

RADIO FREE MINTURN

Radio Free Minturn
P.O. Box 987
Minturn, CO 81645
Studio line 827-9079

RFM's Mission... is to serve the upper Eagle Valley community by providing radio programs reflecting the musical, intellectual and cultural interests of the region, while offering a training environment for fledgling broadcasters and students of journalism.

UNDERWRITING GUIDE

Radio Free Minturn is a community driven, listener supported, volunteer operated radio station. RFM is a non-profit 501 (C) 3 Corporation funded by local businesses, grants and most importantly our listeners. By supporting Radio Free Minturn's programming you are making an investment in our youth, the community and your business.

WHY UNDERWRITE?

Take advantage of a unique opportunity... by supporting local, public radio you help to provide access to the airwaves for our local community. Your message will make a positive imprint with our audience.

*Present an uncluttered message to our listeners ...*RFM is commercial free. Your message will stand out and be remembered.

Support education programs for our youth...

FCC Guidelines for Public Radio Stations

We can say who you are, what you do or what you sell (brand names,) your location, phone number and email.

We CANNOT say anything about price, discount, sales, deals, etc; "Call," "Come by," "Try," or any call to action; and or anything that compares or describes quality – "We're the best in town!"

Examples of Permissible Announcements:

RFM offers basic and enhanced underwriting.

Basic:

Radio Free Minturn is underwritten by Premium Computer in Edwards.

Enhanced:

Radio Free Minturn is supported in part by Premium Computer, offering new computers and software. Premium Computer located in the Riverwalk Building in Edwards. Premium Computer 970-777-1234 or premiumcomputer.com.

Radio Free Minturn, Inc.
P.O. Box 987
Minturn, Colorado 81645
970-827-8277

www.minturnradio.org

email:studio@minturnradio.org

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Examples of Impermissible Announcements:

The upcoming portion of RFM is underwritten by Lotta Latte's in Vail offering \$1 latte's during the month of May.

or:

Stop by Frank's Used Cars for the bargain of a lifetime

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