



RADIO COBLESKILL – WCSQ-LP 105.9 FM

NON-PROFIT, LOCAL, COMMUNITY RADIO FOR COBLESKILL

INFORMATION AND RATE CARD

TAX-EXEMPT SPONSORSHIP, UNDERWRITING AND AIRTIME

INTRODUCTION:

WCSQ-LP 105.9 FM, known on air as "Radio Cobleskill," is an FCC-licensed non-commercial LPFM (low-power FM) radio station licensed to Cobleskill, New York. Broadcasting at an effective radiated power of 100 watts, its signal covers Cobleskill, Richmondville, Warnerville, Carlisle, other surrounding towns, and an approximately 25 mile stretch of I-88.

Radio Cobleskill is owned and operated by Dialogos of Cobleskill, Incorporated, a 501(c)3 tax-exempt corporation registered in New York and located in Cobleskill.

WCSQ-LP first went on air on October 17, 2016, and officially launched on November 23, 2016.

FORMAT:

Throughout the workweek, Radio Cobleskill features a unique and broad-based "hot adult contemporary" format, with popular music spanning largely from the 1980s until today. Core artists heard on Radio Cobleskill include Adele, Coldplay, Kelly Clarkson, Train, Taylor Swift, and Maroon 5 from contemporary artists, and Phil Collins, Sheryl Crow, R.E.M., Fleetwood Mac, Bon Jovi, The Eurythmics, and Bruce Springsteen amongst classic artists. Our station plays the hits – but features a far deeper and more diverse playlist than commercial music radio stations.

During the morning drive hours (5-9 am), our station airs, on the top of each hour, the **USDA Radio News**, from the United States Department of Agriculture, for our local farmers, while local news and public affairs programming is also in the works.

Each evening, specialty music programming is featured, with Radio Cobleskill's **80s at 8** and **90s at 9**, an hour of music exclusively from the 1980s and 1990s, respectively, with deeper cuts not contained in our normal playlist.

On the weekends, Radio Cobleskill features a specialty programming block, with a diverse range of programs which include musical genres such as indie, global, and jazz; plus public affairs programming.

TARGET AUDIENCE:

Radio Cobleskill targets the entire Cobleskill and Schoharie County listening community, with an emphasis on listeners aged 25-54, male and female.

LOCAL ANNOUNCEMENTS AND PUBLIC SERVICE ANNOUNCEMENTS:

Radio Cobleskill welcomes announcements from non-profit, public service and public safety organizations, free of charge. Announcements must be a maximum of 30 seconds in length and cannot contain any language of a commercial nature or that can be construed as advertising.

UNDERWRITING:

Radio Cobleskill is a non-commercial radio station, but as per FCC guidelines, it is allowed to air underwriting/sponsorship announcements up to 30 seconds in length which identify but do not *promote*. Our station depends on underwriting donations to defray operating costs, as well as equipment purchases and repairs. Such announcements are similar to advertisements, but must abide by FCC guidelines:

Announcements MAY include:	Announcements MAY NOT include:
Name of business, organization, or individual	Qualitative or comparative language (e.g. "we have the best/finest/largest products")
Location (address), telephone number (mentioned once), website and/or e-mail	Any reference to prices, sales, or discounts (e.g. "20% discount for first-time customers")
Value neutral descriptions of services or products offered & hours of operation	A "call to action" (e.g. "come on down," "mention you heard," "call now," "for more information call...," "visit us," etc.)
Include a company/business slogan, in compliance with FCC underwriting guidelines	Mentions of competitors by name
Reasons for sponsorship and/or an association between the sponsor and station	Calls for donation or fundraising for churches, ministries, and non-profit organizations
Use instrumental music/sound effects that are not related to the product in question	Use music with lyrics, or sound effects to evoke an impression for the product in use

SAMPLE ANNOUNCEMENTS:

ABC automotive is proud to support WCSQ-LP Radio Cobleskill. ABC Automotive has been serving Cobleskill for over 40 years and is the home for GMC, Dodge, and Ford automobiles. Located at 123 Main St. in Cobleskill. 518-555-1212 or abcautomotive.com.

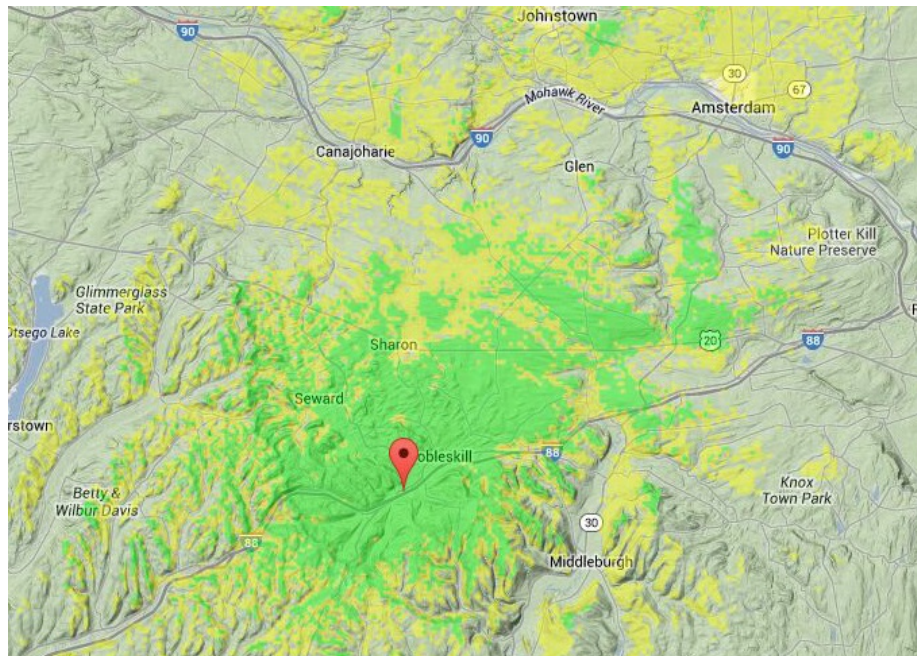
The Dental Office of Dr. John Doe is a proud sponsor of WCSQ-LP Radio Cobleskill. Dr. Doe's office offers all types of dental care, including removal and replacement of old silver fillings. Located at 456 Central Ave. in Cobleskill. 518-555-1515 or dentalcareareus.com.

This hour of WCSQ-LP Radio Cobleskill programming is sponsored by XYZ Restaurant at 100 Maple St. in Cobleskill, serving the local community for 20 years. 518-555-1111 or xyz.com.

Radio Cobleskill's 80s at 8 is brought to you by the law office of Jane Doe, Esq., a proud sponsor of WCSQ-LP Radio Cobleskill. Offering legal services to the residents of Schoharie County, 518-555-2222 or janedoelawoffice.com.

The USDA Radio News is brought to you by Radio Cobleskill and by Jack's Dairy Farms, proudly providing produce and dairy products to Schoharie County residents for the past 70 years. Located at 500 Route 66 in Cobleskill, 518-555-9999, jacksdairyfarm.com.

COVERAGE AREA:



Radio Cobleskill's signal is strongest in Cobleskill, Richmondville, Warnerville, Central Bridge, and other communities immediately adjacent to these towns. Our signal covers a 25-mile stretch of I-88, and depending on local terrain, reaches other nearby communities such as Sharon and Duanesburg. Please note that reception varies due to a number of factors, including the type of receiver and antenna system being used, local terrain and hills or other obstructions which may block our signal, weather and atmospheric conditions, and interference from adjacent stations.

Radio Cobleskill does not stream on the internet due to the cost of music licensing and royalties for online broadcast, but providing live streaming audio is in the station's immediate future plans.

AIRTIME ON RADIO COBLESKILL:

Radio Cobleskill offers airtime to residents of Schoharie County who are interested in producing their own radio program, including music or public affairs programming. The following is a partial list of station guidelines for producing and airing local programming:

- Programming, at this time, can only be pre-recorded (not live) and delivered to us online.
- All programming must abide completely by all applicable FCC and other Federal, State, and local rules and regulations, particularly those pertaining to indecency, obscenity, libel and slander, and "payola" (pay for play).
- Programming must be of a non-commercial nature, reflecting the aforementioned underwriting and sponsorship guidelines. Product placement, infomercials, and other similar types of messages are prohibited.
- Program producers are solely responsible for any legal sanctions or fines incurred as a result of a violation of FCC rules and regulations or other applicable laws.
- Religious programming is not permitted on our station.
- Programs supporting/endorsing a political candidate or campaign are not permitted.

- Station management must be informed in advance of any elected officials, government officials, or candidates for elected office being invited to your program.
- No indecent, obscene, or profane content may be broadcast.
- Full description guidelines, policies, and regulations listed in broadcaster agreement.

UNDERWRITING AND SPONSORSHIP RATES – SPECIAL INTRODUCTORY RATES:

SPOT INSERTION – REGULAR PROGRAMMING:

Number of spots daily	WEEKLY	MONTHLY	QUARTERLY	BIANNUALY	ANNUALY
4	\$69	\$259	\$699	\$1299	\$2299
6	\$89	\$299	\$899	\$1599	\$2599
8	\$109	\$339	\$1099	\$1899	\$2899
12	\$149	\$399	\$1299	\$2199	\$3199
16	\$169	\$479	\$1499	\$2499	\$3499

SPECIAL RATES AVAILABLE FOR SMALL BUSINESSES

SPONSORSHIP OF SPECIFIC PROGRAMMING:

	Monthly	Quarterly	Biannual	Annual
Specialty music/public affairs (2x/hour)	\$99	\$249	\$449	\$799
80s at 8 (daily - 4 spots per hour)	\$99	\$249	\$449	\$799
90s at 9 (daily - 4 spots per hour)	\$99	\$249	\$449	\$799
Syndicated news/morning	\$149	\$399	\$799	\$1499
USDA News (4x per weekday morning)	\$199	\$499	\$899	\$1699
Local news shows/morning	\$249	\$699	\$1299	\$2499

ONLINE ADVERTISING:

\$29 per month (small banner), \$49 per month (large banner), in addition to any on-air package.

ADDITIONAL SERVICES AND FEES:

- In-house recording of spot: \$19 per spot (maximum 30 seconds)
- Professional voice recording of spot: \$49 per spot (maximum 30 seconds)
- Scriptwriting/copy-writing fee: \$29 per spot (maximum 30 seconds)

ADDITIONAL GUIDELINES:

- Maximum underwriting/sponsorship message length: 30 seconds
- Producing your own recording: all recordings must adhere to broadcast quality standards and must be delivered to our station electronically (via e-mail, Dropbox, etc.).
- Existing spots may be replaced with new spots over the duration of your underwriting/sponsorship package. Fees for recording and script/copy-writing are applicable.
- All pre-recorded programs must be sent to the station 24+ hours in advance of airtime.

AIRTIME:

- **30 minute program:** \$29 per program (minimum 4 programs, payable in advance)
- **60 minute program:** \$39 per program (minimum 4 programs, payable in advance)
- **120 minute program:** \$69 per program (minimum 4 programs, payable in advance)

On-air programmers can obtain underwriters/sponsors for their program to offset the cost of airtime, as per our station's rate card and underwriting/sponsorship guidelines.

PAYMENT TERMS:

Payment is accepted by check or money order, made out to our licensee, "Dialogos of Cobleskill, Incorporated." All underwriting and sponsorship packages and airtime must be paid in full, in advance. No refunds are provided. All payments are tax-deductible and tax receipts are provided.