



Confederated Tribes of Warm Springs, Oregon
KWSO 91.9 FM
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KWSO UNDERWRITING

Overview

- KWSO is a full power public 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. KWSO's signal reaches 23,000+ people in Central Oregon with a primary focus on the Warm Springs Indian Reservation and local communities.
- KWSO is public media offering, listeners and those connecting online, quality content focused on local news and useful information. We work to: promote education; cultural knowledge; language preservation; and to increase awareness of social, health, mental health and safety issues.
- KWSO's primary music format is a mix of contemporary music. Music programming also includes powwow drum music as well as feature shows.

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. Financial support also comes from: businesses through underwriting and individuals through our membership program & merchandise sales. Project driven grants also provide funding.

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 10 times each weekday. The five segments are re-broadcast in rotation on weekends.

COST to UNDERWRITE: \$800/month or \$10,000 for an annual agreement
That includes business mention at the end of each program segment each time it airs.

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 10 times each weekday. The five segments are re-broadcast in rotation on weekends.

COST to UNDERWRITE: \$800/month or \$10,000 for an annual agreement
That includes business mention at the end of each program segment each time it airs.

KWSO Underwriting AN HOUR A DAY

Every day your business sponsors an hour of programming. 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
Business 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 website will also be included on www.kwso.org on our UNDERWRITERS page.

Community Calendar Underwriting

Live announcer read listing of local events and opportunities in the 6am, 7am, 8am & 9am hours daily.

COST to UNDERWRITE: \$400/month in the hour of your choice depending on availability. Business Mention follows the reading of the calendar.



NATIONAL & REGIONAL PROGRAMS

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.

COST to UNDERWRITE: \$500/month or \$5000 for an annual agreement.
That includes business mention at the beginning of each program hour.

NPR Morning Newscasts

Weekday mornings KWSO starts each hour (6am - 7am - 8am & 9am) with a 5 minute newscast from NPR news.

COST to UNDERWRITE: \$250/month per newscast or \$2500 for an annual agreement. Business Mention follows the newscast.

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.

We also can run a schedule of pre-recorded spots that are of a public service nature. The rate is \$20/30 second spots + \$30/60 second spots. A customized schedule can be created to meet your needs.

