



Radio **BOISE**

**Community radio
for Boise and beyond**

LOCAL RADIO FOR OUR LOCAL COMMUNITY

In March 2003, Radio Boise was founded as a volunteer-based, non-profit organization to create Southern Idaho's only non-commercial, community-programmed, independent radio station.

After broadcasting over the internet for five years, Radio Boise initiated programming on 89.9 FM in April 2011 as KRBX and upgraded service into Boise's core downtown area from atop the US Bank Building on 93.5 FM. Our service area covers more than a half-million people over 5,000 terrestrial square miles and reaches worldwide listeners streaming live on radioboise.org

Radio Boise has a daily impact by creating and encouraging opportunities for our community to access local media – something as indispensable as a city park, a library or a firehouse. Our approach to programming emphasizes locally-produced content based on public interest, community service and musical diversity. We use the radio waves to connect our community.

Appreciation of this resource is evident, as readers of Boise Weekly voted us #2 best local radio station - twice!

Radio Boise also provides a clearinghouse for the distribution of event notices and other information impacting the community. Local non-profit organizations and government agencies use our broadcast for public service announcements and other notices about community activities and available services. The broadcast also serves as a performance platform for the creative skills of local musicians, verbal artists and youth.

Radio Boise collaborates with community members to produce content, as all regularly scheduled Radio Boise programs are produced in-house by over 90 volunteer programmers. We feature a podcast initiative, "The Voices Project," which is comprised entirely of stories produced by volunteer producers. Radio Boise also focuses on educating youth by providing semester-long courses in media literacy and audio production to high school upperclassmen in local school districts.

As a "non-commercial, educational" radio station, one of the ways Radio Boise helps fund its programming and general operations is with underwriting support from local businesses, foundations and corporations. By definition, program underwriting is a financial contribution made in support of specific programming. *(When providing on-air funding acknowledgements, FCC regulations require that stations like ours limit such announcements to identification purposes only – they cannot be "promotional.")*

A COMPLEMENTARY SERVICE TO NPR - NOT A COMPETING SERVICE

Radio Boise avoids duplication of non-commercial and commercial radio programming that is already available in our area. We instead focus on locally-programmed content and compliment Boise State Public Radio stations, due to our contrasting formats and the lack of overlapping material.

In fact, studies have shown that when a second public radio provider in a community exists, donations to both entities actually increase. For example, in Salt Lake City, several listener-sponsored stations coexist and receive support from both distinct and shared bases.

KRBX Radio Boise • 1020 W. Main Street, Suite 50, Boise, Idaho 83702 • 208-258-2072 • radioboise.org

Specific announcement guidelines and restrictions for Radio Boise underwriting are provided below - but we encourage you to be creative within these guidelines. Beyond the basic information of your business, for example, you may want to make a statement about your philosophy of volunteerism, your role as a connecting force in the community or your commitment to a particular cause (such as a non-profit organization).

UNDERWRITING

BENEFITS OF UNDERWRITING

Craft your business's image by supporting local, grassroots, independent media! Our listeners will appreciate that your relationship with Radio Boise supports non-commercial, community-based radio. Underwriting will also directly associate your business with a desire to improve the quality of life in the Valley and to give a voice to those who call this area home.

Radio Boise's broadcast will likely garner significant attention in the media and amongst the public-at-large. Your business's affiliation with Radio Boise's emerging and increasingly relevant position in the local media landscape will help maintain your brand as a contemporary and committed local business.

Underwriting is partially tax deductible, so you get more than a good feeling. You make the most cost-effective use of your discretionary advertising dollar.

GENERAL RULES

Underwriting announcements are not commercials. The FCC has strict guidelines for what a public radio station may and may not say in an underwriting announcement. Radio Boise staff can help you define your message. By following public radio regulations and our station's policy, your announcement will be legal and, more importantly, it will be well-received by our listeners.

- Underwriting announcement language must be in compliance with FCC rules and procedures.
- Factual, value-neutral and consistent with the tone and content of non-commercial programming.
- Announcements will include the preamble statement ("Radio Boise is supported in part by...") to be followed by a 15 second message by the recognized company, foundation or individual, and ending with a way for the listener to learn more.
- Radio Boise respectfully asks underwriters not to include hours of operation, brand names of products other than their own or the names of other businesses or corporations.
- Radio Boise will not accept underwriting which supports or opposes any candidate for political office.
- Each agreement, including proposed underwriting credit language, must be submitted to the Underwriting Coordinator for review and approval in advance of airing. Underwriting agreements must be resubmitted for review at the time of renewal.
- Radio Boise reserves the right to refuse underwriting that may present a conflict of interest or the perception of a conflict of interest with program content.

- Radio Boise reserves the right to change its policies and practices regarding the acceptability of underwriters and underwriting announcements, as required to comply with its interpretation of the Communications Act and FCC Rules & Regulations.

ANNOUNCEMENTS MAY INCLUDE:

- Name and contact information such as address, telephone number or web address
- Brands or trade names of products or services offered
- Value-neutral descriptions of product or services
- Well-established slogan that is non-promotional in nature
- Historical information about your business

ANNOUNCEMENTS MAY NOT INCLUDE:

- Comparative, superlative or qualitative language (e.g. "biggest", "best", "friendliest", "oldest")
- Price information (e.g. "on sale", "affordable", "free")
- Calls to action which direct the audience (e.g. "we can be reached at", "give us a call", "stop by")
- Inducements to buy, sell or lease (e.g. "free trial period", "2 for 1")
- Unnecessary and/or excessive repetition of information
- Jingles or other promotional slogans
- Direct or insinuated comparisons with other companies or other companies' products/services
- Voicing by the underwriter

SAMPLES OF FCC-COMPLIANT UNDERWRITING

THE TAPE COMPLEX:

"Programming on Radio Boise is brought to you by the Tape Complex. The Tape Complex offers recording supplies, mastering tape, DATs and short run CD-Rs designed to demo your music on local radio. The Tape Complex is located in Downtown Boise at 1020 West Main Street."

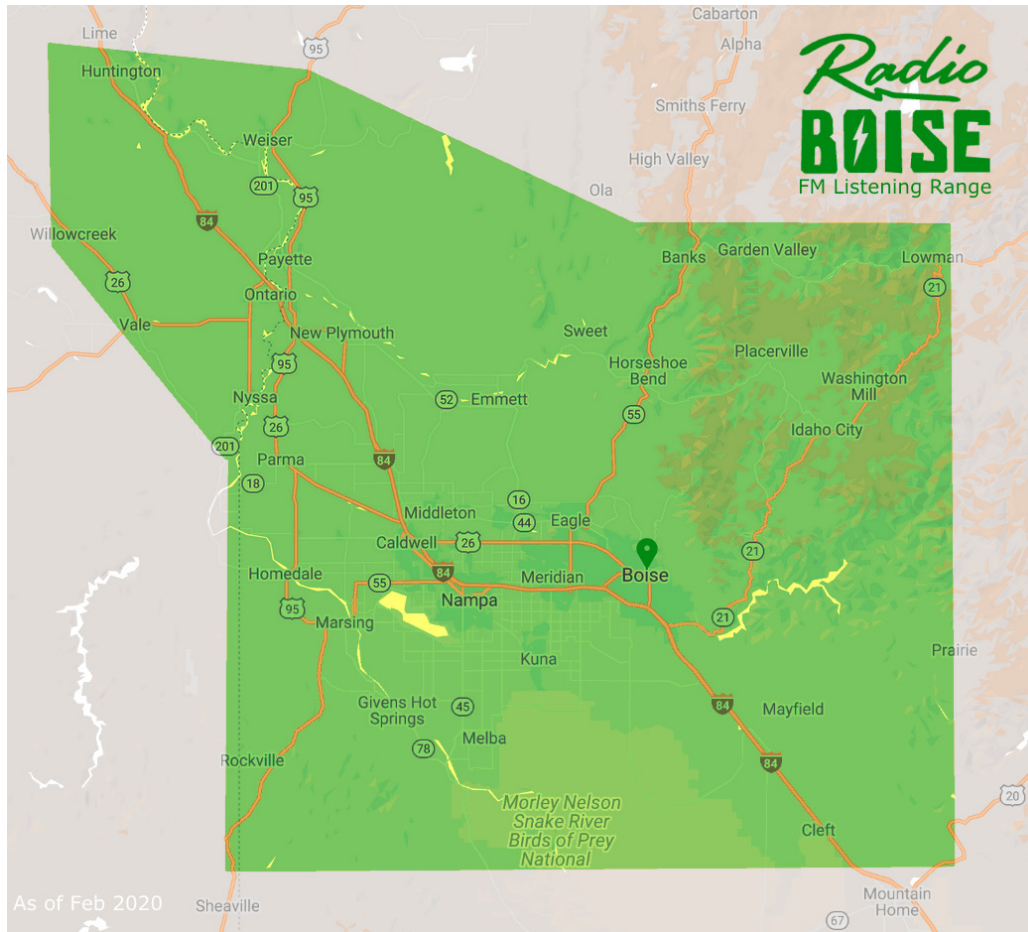
THE CELLAR:

"Radio Boise wishes to thank 'The Cellar' for its support. The Cellar is a neighborhood pub that serves imported ales and stouts. Located on the west side of Boise, The Cellar can be reached at 208-555-1212, or on the web at the cellar dot com."

FOOD, NOT BOMBS:

"Radio Boise is supported in part by Food Not Bombs. Food Not Bombs seeks to challenge institutionalized poverty and to create nonviolent social change by giving out vegetarian food 6 days a week in the Boise/Nampa area. A schedule of meal distribution is available by calling 208-555-1212."

FM LISTENING AREA MAP



Area of Service: 600,000 (60 DBU contour)