
Mayville State University Comet Radio

Underwriting Opportunities

Form an underwriting partnership with Comet Radio. Your organization's message will be heard on-air and online by a select group of listeners in an uncluttered radio environment. Your investment will help keep Comet Radio and the quality of its programming strong .

SUPPORT

*Unique
Eclectic
Quality
Radio*

SUPPORT COMET RADIO

*The Voice of
Mayville State
University*

Comet Radio

330 Third Street NE
Mayville, ND 58257
www.mayvillestate.edu/cometradio

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comet • radio



Program Underwriting on Comet Radio

Here's What Listeners Are Saying About Comet Radio

"Congratulations on a great website, gang! I enjoy your programming.... a nice alternative to the other choices one has to endure in the hinterland."

"Honestly, I enjoy all of your programs. I especially try to catch as much of the Wednesday evening broadcasting as I can. I also try to listen to Lonesome Crowded Midwest and Gorilla City on Thursday evening."

"You do a great job, me hearties. "

Here's Who's Listening Online

- More than 4,500 people since Comet Radio's launch in January 2007. (As of June 7, 2007)

- As many as 180 people at one time.

- People in Canada, the United Kingdom, Trinidad and Tobago, Greece, the Philippines, the Czech Republic, France, Sweden, and the United States.

SPECIAL NOTE:

Comet Radio is a non-profit educational project. Your support of Comet Radio is independent of advertising on KMAV Radio.

KMAV generously offers Comet Radio the opportunity to reach a traditional radio audience on Wednesday nights but Comet Radio underwriting should not be confused with KMAV advertising.

KMAV Radio offers businesses a unique opportunity to reach their listeners on both 105.5 FM and 1520 AM with professionally-produced radio commercials.

If you are interested in advertising on KMAV Radio, contact Mary Keating at 786-2335.

Mayville State University's Comet Radio can help your business extend its reach throughout the Red River Valley and around the world through the media of broadcast and webcast radio.

Comet Radio is an academic project bringing together Mayville State students to produce radio programming for air on KMAV 105.5 FM and 1520 AM, and on the Mayville State webcast.

KMAV can be heard throughout most of the Red River Valley. Long known as the Red River Valley's sports leader, KMAV carries thousands of regional high school sporting events. Comet Radio has partnered with KMAV to bring our slate of programs to their airwaves each Wednesday night during the academic year.

Comet Radio can also be heard around the world on the Mayville State webcast. The webcast is available 24 hours-a-day, 7 days-a-week to anyone with an internet connection and has attracted thousands of online listeners with its mix of Comet Radio and Comets sports broadcasts.

The mission of Comet Radio is to provide a fun, academic opportunity for students to express themselves creatively, gain skills necessary to manage college radio, and experience the world of broadcasting from the standpoint of production; to provide an additional conduit of creative communication among the radio staff, the Mayville State community, and the community at large; and to foster the diversity of ideas, opinions, and tastes among the Comet Radio staff, the Mayville State community, and the community at-large.

The students and advisors of Comet Radio invite you to become one of our underwriting partners through an investment in Comet Radio.

Comet Radio underwriting partners can choose from a number of investment levels Your investment brings with it specific ways of recognizing your organization as an underwriting partner. The primary way partners are recognized is through on-air acknowledgements airing during Comet Radio's weekly broadcast on KMAV and on the Comet Radio webcast. On-air acknowledgements will clearly identify your business as a Comet Radio partner and could include information about your services or about your upcoming events.

Comet Radio underwriting partners receive an announcement on Comet Radio's KMAV broadcast for every \$10 invested and/or an announcement on the Comet Radio webcast for every \$5 invested. An investment of \$250 or more also includes recognition and a link to your organization's website on the Comet Radio website at www.mayvillestate.edu/cometradio.

For example, with an investment of \$500 you could choose 30 acknowledgements on Comet Radio's KMAV 105.5 FM broadcast plus an additional 40 acknowledgements on the Comet Radio webcast. You could choose to have your business or organization recognized 50 times on our KMAV broadcast or 100 times on the Comet Radio webcast only.

If you are interested in becoming a Comet Radio partner, please contact Comet Radio business manager Dustin Olson at 788-4677 or email us at cometradio@mayvillestate.edu.

All About Underwriting on Comet Radio

Thanks for your interest in underwriting on Comet Radio.

Comet Radio is considered a non-commercial educational broadcast entity. We have established a set of guidelines to ensure that our sponsorships are in compliance with the FCC rules, and with the standards of the non-commercial broadcasting industry. Here are some of the key points.

1. An underwriters will be identified by mention of their legal or recognized name.
2. Underwriting credits must be factual, value-neutral, and consistent with the tone and content of Comet Radio programming.
3. The standard length of time allotted to an underwriting announcement is 15 seconds.
4. Underwriting credits may include:
 - A description of products and services including brand names.
 - Location of underwriter, products and services.
 - A description of key or target markets.
 - Longstanding slogans that identify the underwriter's business.
 - Holiday greetings or the celebration of a special occasion.
 - A telephone number, location or web site address.
5. Underwriting credits may not include:
 - A call to action.
 - Qualitative or comparative statements.
 - Advocacy, ambiguous or misleading statements.
 - Pricing information, discounts or incentives.
6. Comet Radio won't accept underwriting which supports or opposes any candidate for political office.
7. Comet Radio reserves the right to refuse underwriting that may present a conflict of interest or the perception of a conflict of interest with program content.

We look forward to working with you!

Following is sample copy for underwriting spots on Comet Radio:

"Thanks to the Mayville State Alumni Association for their support of the programming and educational mission of Comet Radio. The Mayville State Alumni Association works to keep Mayville State alumni in touch with their alma mater and each other. Mayville State Homecoming takes place October 13th through 15th. For more information call 1-800-437-4104 extension 34750."

"Big band and swing music on "Let's Dance" is supported, in part, by the Mayville State Alumni Association working to keep Mayville State alumni in touch with their alma mater and each other. For more information, call 1-800-437-4104, extension 34750."

Comet Radio
330 Third Street NE, Mayville, ND 58257
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Phone (701)788-4631 FAX (701) 788-4748

Business Underwriting Contract

Business name: _____

Mailing address: _____

City: _____ State: _____ zip: _____

Phone: _____ Fax: _____

Email: _____

Contact person: _____ Title: _____

Total initial contract \$_____

Total number of announcements on Comet Radio on KMAV: _____ @ \$10 each

Total number of announcements on Comet Radio online: _____ @ \$5 each

Proposed Announcement (Contract accepted with initialed changes):

Comet Radio is a non-commercial educational entity dedicated to programming free from commercial and political influence. All Comet Radio underwriters must agree that their support of Comet Radio, regardless of level or duration, shall not give the underwriter any right to directly or indirectly influence programming or policy in any manner.

Authorized Business Representative: This contract is valid and accurate. Payments are due upon receipt of bill. All underwriting messages are subject to FCC regulations and Comet Radio editing. I agree to these conditions.

Signature: _____ Date _____

Print Name: _____ Date _____

Comet Radio Rep.: _____ Date: _____

Contract Duration: ____/____/____ through ____/____/____

Office Use Only

UR# _____