

Sponsorship

KCR Sponsors may in no way influence the content of station programming: programming is always sovereign.

Definitions

Sponsor – A business or organization that provides money, goods, or services to KCR in exchange for KCR air time.

Locally-Owned Business –A business with greater than 50% ownership held within the West Kootenay Region.

Other Sponsor– A business or organization owned outside of the west Kootenays. Provincial or Federal Government.

The following points express KCR policy on sponsors:

- All businesses are welcome to apply to be a sponsor of KCR subject to the limitations contained herein.
- KCR adheres to relevant CRTC, Broadcasting Act and Criminal Code laws and policies regarding sponsorship as detailed in KCR's Programmer's Tools Manual (02/99).
- KCR is committed to sponsor distribution within the programming schedule and a sponsor rate structure which reflect support for not-for-profits, co-operatives, and locally-owned businesses.
- The distribution of air time available by sponsor type is determined by the Board of Directors and modified from time to time. See **Distribution of Air Time by Sponsor Type** for further details.
- The sponsor rate structure is determined by the Finance Committee and Sponsorship Coordinator, and modified from time to time. See **Sponsor Rate Structure** for further details.
- In exceptional circumstances and at the discretion of the Board of Directors, certain businesses and organizations may be disallowed from participating as KCR Sponsors.
- This policy can be modified from time to time at the discretion of the KCR Board of Directors.

KCR Policy: Distribution of Air Time by Sponsor Type

KCR aims to provide:

A minimum of 90% of air time provided for sponsors deemed to be:

- locally-owned businesses,
- not-for profits, and
- co-operatives.

The remaining 10% of sponsorship air time is available to Other sponsors

The amount of air time available per hour for sponsorship messages/mentions, and the total maximum number of sponsorship spots per hour is determined by the Sponsorship Co-ordinator and the Station Manager.

This policy can be modified from time to time according to the discretion of the KCR Board of Directors.

KCR Policy: Sponsor Rate Structure

- KCR is committed to a sponsor rate structure which reflect support for not-for-profits, co-operatives, and locally-owned businesses.
- Conversely, KCR is determined to make it worth our while financially to air sponsorship spots from Other sponsors.
- The sponsor rate structure is determined by the Finance Committee and Sponsorship Coordinator, and modified from time to time
- This policy can be modified from time to time at the discretion of the KCR Finance Committee.

KCR Policy: Sponsor Messages

Definitions

For definition of "Sponsor", see **KCR Policy: Sponsors**.

Sponsor Mention – A simple expression of support for KCR by the sponsor using simple wording – e.g., "Business ABC is a supporter of Kootenay Co-op Radio".

Sponsor Message – A simple statement which may incorporate the name of the sponsor, the sponsor's address, hours of business, and a brief general description of the types of services or products which the sponsor provides including price, name, and brand name of the product. Such statements must not contain references to convenience, durability or desirability or contain other comparative or competitive references. Messages can be of 15- or 30-second duration.

Station Sponsor (mention or message) – A sponsor message or mention - with neither fixed nor guaranteed position in the program schedule - which can be aired at any time within the Program Schedule, at the discretion of the Programming Director (Sponsorship Co-ordinator, or Station Manager, depending on who is currently responsible for message/mention traffic.

Programme Sponsor – A Sponsor who chooses to identify his or her business with a specific program within the Program Schedule. Program Sponsors can use either the Sponsor Mention or Message format.

Air time provided for Sponsor mentions and messages:

- Potential sponsors of KCR define the format of their sponsorship by selecting from one of each of the following (subject to the definitions above):
 - Content: Sponsor Mention or a Sponsor Message
- Scheduling: Station or Program Sponsor

Content of Sponsor Messages and Mentions

Sponsor Messages can include textured backgrounds at the discretion of KCR.

All sponsorship messages and mentions are read in a live copy manner- read in a calm, sedate unperturbed voice, without resort to artificial urgency or pointless giddiness

Kootenay Co-op Radio does not accept partisan political advertising from political parties, governments, or third parties except where we are compelled to during a Federal Election by The Canada Elections Act.

Kootenay Co-op Radio does not accept religious advertising where the goal is to proselytize or convert. We do accept advertising for cultural events that may be of a religious character, providing that they are of interest to a broad spectrum of the community. For example a Christmas concert or a Doukhorbor choir performance,

Kootenay Co-op Radio produces sponsorship spots in house, but we may air a sponsorship message provided by a sponsor if it meets our sponsorship content policy in fact and spirit.

Mentions (Program or Station) are a simple statement of support for Kootenay Co-op Radio and contain: The name of the sponsor, a very brief-ie. half dozen maximum word description of the business if desired, and the statement that the sponsor supports KCR (Station Mention) or is sponsoring the show (Program Mention). An example might be "Doctor Kevin McKenzie, Chiropractor, on Baker Street, is a supporter of Kootenay Co-op Radio", or "Straight No Chaser is Sponsored by Oso Negro Coffee"

Messages (Program or Station) are 15 or 30 second produced spots that may give more information about a sponsor. As such, they are easily mistaken for commercial ads. They differ in the following ways:

Messages may incorporate the names of the sponsor, the business address, hours of business and a brief general description of services or products that the sponsor provides including the price, name and brand name of the product.

Messages must NOT contain references to convenience, durability and desirability or contain other comparative or competitive references.

Messages must not be dramatizations.

Messages do not include jingles.

Message scripts use the third person voice only. "At X-corp they..." not "At X-corp we..."

We have, at our discretion, been relaxing the content policy for events, particularly dramatic performances, where providing a feel of the event helps the meaning of the spot. We have no intention of relaxing the policy for sponsorships advertising a product or service.

This policy can be modified from time to time at the discretion of the KCR Board of Directors.