Underwriting KGVM

As a non-commercial, educational station, KGVM is not allowed under federal law to accept advertising, but we can accept sponsorship in the form of "underwriting." Underwriting differs from conventional advertising in being a simple statement of a supporter's name, the goods and services offered or other activities engaged in, and how to contact them. Underwriting statements cannot contain prices, qualitative or comparative descriptions (such as "excellent value" or "best delivery"), or "calls to action" (verbs directly urging action, such as "buy now").

Underwriters may choose to be a general sponsor of the station, or sponsor a specific program.

To create an underwriting announcement, you provide the station with a written text (50-100 words) or a general idea of what you wish to say. KGVM will review the announcement, or create one that conveys the message without using problematic language. Underwriting announcements will be read live or prerecorded by a programmer or a member of the KGVM staff.

Because KGVM maintains an active website, we can offer further exposure for Underwriters. On our underwriting page, in addition to text we can display an image or logo, and also provide a link to your website and/or email.

Underwriting is a great way to support KGVM and to let our listeners and viewers know about your business or organization. Note that Underwriters do not have any right or responsibility to influence program selection or content, or KGVM policy.

KGVM does not accept underwriting from religious organizations or political candidates. The Board of Directors reviews underwriting to ensure that it is consistent with the legal and social responsibilities of the station.

If you have any questions, or would like to discuss underwriting KGVM, please email us at info@kgvm.org.

Suggested underwriting levels (6 month duration):

Website announcement, image, and link: $75
Recorded announcement inserted into program recording or broadcast: $100

Prices subject to change