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## **SPIRIT FM BUSINESS AND CHURCH PARTNERSHIP POLICIES**

Business Partnership is a freely given grant from a business or a church to help cover the operating costs of Spirit FM. It is not solicited or billed, but we do provide receipts once a month. Since we do not send out invoices, we strongly recommend that businesses and churches sign up for AutoDraft giving. This insures that your donation will be made in a timely manner each month and you will receive the acknowledgments you are entitled to have aired.

It must also be stressed that in accepting a partnership grant, Spirit FM does not enter into a commercial arrangement with the business or church. The spirit of the FCC law is that grant acknowledgments are to inform the public of the source of station support, not to induce listeners to patronize the business. Spirit FM reserves the right to accept or reject any grants.

The following policies govern the on-air grant acknowledgments:

### **General Partnership Grants**

1. Minimum donation grant required to receive grant acknowledgment is \$30.
2. Acknowledgments will be read on the air in the month following receipt of the partnership grant.
3. Acknowledgments will consist of the NAME OF THE BUSINESS and its LOCATION. These exceptions are permitted:
  - a. If the product or service of the business is not inherent in its name, Spirit FM can mention that product or service in generic terms, without using qualitative adjectives.
  - b. If the business does not have a retail location, a phone number may be given.
  - c. CHURCH ACKNOWLEDGMENTS may also include information about service times.
4. Even though Spirit FM is only required to acknowledge any given grant one time, we have established five levels of Business and Church Partnership:

BRONZE	\$30/month	2 acknowledgments
SILVER	\$75/month	6 acknowledgments
GOLD	\$150/month	13 acknowledgments
PLATINUM	\$300/month	30 acknowledgments
DIAMOND	\$500/month	60 acknowledgments

No business partner may receive more than two acknowledgments per day. Please remember that acknowledgments are not commercials, but rather intended to inform the public of the grant.

5. General partnership acknowledgments are read twice each hour, with up to four being read consecutively each time.

### **Specific Program Sponsorship**

- A. A short program - such as Family News in Focus, Dobson Family Minute, or Lighten Up with Ken Davis - can be underwritten for a monthly donation of \$250. This kind of sponsorship provides a fixed position acknowledgment each day adjacent to the program sponsored.
- B. A two hour weekend specialty program - such as the Weekend Top 25 or The Heart of Worship - can be underwritten for \$100 per weekend or \$400 for the whole month. A weekend program sponsor will receive at least two acknowledgments per hour of their sponsored program, and each week's program would be exclusive for that week's sponsor.

Please call Jim McDermott if you have questions concerning sponsoring a program on Spirit FM.

We appreciate our business and church partners and consider them a part of the Spirit FM family. It is imperative that partners view their grants as support for our programming and not advertising. Any name recognition or public relations that come as a result of the acknowledgments should be counted as extra benefit.

*Revised 4/2007*