

## Become an Underwriter for KFUT: Twain Harte Community Radio 2025

KFUT listeners are passionate about everything local to Tuolumne County. Community radio tends to attract independent thinkers who value local interests, local music, local voices, and local business. Underwriting is a simple, tax-deductible way to gain on-air mentions to drive traffic to your website, help you grow your business and spread the word about your events! We are a non-profit, educational radio station that specializes in everything local to life here in the foothills: seasonal events, live music, hiking trails, farmers markets and more. Our community is passionate and our listeners take action.

**The Format:** Underwriting is a form of donation, and we can thank our donors on air. Because of the nature of community radio, we are regulated differently than commercial radio. Here's what you'll hear:

*"Underwriting for [program or "KFUT Radio"] is provided by [Underwriter], [information about the underwriter], located at [location]. You can contact them regarding (services listed). More information is available at [web address/phone]."*

### Underwriting is not...

- Political endorsements
- Calls to action ("sign up for...")
- Price information (incl. "free")
- Qualitative statements ("excellent support")
- Comparative statements ("best around")

**Underwriting Cost: \$500/year - daily mentions distributed between prime, early morning, and night time**

Please make out checks to KFUT and mail along with this filled out form to:

**THE GREATER GOOD CULTURAL EXCHANGE INC • PO Box B • Twain Harte, CA 95383**

----- Please fill this portion out and return with your donation -----

### UNDERWRITER INFORMATION:

Your Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Location: \_\_\_\_\_

Services Provided: \_\_\_\_\_

Website: \_\_\_\_\_ Phone: \_\_\_\_\_