



www.glaciercity.us radio@glaciercity.us

Non-profit, educational, community services  
Box 29,99587; 907-754-2489

Greetings:

Thank you for considering our FM radio station to help promote your business. KEUL is the only local broadcast station in Girdwood/Alyeska and is the heartbeat of Glacier Valley, covering most of the Turnagain Arm communities.

We are Community Radio, broadcasting 24 hours a day with eclectic free-form programming, run entirely by volunteers. We play a rich mix of music from around the world, both progressive and classic, in many genres. We present news of the world from American sources as well as in-country foreign news services.

The time spent listening to KEUL is measured in hours, unlike most commercial stations where the TSL is minutes. We are heard in many businesses and homes all day long. There are thousands of automobiles traversing our Turnagain Arm listening area daily. Weekends and holidays our live-in population doubles, and summertime we see hundreds of tourists daily.

The "Underwriting Guidelines" explain how we can promote your business. We can easily help you craft what you want to say.

You can get to know us by visiting our website at [glaciercity.us](http://glaciercity.us)

Business sponsors are about X of our operating income. We appreciate working with you.

Sincerely,

Lewis Leonard, General Manager

**UNDERWRITING APPLICATION FOR  
GLACIER CITY RADIO FM 88.9 KEUL  
Non-profit, educational, community radio  
754-2489 Box 29 Girdwood, Alaska 99587  
www.glaciercity.usradio@glaciercity.us**

00.7-24-04

For units of \$1 00 your message will be broadcast sixteen times per unit. It will be read at the beginning and at the end of a one, two or three hour program, for a total of eight programs. It will be broadcast at times that you and/or we choose and as often as can be accommodated in our schedule. Our programming is free speech, free form, and eclectic community radio. Our programmers vary their music styles, times and days of the week that they are on the air. We cannot offer you a guarantee of a specific format or time during which your message will be broadcast, however please indicate your preferences and we will do our best to accommodate them. You may not voice your own announcements. We reserve the right to edit or revise copy submitted and to reject announcements that would injure our reputation or financial condition.

Contact: \_\_\_\_\_ or email in Adobe PDF.

Name \_\_\_\_\_ Date \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email \_\_\_\_\_ WWW. \_\_\_\_\_

Phone: Business \_\_\_\_\_ Home \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

Underwriting Message: \_\_\_\_\_

Instructions: \_\_\_\_\_

The undersigned, as the person or an authorized representative of the above named, accepts the above conditions and agrees to hold harmless the Girdwood Community Club, KEUL, its volunteers, representatives or assignees from any damages resulting from this agreement, its broadcast, any broadcast, omissions, errors, misrepresentations, or other situations pertaining to you or your company, directly or indirectly, whether caused by us or others.

PRINTED NAME \_\_\_\_\_ SIGNED \_\_\_\_\_ DATE \_\_\_\_\_

Message was aired on the following dates: \_\_\_\_\_

The Girdwood Community Club is the sponsoring organization of Glacier City Radio. We are an Alaskan 501(c)(3) non-profit tax-exempt corporation.

# UNDERWRITING GUIDELINES FOR GLACIER CITY RADIO FM88.9KEUL GIRDWOOD, ALASKA

We are licensed as a non-commercial, educational broadcaster. We are bound by the rules and regulations of the Federal Communications Commission (FCC) in what we can do and say on the air when someone gives money, or other consideration of value to us. We are an IRS 501 (c)3 tax-exempt organization.

## In less than 45 seconds we can say the following:

Who you are-your business name mentioned thrice.

What your product or service is.

How to find you-address, telephone, email, etc. A

slogan used in your business.

## What we can't say:

There can be no pricing information, including such statements as warranties, discounts, "all you can eat", "free" and "no pass no pay".

No inducements to buy, sell, or lease, as in "a bonus available this week", "special gift for the first 50 visitors", "free parking".

Messages must be non-promotional in nature, cannot identify favorable qualities of the underwriter's product and cannot have comparative or qualitative language. Statements such as the oldest, the best, cleaner than, safest, speedy, reliable, for a good time, licensed, bonded, insured, etc. cannot be used.

Also there can be no call to action; that is anything that could induce the listener to take action: call for more information, hurry on down, be sure to see them, don't miss it, try our product, cannot be used. All verbs must be passive. Also, speaking directly to a person is a call to action: when you're hungry, are you tired, are you looking for, did you know, have you ever, if you want, etc. cannot be used.

We cannot accept any consideration (money) to express the view of any person or any issue of public importance or public interest. Innocuous messages such as "Love the Earth" or "Be Kind to Your Children" would probably be OK anything more controversial or topical such as legalizing marijuana, ending discrimination, stopping a war, or voting a particular way is not.

## Examples of acceptable messages:

Historic Crow Creek Mine, "an operating gold mine" where visitors can dredge, sluice, detect and pan for gold, provides underwriting for general station operations. Crow Creek Mine is located 3 1/2 miles up Crow Creek Road in Girdwood.

Underwriting for KEUL is by Nova Riverrunners, "Alaska's guides to Alaska's rivers," rafting Granite Creek and Six-Mile Creek in Turnagain Pass. Nova Riverrunners can be found at 745-5753.

General Underwriting has been made "in loving memory" of Matthew Shepherd.

Chair 5 Restaurant supports programming on KEUL. Chair 5 Restaurant is open from 11 AM 'til 2 AM. Owners Spike and Suzanne Farley serve lunch until 5 PM, dinner from 5 to 10 PM, burgers and pizza until 11 PM. There is family dining in the Banquet Room, which can also be reserved for groups and fun\ctions. They have 'take and bake' pizzas. Take out is available. Their phone number is 783-2500. "Chair 5 Restaurant, serving Glacier Valley since 1983," is located in Girdwood Town Square. They have a live web cam of Mt. Alyeska on their website at chair f-i-v-e dot com.

Glacier City Radio, 754-2489, radio@glacierncity.us Box 29, Girdwood AK 99587

ed. 12-14-05

# Underwriting rates for KEUL

Ed. 6-20-05

For a basic fee of \$100 your message will be broadcast sixteen times. It will be read at the beginning (and middle for long term) and at the end of a one, two or three hour program, for a total of eight programs. This can cover any period of time you wish: several days, a week or two, or perhaps a month or two. We offer incentives for long-term underwriting, and can tailor a special plan for you.

Plan A; 2 spots (1 show) per week, payments every:

	<u>3 months</u>	<u>6 months</u>
2 months		
\$100	\$150	\$300
16	24 spots	52 spots
spots		(2 extra)

Plan B; 4 spots (2 shows) per week, payments every:

	<u>3 months</u>	<u>6 months</u>	<u>Year</u>
1 Month			
\$100	\$300	\$600	\$1200
16	52 spots	106 spots	214 spots
spots	(4 extra)	(10 extra)	(22 extra)

Plan C; 8 spots (4 shows) per week, payments every:

	<u>3 months</u>	<u>6 months</u>	<u>Year</u>
1 Month			
\$200	\$600	\$1200	\$2400
36 spots	110 spots	222 spots	450 spots
(4 extra)	(14 extra)	(30 extra)	(66 extra)

Plan D; 14 spots (7 shows) per week, payments every:

	<u>3 months</u>
1 Month	
\$350	\$1050
60 spots	182 spots
(4 extra)	(14 extra)

We recommend at minimum \$100 per month for reasonable coverage.

Payment in advance required.

Thank you for supporting Community Radio in Girdwood.