

Center of the World Festival, a 501(c)(3) nonprofit, is the licensee of KCPK-LP FM radio station.

This Video briefly describes the Benefits for being an Underwriter.

How does your business benefit from being an underwriter for KCPK-LP FM 106.9 radio in the rural community of Pine Mountain Club, California?

Why should you support KCPK-LP with underwriting?

Your underwriting announcement will accompany a local podcaster's 28-minute production. The show will be broadcast on FM radio as well as through the internet station. Whereas the FM 106.9 is limited to Pine Mountain Club in transmission, the internet station is not.

In fact, every business may have a link to the internet station on their own business website as a way to promote their underwriting.

Go To: www.cowfest.org and click the tab "Training Videos"

View the video "Podcaster Opportunities" to see what benefits also apply to your underwriting announcement. Whatever benefits the podcaster also benefits your announcement.

View the video "Non-IBC contracts" on that same webpage to understand the relationship between you (the underwriter) and the podcast producer.

Center of the World Festival nonprofit is making a one-time \$50 grant to all members of the Mountain Communities Chamber of Commerce. This grant will pay for your first underwriting collaboration with a local podcaster. It is the intent of these grants to encourage the support of KCPK-LP as a valuable local community resource.

Why should you support KCPK-LP with underwriting?

Every Low Power FM station is required by the FCC to maintain The Emergency Alert System (EAS) which is a primary source of official governmental emergency information.

KCPK-LP runs on propane generator during power outage so all emergency messages can be broadcast to the community.

KCPK-LP has a live broadcast studio for emergencies.

KCPK-LP will be an active participant in developing the emergency resources of the community.

Go to: www.cowfest.org, then tab: [Organization](#) and scroll to the bottom and click on title "INSTRUCTIONS FOR COMMUNITY EMERGENCY PREPAREDNESS"

This links to a website which explains the role that a local FM station plays in the time of emergencies.

When you have power outage and do not have a back-up generator, you can still receive the FM 106.9 broadcast via wind-up radios.

One such device is called "Running Snail" and you can view its YouTube video on the above page, or go to YouTube URL

You will help develop the local choice of broadcast hours by developing marketing outreach for listeners and developing their “habit” of listening at those hours.

You assist local podcasters in developing their podcast-related businesses such as: a) workshops in person; b) one-on-one training; c) encourage new podcasters to participate in the “business” of an IBC member without weekly obligation to produce a podcast or pay yearly dues.

The community can develop a “podcast network” with talent and businesses which work together to create KCPK as a “community asset” such as: a) shows on PMCPOA rules; b) forestry issues; c) how to live in rural mountains, snow, etc.; d) reading of Mountain Enterprise for elderly; e) live recordings of local events, and many more unique ideas.

Thank you for your support!