

## RADIO STATION UNDERWRITING AGREEMENT

KCPK-LP trains community members in producing locally-hosted programs for broadcast to Pine Mountain Club, California on FM 106.9 radio frequency. Nationally recognized syndicated news and cultural programs from Pacifica Network Affiliates supplement the local programs.

The most significant benefit of underwriting is recognition for your support of KCPK-LP's mission and local community media. You also have an opportunity to deliver a brand statement, announcement, or specific message on the air. KCPK-LP will also list underwriters on its web site: [www.cowfest.org](http://www.cowfest.org) with a contact number and/or link to the underwriter's site.

The Federal Communications Commission (FCC) allows businesses to underwrite or fund programs on stations like KCPK-LP 106.9 FM, but it does not allow commercial advertising.

Underwriting statements are not considered advertising, which is not allowed on KCPK-LP by the FCC, since we are legally classified as noncommercial radio. The FCC restricts the content of underwriting to language deemed "non-competitive in nature." Noncommercial underwriting messages MAY contain the following language:

- Name of Underwriter, business, or institution
- Underwriter's address, web site, and phone number
- Type of Business or Industry
- Brand or trade name of the underwriter's product or event
- Purpose or Mission
- Underwriter's slogan as long as it's not promotional in a competitive or exclamatory way
- Length of time underwriter has been in business
- Hours, names of key personnel
- Value-neutral description of an event with a date, service, or product
- Statements related to your support of KCPK-LP 106.9 FM

One giant difference between commercial advertising and underwriting is that the FCC forbids announcements that issue a **CALL TO ACTION**. Statements like "Stop In; Shop Here; Call; Call Now; Limited Time Only, Mention KCPK 106.9 LPFM," etc. are not allowed. Underwriter announcements also may not contain **QUALITATIVE WORDS**, such as "largest selection, newest model, best in town, finest selection and state of the art." Finally, announcements may not mention or give reference to **PRICES**. References such as free, sale, discount, clearance, reduced, going out of business sale, and liquidation are also prohibited by the FCC.

Underwriting Announcements MAY NOT Contain the following language:

- Language that is overtly promotional and competitive in nature
- Comparative or qualitative language; hyperbolic language ("Great..." etc)
- Repetition of information
- First person statements ("I urge you...")
- Any reference or allusion to cost (including "free"), discounts, or sales

- Calls to action (directly telling the listener to do something)
- Inducements to buy, sell, or lease
- Pre-produced announcements or music beds. KCPK-LP staff will do voicing.

(See attachment for examples of underwriting announcements.)

KCPK-LP is authorized by the FCC to operate its noncommercial broadcast station on an assigned frequency of FM 106.9. The licensee of the Station is California Family Counseling Network, Inc., 501(c)(3) nonprofit. Pursuant to the rules and regulations of the FCC, the parties to this agreement acknowledge that the Station is permitted to broadcast underwriting and sponsorship announcements within strict legal guidelines.

The NFCB Underwriting Guide has been chosen by KCPK-LP as its formal written policy that establishes rules for underwriting announcements/acknowledgements. You may request a copy of this policy to prepare your written proposed announcement. Or you may rely upon the staff of KCPK-LP to write your underwriting spot in accordance with these legal policies.

It is agreed that KCPK-LP staff will record your underwriting spot. We offer only 15 second underwriting spots. They run only at the bottom of the 28 minute sections so as not to disrupt programming. All spots are voiced by KCPK Radio Committee members unless other special arrangements with the Radio Committee.

Merchant desires to broadcast certain underwriting spots in conformity with this Agreement and all rules, regulations and policies of the FCC.

Base Rate: \$5 per mention, \*Minimum of \$50 buy-in

Public Service Announcements (non-profits only)  
\$2.50 per mention, \*Minimum of \$25 buy-in

Broadcast Schedule: For value received, Merchant agrees to pay, and the Station agrees to broadcast underwriting announcements as follows:

Beginning Date: \_\_\_\_\_ End Date: \_\_\_\_\_ Total Spots: \_\_\_\_\_

Specific Schedule Per Day/Week: \_\_\_\_\_

Fees and Assumed Costs: \$\_\_\_\_\_ per announcement for (# of announcements) \_\_\_\_\_ for a total of \$\_\_\_\_\_ (total dollars) during the term of this Agreement, payable in full, in advance, at the time this Agreement is executed.

In-Kind: Merchant has provided KCPK-LP with \_\_\_\_\_,  
(describe in-kind donation)  
valued at \_\_\_\_\_ Dollars (\$ ), at rate of \_\_\_\_\_ Dollars (\$ ) per announcement  
entitles Merchant to a total of \_\_\_\_\_ announcements.

**Broadcast Announcements:** The Station will provide Merchant a copy of the proposed written broadcast announcement(s) governed by this Agreement prior to the recording of the announcement. The Station has final editorial control over the content of the announcement(s) and may revise, reject or terminate any such announcement(s) in order to maintain good faith compliance with relevant FCC rules and regulations.

**Confirmation of Performance:** At the conclusion of this contract term, the Station will provide Merchant with a written statement verifying the dates and times that each announcement was broadcast, including the total cost thereof.

**Emergency Programming:** The Station retains the right to interrupt or preempt any announcement covered by this Agreement at any time in case of EAS test emergency announcements, actual emergency announcements, or to broadcast other announcements or programs, if in its editorial discretion, to do so would best advance the Station's public interest responsibilities.

**Exclusive Remedy:** Should one or more announcements not be run within the dates range specified or on the schedule specified, the sole remedy of the Merchant shall be to have the disputed announcement(s) run at a later date and on a similar schedule.

**Governing Law:** This Agreement shall be governed by, and construed and enforced in accordance with the laws of the State of California and shall be performable in Kern County, California.

**Entire Agreement:** This is the entire agreement of the parties in regard to these matters. There are no oral agreements existing between them. Any amendments to this agreement must be in writing and signed by both parties.

**Arbitration:** The parties agree that any claim or controversy arising out of or relating to this contract, or the breach thereof, shall be settled by arbitration by a single arbitrator, who shall be selected by the parties, or, if the parties cannot agree, by an arbitration service, that the arbitration shall be held in Kern County, California and that any judgment on the award rendered by the arbitrator may be entered in any court having jurisdiction thereof.

**Binding Signature:** This agreement shall only be binding on KCPK-LP when executed by the KCPK-LP Station Manager or the Executive Director of California Family Counseling Network, Inc.

This agreement is made this \_\_\_\_\_ of \_\_\_\_\_, 20\_\_ between KCPK-LP, located in Pine Mountain Club, California, Mailing: P.O. Box 1929, Frazier Park, CA 93225-1929

And below:

(Merchant) \_\_\_\_\_  
(Address) \_\_\_\_\_  
(Tele/Fax) \_\_\_\_\_  
(e-mail) \_\_\_\_\_

By Merchant's signature: \_\_\_\_\_  
Printed Name: \_\_\_\_\_

By KCPK-LP signature: \_\_\_\_\_  
Printed Name: \_\_\_\_\_  
Title: \_\_\_\_\_

## Examples of sponsors' underwriting statements

### Barnstorm Restaurant

Programming this hour is brought in part by the Barnstorm Restaurant, an eatery you can walk, drive or fly to for breakfast, lunch or dinner. The Barnstorm restaurant is at 501 West Valley Blvd at the Big Bear City Airport. The Barnstorm is open 7 days a week from 7 a.m. to 3 p.m. and offers dinner Fri, Sat & Sun evenings from 5 to 9 p.m. The Barnstorm Restaurant offers live music the first Friday of the month and Sat evenings from 5 – 9 p.m. The telephone number is (909) 585-9339, that's 585-9339. The Barnstorm Restaurant is on the Web at [Barnstormrestaurant.com](http://Barnstormrestaurant.com).

### Barnstorm Restaurant

501 West Valley Boulevard at the Big Bear City Airport  
(909) 585-9339

### Bear Mountain Family Practice

Programming this hour is sponsored in part by Bear Mountain Family Practice. Bear Mountain Family Practice offers a weight loss program that uses the four phases of Ideal Protein. This is not just a high protein liquid diet; but a program that offers a diet based on a variety of protein-based foods. Bear Mountain Family Practice is at 41933 Big Bear Boulevard, Suite 9 in Big Bear Lake. The telephone number is 909-866-5868, that's 909-866-5868.

### Bear Mountain Family Practice

41933 Big Bear Boulevard, Suite 9, Big Bear Lake  
(909) 866-5868

### Bear Valley Pool & Spas

Programming this hour on KVBB is sponsored in part by Bear Valley Pool and Spas. Bear Valley Pool and Spas offers sales, service, repairs, parts and accessories. Bear Valley Pool and Spas offers Hot Spring and Blue Frog spas and Bear Valley Pool and Spas is licensed, bonded and insured. Bear Valley Pool and Spas is located at 41011 Big Bear Boulevard. Bear Valley Pool and Spas is on the Web at [BearValleySpas.com](http://BearValleySpas.com). The telephone is (909) 547-6600. That's (909) 547-6600 for Bear Valley Pool and Spas.

### Bear Valley Pool & Spas

41011 Big Bear Boulevard, Big Bear Lake  
(909) 547-6600

### Big Bear Village Voice Newspaper

This hour of programming is being made possible in part by the Big Bear Village Voice newspaper. The Voice features information about the entertainment, events and the news of the Big Bear Valley. There are more than 50 locations where the Voice may be picked up each month. Forget that email or phone number you read about in The Voice? No problem. Online find all the news printed in the Voice on the Website it shares with its sister radio station, 94.5 FM, at [www.KVBB945.com](http://www.KVBB945.com). Additionally, if you have a news tip and event information you'd like included in KVBB's top of the hour news updates, please email it to [KVBB945@gmail.com](mailto:KVBB945@gmail.com). That's [KVBB945@gmail.com](mailto:KVBB945@gmail.com). The Big Bear Village Voice newspaper and KVBB 94.5 FM. Together, they are The Voice of Big Bear.

### The Big Bear Village Voice Newspaper

(909) 366-3949  
40716 Village Drive  
Big Bear Lake, CA 92315

### Blue Horizon Lodge

This hour of programming on KVBB is being made possible in part by Blue Horizon Lodge. Blue Horizon Lodge has cottages with kitchens and is near all of Big Bear's attractions. Vacation cabin rentals are also available. Blue Horizon Lodge is at 638 Edgemoor Road in Big Bear Lake. The telephone number is 909-366-0089. The Website is [www.thebigbearlodge.com](http://www.thebigbearlodge.com).

#### Boathouse Lakeside Tavern

Programming this hour comes in part from the support of The Boathouse Lakeside Tavern. The Boathouse Lakeside Tavern is located on the water's edge of Big Bear Lake. The Tavern has a full bar, pool, a large screen television and offers food. There is live entertainment on the weekends. The telephone is (909) 866-2949. The Tavern is at 330 Alden Road in Big Bear Lake.

The Boathouse Lakeside Tavern  
330 Alden Road, Big Bear Lake  
(909) 866-2949

#### Chad's Place – a Saloon in Big Bear Lake

This hour of programming is brought to you in part by Chad's Place, a saloon, in Big Bear Lake. Chad's offers live rock n' roll Fri & Sat. nights. Chad's kitchen is open every day with breakfast and desserts available on the weekends. Chad's is at 40824 Big Bear Boulevard at the intersection of Pine Knot Ave across from the Big Bear Lake Post office. Find Chad's on the Web at [Chads-place.com](http://Chads-place.com). The telephone is (909) 866-2161, that's 866-2161.

Chad's Place  
40824 Big Bear Boulevard  
(909) 866-2161

#### DiscountDiner.net

Programming this hour is brought to you in part by DiscountDiner.net. DiscountDiner.net offers discounted gift certificates for many Big Bear Valley restaurants. For information, visit [DiscountDiner.net](http://DiscountDiner.net). That's DiscountDiner.net.

#### Get The Burger

Get The burger is a restaurant with choices such as the Director, a half pound hamburger, or the Leading Lady, a quarter pounder without cheese. Get the Burger also offers French fries, hot dogs, and ice cream shakes. Get the Burger is at 42151 Big Bear Boulevard. That's the intersection of Fox Farm Road and Big Bear Boulevard in Big Bear Lake. Get The Burger information is on the Web at [GetTheBurger.com](http://GetTheBurger.com). The telephone is (909) 866-8800 for Get The Burger.

#### Get The Burger

42151 Big Bear Blvd, Big Bear Lake  
(909) 866-8800

#### The Himalayan Restaurant

Programming this hour on KVBB is bought in part by the Himalayan Restaurant at 672 Pine Knot Avenue, near the intersection of Village Drive. The Himalayan Restaurant serves a variety of menu selections originated in Nepal, Tibet and the North of India. The Himalayan is open seven days a week and on holidays. The hours are Sunday through Thursday — 11 a.m. until 9 p.m. and Friday and Saturday — 11 a.m. until 10 p.m. The Himalayan prepares takeout orders and offers delivery. The menu and other information about the Himalayan Restaurant on the Web at [himalayanbigbear.com](http://himalayanbigbear.com). The telephone is 909 878-3068. That's 909 878-3068 for the Big Bear Lake Himalayan Restaurant.

The Himalayan Restaurant  
672 Pine Knot Avenue, Big Bear Lake  
(909) 878-3068

#### Gold Rush Mining Adventures

This hour of programming is being made possible in part by Gold Rush Mining Adventures. Open dang near every day from 10 a.m. to 5 p.m. Gold Rush Mining Adventures offers the chance to mine for gemstones in an outdoor panning sluice and more. Gold Rush Mining Adventures offers rocks, fossils and geodes for souvenirs and the opportunity to learn about geode cracking. Gold Rush Mining Adventures is at 40016 Big Bear Boulevard in Big Bear Lake. Information about Gold Rush Mining Adventures is on the Web at [GoldRushMiningAdventures.com](http://GoldRushMiningAdventures.com). The telephone number is (909) 866-5678.

Gold Rush Mining Adventures  
40016 Big Bear Boulevard, Big Bear Lake  
(909) 866-5678

#### Mill Creek Outpost

This hour, KVBB programming is brought in part by Mill Creek Outpost. Mill Creek Outpost is across from Bear Creek Resort on Red Ant Hill at 40143 Big Bear Boulevard in Big Bear Lake. Mill Creek Outpost offers ranch & lodge decor, antiques, collectables and more to decorate a business, cabin, house, lodge or ranch. Mill Creek Outpost is on the Web at [MillCreekoutpost.com](http://MillCreekoutpost.com). The telephone number is (909) 866-4840. That's Mill Creek Outpost, [MillCreekOutpost.com](http://MillCreekOutpost.com). (909) 866-4840.

Mill Creek Outpost  
40143 Big Bear Boulevard in Big Bear Lake  
(909) 866-4840

#### Murray's Saloon and Eatery

This hour of programming is being made possible in part by Murray's Saloon and Eatery. Murray's Saloon is at 672 Cottage Lane in the heart of the Big Bear Lake Village. Murray's Saloon offers a full menu, draft beer, a full bar, karaoke every night, pool and more. The telephone for Murray's Saloon and Eatery is 909-866-1444. Murray's is on the Web at [www.Murrayssaloon.com](http://www.Murrayssaloon.com).

Murray's Saloon and Eatery  
672 Cottage Lane, Big Bear Lake  
(909) 866-1444

#### Stalcup Home Services

This hour of programming is being made possible in part by Stalcup Home Services. Stalcup Home Services offers residential and commercial cleaning, snow removal, maintenance and repairs and home check programs. The phone is 909-878-4663. The Web it's [www.stalcuphomeservices.com](http://www.stalcuphomeservices.com). The address in the heart of the Big Bear Lake Village is 645½ Pine Knot Ave behind the Copper Q.

Stalcup Home Services  
645½ Pine Knot Avenue  
Big Bear Lake, CA

#### Tat2Xtream

This hour, programming is sponsored in part by Tat2Xtream of Big Bear Lake. Tat2Xtream offers tattoos, body piercings and dermal implants. Tat2Xtream is at 41248 Big Bear Boulevard next to Grizzly Manor restaurant. Tat2Xtream is on the Web at [TA2X.net](http://TA2X.net). That's [TA2X.net](http://TA2X.net) and the telephone is (909) 366-0769. That's (909) 366-0769.

Tat2Xtream  
41248 Big Bear Boulevard, Big Bear Lake  
(909) 366-0769

#### The Furniture Store

This hour of programming on KVBB is being made possible in part by The Furniture Store of Big Bear. The Furniture Store creates designs and accepts commissions to fabricate single pieces or will work to decorate a home, hotel or lodge. The Furniture Store offers reclaimed barnwood and Aspen Log furniture, as well as custom sofas in more than 25 styles. The Furniture Store is at 41491 Big Bear Blvd in Big Bear Lake. The Furniture Store is on the Web at [www.thefurniturestoreofbigbear.com](http://www.thefurniturestoreofbigbear.com). The telephone number is 909-878-0800. That's 909-878-0800.

The Furniture Store of Big Bear  
41491 Big Bear Boulevard, Big Bear Lake  
(909) 878-0800

#### Thelma's Family Restaurant & Bakery in Big Bear City

Programming this hour on KVBB-LPFM is sponsored in part by Thelma's Family Restaurant & Bakery in Big Bear City. Thelma's offers breakfast, lunch and dinner, baked pies, cheesecakes and chicken pot pies. Thelma's Family Restaurant & Bakery also offers nightly dinner specials Wed – Sun. Thelma's Family Restaurant & Bakery is at 337 West Big Bear Boulevard in Big Bear City. Thelma's is on Facebook at [facebook.com/Thelma'sRestaurantBigBearCity](https://www.facebook.com/Thelma'sRestaurantBigBearCity). The telephone is (909) 585-7005, that 585-7005.

Thelma's Family Restaurant & Bakery

337 West Big Bear Boulevard

Big Bear City, CA 92314

#### UPS Store

Programming this hour is sponsored in part by The UPS Store. To dispose of confidential documents, The UPS Store, at 40729 Village Drive, Suite #8, in the Big Bear Lake Village, offers a service to shred those documents. The UPS Store also offers printing; a notary Public; shipping and receiving and post office boxes. The UPS Store is on the Web at [TheUPSStore.com](https://www.TheUPSStore.com). The UPS Store is open 8:30 a.m. to 6 p.m. Monday through Friday and 9 a.m. to 3 p.m. on Saturday. The telephone for The UPS Store is (909) 878-4747. That's (909) 878-4747.

The UPS Store

40729 Village Drive, Suite #8, Big Bear Lake

(909) 878-4747

#### Village Music

This hour of programming on KVBB 94.5 LPFM is being made possible in part by Village Music. Village Music offers concert ticket information, musical supplies, vintage vinyl records, CDs, DVDs, music collectables, memorabilia, new and used musical instruments, as well as accessories and much more. Village Music is at 603 Pine Knot Ave in the heart of the Big Bear Village. The phone is 909-866-4449.

Village Music

603 Pine Knot Avenue, Big Bear Lake

(909) 866-4449

#### Village Shops and Courtyard Open House

The staff and owners of the shops located in The Village Shops and Courtyard, 652 Pine Knot Avenue in the Big Bear Lake Village, will host an Open House from 3 to 6 p.m. on Saturday, April 11. The shops include Awesome Homes Big Bear Realty; Craft to Treasure; Crux; Follow Your Art; Le Muse; Studio 9 Salon and Mini Spa and The Dog Suitcase. There will be live music with Pat in the Hat and Cowboy Russ. That's an Open House, 3 to 6 p.m. on Saturday, April 11, at The Village Shops and Courtyard, 652 Pine Knot Avenue in The Big Bear Lake Village.

Village Shops and Courtyard Open House

652 Pine Knot Avenue

Big Bear Lake, CA 92315

#### Wild Wings / Moonridge Coffee Company

This hour of programming is being made possible in part by Wildwings Unlimited and the Moonridge Coffee Company. Wild Wings at 42656 Moonridge Road. Wild Wings offers bird info, bird walks, seed, nuts, feeders and more. The telephone is 909-281-4548. Next door is Moonridge Coffee Company. Moonridge Coffee Company offers coffee, pastries, sandwiches and croissants. Moonridge Coffee is on the Web at [moonridgecoffeecompany.com](https://www.moonridgecoffeecompany.com). The telephone for the Moonridge Coffee Company is 909-281-5141.

Wild Wings / Moonridge Coffee Company

42656 Moonridge Road, Big Bear Lake

Wild Wings (909) 281-4548

Moonridge Coffee Company (909) 281-5141