during a specific program in PREMIUM TIMES, plus the SILVER and ENTRY exposure time. Able to change the contents of spot each day.

PREMIUM TIMES FOR GOLD LEVEL

Monday - Friday

Drive Time 0600AM - 0900AM

New Life Live 1200PM - 0100PM

Drive Time 0400PM - 0800PM

I would like to make a onetime pledge to STBWN "Good-morning Ladies" Radio Show. In the amount of \$ _____

Sponsorship amounts are subject to change - prior notice will be given.

Please make checks or money orders payable to The Ordinary People Society (WKCG Radio) for STBWN "Good-morning Ladies". Send all sponsorships to 403 West Powell Street Dothan, AL 36303 or via [Www.STBWN.Org](http://www.STBWN.Org).

WKCG 99.1 FM WE KEEP THE COMMUNITY GROWING

403 West Powell Street

Dothan, AL 36303

(334) 671-2882 or (334) 446-3812 Fax (334)671-2882

DONOR INFORMATION SHEET New DONORS name will be heard on-the-air the first month we receive this signed form and a check for TWO (2) months sponsorship or pledge, (sponsoring one month in advance). RENEWALS need only continue to send agreed pledge each month.

LEVEL OF SUPPORT EACH MONTH _____) for STBWN "Good-morning Ladies" (Please refer to Underwriting Levels for options available to Donors.)

Address for receipt:

Phone number: _____

THANK YOU AND GOD BLESS YOU FOR SUPPORTING OUR MINISTRY! Suggest how to phrase your announcement; please limit to name, company affiliation, what you do, location, phone, and your specialty. (If you need more space continue the back of this form). This is NOT advertising.

DONOR SIGNATURE

Date

STBWN

*Good-morning
Ladies*



HOSTED BY

Lechelle Rod

Radio Personality & Speaker

Every Monday

(334)446-3812 | The fun starts at 11 am



WWW.STBWN.ORG