

## KIYE Underwriting Policy per Resolution NP 11-404

The Nez Perce Tribes FM Radio broadcast station, call sign, KIYE is a non-commercial/educational station authorized on November 13, 2007, by the Nez Perce Tribal Executive Committee (NPTEC) Resolution NP 09-055. At that time the NPTEC determined that a non-commercial education broadcast radio station would fill a void in communication across the Reservation regarding health, safety and education. In August 2011 the Nez Perce Tribe was granted a FCC License to cover for a new non-commercial FM station originating in the community of Kamiah, Idaho to serve the Reservation.

**Vision:** The Nimiipuu voice of the past, present, and future.

**Mission:** To educate, inform, and entertain listeners from the heart of the Nimiipuu homeland.

### **Programming Philosophy**

Station programming is designed to provide useful information and be entertaining. The programming is designed to provide a unique platform that blends all facets of the Nimiipuu community. Designated special program slots appeal to specific segments of the community. To increase our community's awareness of current events and issues, provide education and promote healthy lifestyle.

Public Service Announcements are broken down into the following categories:

- Culture/History
- Department/Program Awareness
- Community Events/Opportunities
- Language instruction, use & preservation
- Health Care for the family
- National Native issues
- Substance Abuse Prevention
- Public Safety

KIYE Radio is owned and operated by the Nez Perce Tribe.

### **Policy Objectives**

- Underwriting is a mechanism to diversify station financial revenue and promote sustainable means that also engage the business community serving the residents (listeners) across the Reservation.
- Underwriting guidelines will ensure adherence to Federal Communication Commission rules and regulations.
- Underwriting guidelines will inform tribal employees and underwriters of the procedures related to on-air mentions and financial transactions.
- Underwriting guidelines will clearly represent transaction processes and safeguard tribal assets.

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### Underwriting Guidelines

KIYE Underwriting announcements are carefully crafted to meet business marketing and public relations needs while complying with FCC rules and regulations and station broadcast standards.

These guidelines serve to protect the non-commercial/educational intent of the KIYE broadcast license.

Guidelines are established for profit and not for profit underwriters in the same manner.

FCC requirements dictate that all public radio stations must refrain from using language which suggests or includes the following.

- Calls to Action (word such as “call”, “visit”, or other phrases prompting action)
- References to Price (actual price, “free”, “on-sale”, “low-cost”, etc.)
- Inducements to buy, rent, sale, or lease. (“discount”, “first month free”)
- Superlatives (“guaranteed”, “best”, “greatest”, “most reliable”, etc.)
- Qualitative and comparative adjectives which serve to elevate the image of the business (“experts”)

For more information on FCC guidelines, consult Section 399B of the Federal Communications Act of 1934, see 73.504(d) and 73.504(e), and FCC 2D 255 (1994.)

### Underwriting Announcements

- All credits begin with standard phrasing. Standard phrasing is counted as part of the 20-second length.
  - “Funding for KIYE comes from...” for cash underwriters.
  - “Support for KIYE comes from...” for non-cash accounts.
- All underwriting copy is reviewed by station management prior to broadcast.
- All credits are voiced by station staff. We do not produce spots with music. We do not accept pre-produced announcements.
- We permit listing up to three principal products or services offered by said underwriter.
- The name of the business can appear no more than two times. If the name is in the web address, that counts as a mention.
- All copy must be grammatically correct. Staff will edit copy for broadcast to avoid run-on sentences, inside jargon, etc.
- Direct solicitation for nonprofit organizations is not allowed.
- Slogans or logograms are permitted so long as they do not contain comparative or qualitative descriptions of the donor’s products or services. Slogans are permissible if they are currently being used as a verified element of the business’ marketing mix.
- Other than in accepted slogans, words such as “you”, “your”, “our”, and “we” are not permitted, as these words suggest a personal statement on the part of KIYE.
- Political campaign announcements are not permitted. In addition, no underwriting is permitted for referendums and initiatives.
- The same guidelines apply to non-profit organizations as commercial businesses.

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- Messages cannot advocate positions on controversial issues.
- Underwriting will provide for overall station support and not be for the specific programming content
- The Nez Perce Tribe reserves the right to refuse to accept underwriting from companies, businesses, organizations or any other entities deemed to be inconsistent with KIYE-FM Station image, not of general interest of KIYE listeners, or that could be detrimental to the welfare and image of the station.
- Financial support will not be accepted from businesses or organizations with interests in oppressive regimes or that engage in discrimination based on the basis of race, creed, religion, gender, sexual orientation, disability, political affiliation or membership in the armed forces of the United States.
- Final approval of underwriting credit copy lies with KIYE.

Underwriting Plans

<b>Support Plan</b>	<b>Monthly Rate</b>	<b>Annual Rate</b>	<b>Description</b>
<i>Individual/Family</i>	\$10	\$120	1 mention every 3 hours between 6:00 am – 12:00 am midnight
<b>Business Plans</b>			
<i>Bronze</i>	\$30	\$360	1 mention rotating every 6 hours from 6:00 am – 12:00 am midnight
<i>Silver</i>	\$45	\$540	1 mention rotating every 3 hours from 6:00 am – 12 am midnight
<i>Gold</i>	\$100	\$1,200	1 mention rotating every 1 hour from 6:00 am – 12 am midnight
<i>Platinum</i>	\$208	\$2,500	3 mentions rotating every 1 hour from 6:00 am – 12 am midnight. <ul style="list-style-type: none"> <li>• Underwriting/Business brief biography</li> <li>• Customer testimonial (2 minutes)</li> </ul>

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**Appendix A: Underwriting Agreement**

In accordance with the Underwriting Policy of the Nez Perce Tribe (Resolution NP 11-404), this agreement contains the full terms and conditions between KIYE FM (owned by the Nez Perce Tribe, Tax ID # 82-0255928, a Tribal Government recognized by the U.S. Government to receive tax-deductible donations under the Internal Revenue Code 26 Section 7871) and:

Underwriter Name

\_\_\_\_\_

Contact Person

Phone

Email

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Billing Address

City

State

Zip

**Underwriting Plans**

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In addition to radio spots, all Annual Underwriters will be listed on [www.kiye.org](http://www.kiye.org)

Proposed State Date: \_\_\_\_\_ Proposed End Date: \_\_\_\_\_

Amount and time period preference: In consideration of a contribution to KIYE FM, in the amount of \$\_\_\_\_\_ to be paid in full, in advance of the airing of the Underwriter’s announcements, KIYE FM agrees to identify the Underwriter as a supporter \_\_\_\_\_ times during the following time frames: \_\_\_\_\_ Prime \_\_\_\_\_ Mid-Day, in addition to being listed on the KIYE FM website as an Underwriter/Supporter of KIYE FM.

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**Form(s) of payment:**

Cash

Check

Payments must be submitted to the Nez Perce Tribe Finance Department and paid in full prior to announcement airing

**Announcement wording:** KIYE FM and Underwriter will jointly develop an objective, factual on-air announcement that may include Underwriter's name, location; and a value neutral description of the product line or service provided.

KIYE reserves the right to review and edit all announcements, to insure compliance with Federal Communication Commission regulations.

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Underwriter Representative

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Date

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Received by (Nez Perce Tribe staff)

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Date