

KBOO Radio Policy	Co-Sponsorship of Events	Revision date: 2/16/07
POLICY #I.C.5 (formerly #18)		Approved by: Board of Directors

1. Process for Approval

Proposals for KBOO co-sponsorship (musical or non-musical) events shall be presented to the staff for discussion and approval to proceed with the event will be provided by the staff team. The development committee will be advised of upcoming events on a monthly basis. Only events which include a monetary expense exceeding \$1000 will be submitted to the development committee for recommendation to the board of directors.

2. Criteria for Approval

In deciding whether to approve a proposal to co-sponsor an event, the following criteria shall be considered:

- a. How does the event promote KBOO?
- b. Will the event reach any of KBOO's target audiences?
- c. Does the event promote cross-cultural awareness?
- d. What other organizations are involved?
- e. How much staff time will be involved?
- f. How many volunteers are required?
- g. Is the event offensive to a particular group (i.e., does it promote sexist, racist, or homophobic attitudes)?

3. Benefits to KBOO

In exchange for co-sponsorship, KBOO shall receive the following:

- a. A booth at the event and passes for volunteers to staff the booth.
- b. The KBOO logo on all PR materials (we will supply PMT's) when possible.
- c. The KBOO banner on stage or another high profile location at the venue.

- d. A spoken announcement at the event regarding KBOO co-sponsorship.
- e. Tickets for on-air giveaways.

4. Benefits from KBOO

- a. Possible interviews of organizers.
- b. Possible mention in our program guide.
- c. Possible remote broadcast.
- d. Informational on-air announcement:
 - i. “KBOO and <insert other organization’s name> present...”
 - ii. State venue / location, date, and time...
 - iii. “For more information, the number is...”

Sample Script

“ KBOO and the Rock and Roll Camp for Girls present Sleater Kinney in concert at the Aladdin Theatre on July 17th at 8 p.m. The Aladdin Theatre is located at 3017 Se Milwaukie in Portland. For more information, the number is 503-555-1212.”

IMPORTANT:

- * No call to action allowed. Example: **Join us** for a benefit for...for more information, **call**...
- * No superlative language. Example: The **high-energy** event...serving **great food**...
- * No mention of money. Example: Tickets **cost** \$5.00...**registration costs** for the event are \$15.00...the event is **free**.
- * Music beds should always be instrumental – do not use music with vocals – the lyrics could call listeners to action.

5. Other Criteria to Consider

When considering co-sponsorship events:

- a. Is the co-sponsoring organization a nonprofit?
- b. Was the co-sponsorship proposal initiated by KBOO?

- c. Is the event of interest to the community?
- d. If considering a remote, what programs will be pre-empted?
- e. If considering a Program Guide ad, is space available?
- f. If considering a print, is another KBOO event or program a higher priority?
- g. Is the event compatible with KBOO's mission statement?
- h. Does the event have staff support?
- i. What is the status of the event and co-sponsoring organization in the community?
- j. What relationship does KBOO have with the co- sponsoring organization or individual?
- k. What potential benefits will KBOO accrue from co-sponsorship?

Adopted by Board of Directors 7/25/90, as amended 7/24/91, as amended 6/26/02 (missing),
as amended 02/16/07