

Forward Radio Community Partnership

At 106.5fm WFMP Louisville, we believe in the transformative power of community radio, which gives us the tools to represent ourselves, tell our stories, and articulate the desires of our communities. Forward Radio exists to amplify the voices of communities, perspectives, and concerns which are under-represented in the mainstream media. Our FM radio broadcast, internet live-stream, and podcasting platforms give the people a voice and connect the varied voices and conversations across our community. The support of local non-profit organizations through Community Partnerships is vital to our mission.



What is the Forward Radio Partnership?

The purpose of the Partnership is to increase the visibility and impact of the organizations that are working to better our community, while providing a grassroots support system for Forward Radio. Our goal is to develop a network of local individuals and non-profits who believe in the power of telling our own stories and want to support the volunteers who produce our programming and run our community radio station.

Non-Profit Partnership

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

Partner benefits include:

- **On-air promotion** in the form of Partnership announcements (“Partner Shout-Outs”). These 30-second promos will be produced by Forward Radio from content supplied by the Partner, and will be aired regularly on WFMP-LP 106.5 FM and Forward Radio’s internet livestream during program breaks (usually at the middle or end of each hour). The frequency/total number of announcements will be determined by the partnership level selected by the non-profit organization.
- **Short audio documentaries** (“microcasts” typically of 10 to 15 minutes in length) will be produced by Forward Radio if the Partner is interested in supplying content. These digital audio files would be made available to the Partner organization for their own use. Microcasts may cover the organization’s mission, activities, special projects, or events. Educational microcasts that fall within Forward Radio’s programming guidelines will also be aired on WFMP.
- **Community radio workshop:** If desired, Forward Radio will conduct a workshop with the Partner organization on how to produce a radio show/podcast.
- Partner Organizations are also invited to contribute their own programs to Forward Radio and collaborate with Forward Radio in hosting community events.

Community Partnerships are Available at Three Levels:

\$500 per year

- **730 Partner Shout-Outs (30 Seconds)** aired per year (typically two versions, each aired daily).
- **Two microcasts** per year produced by Forward Radio from content supplied by the partner.
- **One community radio workshop**, if desired.
- **Partner logo and weblink** on Forward Radio's homepage for a year.

\$300 per year

- **365 Partner Shout-Outs (30 Seconds)** aired per year.
- **One microcast** per year produced by Forward Radio from content supplied by the partner.
- **One community radio workshop**, if desired.
- **Partner logo and weblink** on Forward Radio's homepage for a year.

\$150 per year

- **156 Partner Shout-Outs (30 Seconds)** aired per year.
- **Partner logo and weblink** on Forward Radio's homepage for a year.

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.

Scheduling of Partner Shout-Outs

Typically, promos are aired at random throughout each day at the end or middle of each hour. Forward Radio will, however, make every effort to accommodate specific partner requests (for example, concentrating announcements for a partner event in the days or weeks prior to the event, or airing the shout-outs around particular programs each week). Partner requests regarding the content and scheduling of shout-outs should be attached to this partnership agreement or otherwise conveyed to Forward Radio in writing.

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 the broadcast schedule allows. We request that the Partner designate a liaison to collaborate with Forward Radio for each microcast production.

Forward Radio Community 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 reserves 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 30-second announcement promoting the Partner organization. The 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 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 and our mission.

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 either by:

- **Check** made out to: WFMP-LP, Inc., 332 West Broadway, Suite 801A, Box 33, Heyburn Building, Louisville, KY 40202. The check should be submitted with the signed partnership agreement.
- **Online payment** at forwardradio.org/donate. The signed partnership agreement should be mailed to the address above or emailed to wfmp.louisville@gmail.com along with proof of payment.

IMPORTANT: PLEASE ATTACH A SCRIPT FOR PARTNER SHOUT-OUTS. When read aloud in a normal human tempo, scripts must not exceed 30 seconds. 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:

a representative of our Organization, OR a Forward Radio Announcer

Partner "Shout-Out" Script(s) – 30 seconds or less – and special requests regarding scheduling:

PARTNER ORGANIZATION:

SIGNATURE

DATE

PRINTED NAME & POSITION

NAME OF ORGANIZATION

WFMP FORWARD RADIO:

By: _____
SIGNATURE

DATE

PRINTED NAME & TITLE