

## **Forward Radio Partnership**

At Forward Radio, we believe in the transformative capacity of community radio, which gives us the tools to represent ourselves, tell our stories, and articulate the desires of our communities. We hope to amplify, connect and interweave the varied voices and conversations in our community into a unified signal. One of the ways we hope to achieve this goal is by offering the opportunity for community members and local non-profits to join the Forward Radio Partnership.



### **What is the Forward Radio Partnership (FRP)?**

The purpose of the FRP is to provide a grassroots support system for our station. It is also designed to increase the visibility and impact of the organizations that are working to better our community. Our goal is to develop a network of local individuals and non-profits who believe in the power of telling our own stories and who want to support community-based radio.

### **Non-Profit Partnership**

Local non-profit organizations can support our station and their own work in the community by becoming a non-profit Partner. Any non-profit that qualifies as a 501(c)(3) organization is eligible to be a non-profit Partner.

### **Partner benefits include:**

- **On-air promotion** in the form of regular Partnership announcements (“Partner Shout-Outs”). Shout-Out segments (30 to 60 seconds in length) will be produced by Forward Radio from content supplied by the Partner, and will be aired on WFMP-LP 106.5 FM at program breaks (usually at the top of the hour). The length and total number of Partner Shout-Outs will be determined by the partnership level selected by the Partner organization.
- **Short audio documentaries** (“microcasts” of 10 to 15 minutes in length) will be produced by Forward Radio from content supplied by the Partner and will be provided free-of-charge to the Partner organization for the Partner’s own use. Microcasts may cover the organization’s mission, its activities, special projects, or local events. Educational microcasts that fall within Forward Radio’s programming guidelines will be aired on WFMP.
- **Community radio teach-in:** If desired, Forward Radio will conduct a workshop with the Partner organization on how to produce a radio show.
- Partner Organizations are also invited to contribute their own programs to Forward Radio and collaborate with Forward Radio in holding community events.

## **Organizational Partnerships Available at Three Levels:**

### **\$500 per year**

- **Choice of 730 Shout-Outs (30 Seconds) or 365 Shout-Outs (60 Seconds)** aired during the year.
- **Two microcasts** per year produced by Forward Radio from content supplied by the partner.
- One community radio workshop.

### **\$300 per year**

- **365 Partner Shout-Outs (30 Seconds)** aired during the year.
- **One microcast** per year produced by Forward Radio from content supplied by the partner.
- One community radio workshop.

### **\$150 per year**

- **156 Partner Shout-Outs (30 Seconds)** aired during the year.
- One community radio workshop.

## **Scheduling of Partner Shout-Outs**

Partner requests regarding the content and scheduling of shout-outs should be made on the attached partnership agreement or otherwise conveyed to Forward Radio in writing. Forward Radio will make every effort to accommodate partner requests (for example, airing the shout-outs on a particular day/time of the week or before a particular program, or concentrating shout-outs announcing a partner event in the days or weeks prior to the event).

Our Partner Shout-Outs are a great way to connect your organization and its mission with a diverse, vibrant community here in Louisville. We appreciate and value the work that our Partners do and we want to tell their stories. We pledge to work with you on a one-to-one basis to ensure that your organization and its events receive attention.

## **Use of Microcasts**

Microcasts are provided free-of-charge to the Partner for its own use. Educational microcasts that fall within Forward Radio's programming guidelines will be aired on WFMP as openings in the broadcast schedule become available. We request that the Partner designate a Forward Radio liaison to collaborate with Forward Radio for each microcast production.

# Partnership Agreement

## Non-Profit Partner Information

Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

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

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\_\_\_\_\_ 501(c)(3) Certification: By checking here, the undersigned Partner Representative certifies that the Organization named above is a non-profit that has been recognized by the Internal Revenue Service as tax-exempt under Section 501(c)(3) of the Internal Revenue Code. (Non-profits that are tax-exempt under other provisions, such as Section 501(c)(4), are not eligible for partnership).

Organization's mission statement (write below or attach separately):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Terms and Conditions of Partnership

### Partnership Agreement

1. Acceptance and Enrollment: Forward Radio and the Fellowship of Reconciliation Louisville Chapter, Inc., reserve the right to accept or deny any partnership application. In the event an application is denied, payment will be returned or refunded to the applicant within 30 days of the application date.
2. Service Period: Forward Radio agrees to provide the Partnership services at the level purchased for a period of one year, at which time the Partner may re-enroll by paying the then-current Partnership fee.
3. Cancellation: This Partnership Agreement can be cancelled by the partner organization at any time by sending a written notice to Forward Radio. In the event of cancellation, there will be no refund of the partnership fee.

Forward Radio Partnership Services:

1. Partner Shout-Outs and Promotion: Forward Radio agrees to produce (from content supplied by the Partner) and broadcast a short Partner announcement (not to exceed one minute in duration) promoting the Partner organization. The length and number of Partner Shout-Outs to be aired will be determined by the partnership level at which the organization is enrolled. Forward Radio will make every effort to accommodate partner requests regarding the scheduling of Shout-Outs, provided they are submitted in writing. However, Forward Radio cannot guarantee a specific schedule. Scheduling of Partner Shout-Outs will be left to the full discretion of Forward Radio.
2. Microcasts: Where the Partnership level so provides, Forward Radio agrees to produce, from content supplied by the Partner, one or more short audio documentaries (10 to 15 minutes in length) that highlight the Partner organization, its mission, and activities. Broadcasting of Partner microcasts on WFMP will be left to the discretion of Forward Radio.

Content Rights

1. Forward Radio will retain ownership and usage rights for all Partner Shout-Outs and microcasts. The Partner will be supplied with a digital copy of any microcast(s) produced for it by Forward Radio for non-exclusive use in external promotions and projects.
2. Media Release: The Partner agrees to ensure that media releases have been obtained from all staff, volunteers and other persons participating in Forward Radio projects.
3. Attribution: The Partner agrees to include appropriate attribution (mention and/or logo, where appropriate) to Forward Radio in all uses and derivative works of Forward Radio-produced content.
4. FCC Compliance: Forward Radio reserves the right to evaluate and approve all material intended for broadcast to ensure compliance with FCC regulations.
5. Mission Compliance: Forward Radio reserves the right to evaluate and approve all material intended for broadcast to ensure compliance with our programming guidelines, our mission and the mission of our parent organization, the Fellowship of Reconciliation Louisville Chapter, Inc.

Annual Partnership Fee:

1. Partnership fees must be paid in full before Partner services begin.
2. Partnership fees are non-refundable once the period of service begins. Please check the desired Partner level:

\_\_\_ \$500.00/year    \_\_\_ \$300.00/year    \_\_\_ \$150.00/year

**Payment of Partnership Fees**

Partnership fees should be paid in advance by check, made out to: **Fellowship of Reconciliation Louisville Chapter, Inc.** with “**Forward Radio Partner**” in the memo line. The check should be submitted with the signed partnership agreement.

**Additional Information for Partner “Shout-Outs”**

**IMPORTANT: PLEASE ATTACH A SCRIPT THAT YOU WOULD LIKE USED FOR PARTNER SHOUT-OUTS (and be sure to send us an updated script in writing at least two weeks before you would like to hear it aired). We will notify you if we need to make any changes in the script due to length or content.**

Check one: We would like our Shout-Out to be read over the air by:

\_\_\_ By a representative of our Organization, OR    \_\_\_ By a WFMP Announcer

Partner Requests Regarding Scheduling of "Shout-Outs" (write below or attach separately). Forward Radio will make every effort to accommodate partner requests regarding the scheduling of Shout-Outs. However, Forward Radio cannot guarantee a specific schedule. Scheduling of Partner Shout-Outs will be left to the full discretion of Forward Radio:

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**PARTNER ORGANIZATION:**

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
PRINTED NAME & POSITION

\_\_\_\_\_  
NAME OF ORGANIZATION

**THE FELLOWSHIP OF RECONCILIATION, LOUISVILLE CHAPTER, INC.,  
DBA FORWARD RADIO:**

By: \_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
PRINTED NAME & TITLE