



Confederated Tribes of Warm Springs, Oregon  
KWSO 91.9 FM  
PO Box 489  
4174 Highway 3  
Warm Springs, OR 97761  
p: 541-553-1968  
f: 541-553-3348  
kwsow@wstribes.org

## KWSO UNDERWRITING

### **Overview**

KWSO is a Non-Commercial Community radio station owned and operated by The Confederated Tribes of Warm Springs Oregon. The studios are located in the Warm Springs Media Center at 4174 Highway 3 in Warm Springs. With 4,300 watts of power, our transmitter sits atop Eagle Butte on the Warm Springs Reservation. KWSO broadcasts 7 days a week, 24 hours a day. The music format is primarily a mix of contemporary tunes and older favorites. Music programming also includes Pow Wow and Social drum music and feature shows focusing on a theme or style. Other programming focuses on providing the community with: Information and News and Education; Prevention and Cultural Preservation. KWSO's signal reaches 23,000+ people in Central Oregon with a primary focus on the communities on Warm Springs Indian Reservation.

### **Funding**

KWSO operates with funds allocated by The Confederated Tribes of Warm Springs and participates in the Community Service Grant program from the Corporation for Public Broadcasting. Increasingly the station needs to supplement that financial support through underwriting, grants, creative fundraising and joint ventures with for-profit or other nonprofit entities.

### **Underwriting**

Underwriting is the contribution of some form of consideration in exchange for recognition in an on-air announcement. Underwriting credit announcements may "identify" the underwriter and its facilities, services or products.

"Identification" has been interpreted to include the following:

- The name of the person or entity
- Location information
- Telephone numbers
- Audio logograms or slogans that identify but do not promote
- Value-neutral descriptions of a product line or service
- Brand and trade names and product or service listings that do not include qualitative or comparative language



## **UNDERWRITING OPTIONS**

### **KWSO PRODUCED PROGRAMS**

#### **THE WARM SPRINGS PROGRAM**

Locally produced news magazine that features local news, current events and public affairs. A different 3 minute segment airs 9 times each weekday. The five segments are re-broadcast in rotation on weekends.

COST to UNDERWRITE: \$500/month or \$5000 for an annual agreement

That includes business mention at the end of each program and in live promos read daily.

#### **OUR PEOPLE AND MOTHER EARTH**

Locally produced news magazine that features topics and issues related to Warm Springs Natural, Human and Cultural Resources. A different 3 minute segment airs 9 times each weekday. The five segments are re-broadcast in rotation on weekends.

COST to UNDERWRITE: \$500/month or \$5000 for an annual agreement

That includes business mention at the end of each program and in live promos read daily.

#### **KWSO Underwriting AN HOUR A DAY**

KWSO is offering businesses the opportunity to do underwriting not tied to specific programming but rather to sponsor a specific hour each day. The "Hour a Day" package gives your business one mention a day in support of an hour of programming. Each day during the week - the hour of sponsorship rotates so business mentions run during a variety of drive time hours and prime programs like: "Talking Drum"; "The Morning Routine"; and "All Things Considered".

COST to UNDERWRITE: \$1000 for an annual agreement or \$100/month

Mentions are adjacent to the top of the hour ID that starts each hour and includes wording of your choosing to describe your business with any location information, website and/or contact details. Your business and a link to your website will also be included on [www.kwso.org](http://www.kwso.org) on our UNDERWRITERS page.

#### **POW WOW TRAIL**

Airs 20 times each week Monday through Friday (times vary daily)

Produced by KWSO – this 3 minute program features upcoming Pow Wows and is updated weekly. Business Mention follows the program.

COST to UNDERWRITE: \$150/month



**KNOW YOUR TRIBES**

Airs 20 times each week (times vary daily)

Produced by KWSO – a 3 minute program featuring local history of Warm Springs and neighboring communities. Business Mention follows the program.

COST to UNDERWRITE: \$150/month

**KWSO MHS SPORTS**

KWSO broadcasts Madras High School home Football and Basketball games along with playoff games for those sports as well as others. In the spring we run a Sports Calendar each day and in the summer, prep athlete fitness tips.

COST to UNDERWRITE: \$100/month or \$1000 for an annual agreement

That includes business mention at the beginning and end of game broadcasts plus an additional 10 mentions in game promos/sports schedules/prep fitness tips weekly.

**REGIONAL AND NATIONAL PROGRAMS**

**THINK OUT LOUD from Oregon Public Broadcasting**

An hour-long radio program that is produced weekdays by Oregon Public Radio. Hosted by David Miller, the show offers civil, engaged and far-ranging dialogue that discusses Northwest issues. The program airs live on OPB at noon and KWSO re-broadcasts the program weekdays at 7pm.

COST to UNDERWRITE: \$200/month or \$2000 for an annual agreement

That includes business mention at the beginning and end of the broadcast plus an additional 10 mentions in program promos weekly.

**THIS AMERICAN LIFE**

A weekly hour-long radio program produced by Chicago Public Radio. Hosted by Ira Glass, is primarily a journalistic non-fiction program, although it has also featured essays, memoirs, field recordings, short fiction, and found footage. This American Life airs Saturday mornings at 10am.

COST to UNDERWRITE: \$200/month or \$2000 for an annual agreement

That includes business mention at the beginning and end of the broadcast plus an additional 10 mentions in program promos weekly.



### **ALL THINGS CONSIDERED from National Public Radio**

KWSO airs All Things Considered Weekday Afternoons from 4-6pm. The program is produced by NPR and consists of the biggest stories of the day, thoughtful commentaries, insightful features. Local news and information is included in the 2 hour period as well.

COST to UNDERWRITE: \$500/month or \$5000 for an annual agreement

That includes business mention at the beginning of each program hour plus an additional 10 mentions in program promos weekly.

### **SHORT FORM PROGRAMS**

#### **PULSE OF THE PLANET**

Airs in the 7am and 1pm hours Monday-Friday

A 2 minute National program that provides listeners with a two-minute sound portrait of Planet Earth. Business Mention follows the program.

COST TO UNDERWRITE: \$ 100/month

#### **CLIMATE CONNECTION**

Airs in the 9am and 9pm hours Monday-Friday

A 90 second program from the Yale School of Forestry & Environmental Studies that connects the dots between climate change the world we live in Business Mention runs before the program.

COST TO UNDERWRITE: \$ 100/month

#### **LOHDOWN ON SCIENCE**

Airs 20 times each week (times vary daily)

A 90 second National program that offers a look at science often with a humorous touch. Business Mention follows the program.

COST to UNDERWRITE: \$100/month

#### **ON THE MONEY MINUTE**

A 90 second daily capsule of information featuring information about personal finances, money matters, smart shopping, wise investments and saving. The program runs weekdays twice a day in the 8am and 3pm hours. Business mention comes in the introduction and follows the program with a local financial tip.

COST to UNDERWRITE: \$150/month

