

## IBC CONTRACTS/BENEFITS SCRIPT

Center of the World Festival, Inc.

KCPK-LP FM 106.9

### INDEPENDENT BROADCAST COALITION (IBC) CONTRACTS

Summary of Independent Broadcast Coalition Benefits and Contracts explained in this video:

- 1) All benefits for non-IBC member also are benefits for IBC members.  
(view the videos: “Podcaster Opportunities” and “Non-IBC Contracts”)
- 2) Must be an independent podcast business owner with retention of private business income, expenses, underwriting control and talent management  
(for example, can represent a non-IBC podcaster; can provide the training to non-IBC podcaster to fulfill criteria to become IBC member).
- 3) Non-profit corporation Fiduciary Membership obligations.  
(view the “Voting Membership” video)
- 4) Knowledge of FCC Underwriting rules and Federal & State Copyright laws.
- 5) Knowledge of the types of contracts which are required for legal issues.
- 6) Understanding of KCPK affiliation status with Pacifica Radio Network.
- 7) Requirements of KCPK podcast production and how to “edit” your existing podcasts for KCPK broadcasting.
- 8) Public download of podcast available on KCPK-LP Archive.
- 9) Upload of podcast episodes to Pacifica Archive for Download and re-airing on other Pacifica affiliate stations.
- 10) Marketing to other Pacifica affiliate stations.
- 11) Possibility of Pacifica Network syndication.
- 12) Dedicated Website for KCPK-LP IBC members.
- 13) Weekly consistent time for podcast episode and more time slots  
as agreed by IBC membership
- 14) Marketing agreements (coalition sharing) and other options available.
- 15) Further Opportunities developed by IBC members.

All benefits for non-IBC also are benefits for IBC members.

Go to: [www.cowfest.org](http://www.cowfest.org) and click on the “Training Videos” menu tab. Watch “Podcaster Opportunities” which will explain the marketing aspects of the radio scheduling formats. Then watch “Non-IBC Contracts.”

It is important that you understand the role you will play in providing the pathway by which a non-IBC podcaster can move from limited involvement to a Voting Member status. As you fulfill your legal obligations as a Voting Member, you will be presenting this information to new podcasters.

Must be an independent podcast business owner with income, etc.

Click on the menu tab “Independent Broadcast Coalition” and scroll down the page to the heading “Section Six: IBC Membership” and click on “Summary of the IBC”.

A document entitled “SUMMARY OF IBC GUIDELINES” can be downloaded. Please read this entire document before you proceed in this video as some items will not be explained in this video, but are important factors for your consideration before joining IBC.

In deciding if you have a “business”, the IRS guidelines should be considered. The DBA of the radio committee is composed of the words which define the role of these Voting Members. “Independent” means that you have a business which is separate from your hobbies.

The legal obligations of the nonprofit are very different for your business than its obligations for a “volunteer” of the nonprofit. “Broadcast” means that you are engaged in some form of business related to podcasting or media work. “Coalition” means that separate and unique business individuals have joined together to form this radio committee of the non-profit.

Non-profit corporation fiduciary members’ obligations.

Click on the menu tab “Volunteer” to view the Voting Member orientation video and understand the legal structure of the Center of the World Festival non-profit, which is the licensee of KCPK-LP radio station.

Knowledge of FCC Underwriting and Federal and State copyright laws

It is required that all IBC applicants read the legal documents on Underwriting and Copyright and take the Exams. Violations of these Federal and State laws can create a monetary fine up to \$250,000

You will find these exams on the menu tab “Independent Broadcast Coalition” and under Section One: Underwriting and Section Two: Copyrights.

There are other legal documents which you will want to read at some point, as these pertain to FCC rules for radio station broadcasts, which affect the language you may use in podcasts. There are also legal rules regarding podcasting.

When you fulfill your fiduciary duty of approving the podcasts submitted by non-IBC members, you must know these rules in order to effectively vet their submissions.

Knowledge of the types of contracts which are required for legal issues

The IBC webpage has links to multiple types of licenses and releases, which you will need to know about. Vetting a podcast submission requires that appropriate releases be attached to the submission.

#### Understanding of KCPK affiliation with Pacifica Radio Network

On the IBC webpage, please read Section Five, which pertains to the contracts that KCPK has signed with Pacifica Radio Network. This affiliation will provide much of your marketing value as an IBC member. These benefits are not available to non-IBC podcasters.

#### Requirements of KCPK podcast Production and editing for KCPK broadcasts

We follow the recommendations from Pacifica Network to improve your marketing value. More training will be provided on this on a one-on-one basis.

You are allowed a 28 minute podcast recorded at 128Kbps and submitted in mp3 file. No underwriting announcement is allowed in that 28 minutes. Your Underwriting is recorded on separate mp3 file of 1 minute in length.

The underwriting mp3 file will be removed before upload of your podcast to Pacifica audioport. The affiliate station can then add their own local underwriting announcements.

The underwriting mp3 file will consist of your sponsors announcements which are at least 15 seconds long but no longer than 30 seconds. Thus, for your business planning, you may have 4 spots of 15 seconds each, 3 spots of 20 seconds each, 2 spots of 30 seconds each, or a combination of two 15-second with one 30-second spots.

kCPK radio staff will add another one-minute to the local and internet broadcast. This will consist of station sold local underwriting, station ID announcements, and public access information. This portion will also be removed before your podcast's upload to Pacifica Audioport.

Flowchart review: Your Podcast business submission to KCPK will consist of your podcast and your underwriting announcements. KCPK adds to this submission, to create a 30-minute broadcast show.

#### Public download of your podcast is available on KCPK Archive

If you recall the scheduling format benefits, from the video for non-IBC members, there is one major difference for IBC members. Your podcast, if you want, will be available for public download during the time it is on the archive.

#### Upload of podcast to Pacifica Archives and download and re-air by Pacifica Affiliates

For marketing value, your podcast will be uploaded to Pacifica audioport, where other affiliate stations can download your podcast for airing on their radio station.

#### Marketing of your podcast to other Pacifica Radio Network affiliates

Here is a listing of all the stations for outreach marketing, directly to them or via the shared e-mail server.

#### Pacifica Radio Network Affiliates syndication opportunities

If your podcast series is picked up by major affiliates, your show becomes syndicated and will have marketing value on the Pacifica website. The name of your show will be a link to your website.

Dedicated Website for KCPK IBC members

At this website, our public listeners may get more information about the podcasters who contribute to the radio broadcasts. Also, the additional business services offered by the IBC members can be accessed.

Weekly consistent time slot for your podcast and more as agreed by IBC

Podcasts are scheduled on every hour and half-hour. Your time is determined based upon what time of your audience prefers to listen to your live broadcast and simulcast internet stream.

Coalition agreements for marketing and other advertising marketing.

IBC is a “worker self-directed” membership nonprofit. It is an alternative business-to-business alliance which focuses upon partnerships, not profits. Its coalition provides collective information and training which helps to grow your business.

Further opportunities as developed by IBC Independent Broadcast Coalition.

We can do more together than separately in creating new opportunities.

Summary of Independent Broadcast Coalition Benefits and Contracts explained in this video:

- 1) All benefits for non-IBC member also are benefits for IBC members.  
(view the videos: “Podcaster Opportunities” and “Non-IBC Contracts”)
- 2) Must be an independent podcast business owner with retention of private business income, expenses, underwriting control and talent management  
(for example, can represent a non-IBC podcaster; can provide the training to non-IBC podcaster to fulfill criteria to become IBC member).
- 3) Non-profit corporation Fiduciary Membership obligations.  
(view the “Voting Membership” video)
- 4) Knowledge of FCC Underwriting rules and Federal & State Copyright laws.
- 5) Knowledge of the types of contracts which are required for legal issues.
- 6) Understanding of KCPK affiliation status with Pacifica Radio Network.
- 7) Requirements of KCPK podcast production and how to “edit” your existing podcasts for KCPK broadcasting.
- 8) Public download of podcast available on KCPK-LP Archive.
- 9) Upload of podcast episodes to Pacifica Archive for Download and re-airing on other Pacifica affiliate stations.

- 10) Marketing to other Pacifica affiliate stations.
- 11) Possibility of Pacifica Network syndication.
- 12) Dedicated Website for KCPK-LP IBC members.
- 13) Weekly consistent time for podcast episode and more time slots  
as agreed by IBC membership
- 14) Marketing agreements (coalition sharing) and other options available.
- 15) Further Opportunities developed by IBC members.