



To: All Community Groups

From: Delta Radio Network

Re: D.R.E.A.M. Community Service Grants

Applications are now being accepted for D.R.E.A.M. (“Delta Radio Effective Awareness Marketing”) grants. These grants will be awarded monthly to community groups in the Mississippi Delta or in southeast Arkansas. Community groups, civic organizations, non-profits, even school or church based groups are encouraged to apply. The grant recipients will receive a month-long advertising campaign on the Delta Radio stations valued in excess of \$3500.

The grant package will include commercial announcements on WKXY-FM in Cleveland; WDTL-FM, WIQQ-FM, WIBT-FM and WNIX-AM/FM in Greenville; WMYQ-FM in Greenwood, and WNLA-AM in Indianola. The grant may also include live appearances on one of more of our stations. D.R.E.A.M. ad campaigns will feature your organization and will provide an educational and awareness tool to publicize your programs.

D.R.E.A.M. campaigns will serve to inform the public of projects your organization is undertaking, as well as be used to recruit new members or promote fund raising opportunities. In short, Delta Radio wants to enlighten the community with the hope your organizations bring to our community every day.

If your organization is interested in being featured during an upcoming month, please fill out the attached application. Our selection team will review these requests and will contact you if you are selected. To be considered for this program, please return this request to us via fax at 208-567-6865, or e-mail to [dream@deltaradio.net](mailto:dream@deltaradio.net). If you have any questions, please call us at 662-394-8865.

# **DELTA RADIO**

## **D.R.E.A.M. – GUIDELINES**

- Marketing grants are limited to legitimate non-profit community service organizations in the Mississippi Delta or in southeast Arkansas.
- The value of the marketing grant is approximately \$3500 and may be used on any of the Delta Radio Network stations.
- All messages must be recorded by a representative of the organization and those persons must identify themselves with a full name. Typically, no phone numbers are allowed and the total message must not exceed 75 words.
- Announcements may not be commercialized by naming specific commercial businesses.
- A minimum of two announcements are to be recorded seven days in advance by representatives of the selected organization. Appointments to record are available between 9 am and Noon, Monday-Friday only. Recording time must be scheduled in advance.
- Scripts should be submitted for approval at least 24 hours before your appointment for recording. Station staff will assist in writing.
- Organizations that purchase local advertising in any other media (Radio or TV station, newspaper, magazine, billboard, etc.) will not be considered for the D.R.E.A.M. program unless they also do comparable business with Delta Radio Network.
- Monthly grant recipients will be selected by the Delta Radio staff based on, but not limited to, the community service provided.
- Delta Radio reserves the right to change the terms of this service at any time and in any way that serves to enhance or protect the spirit of community service.



## D.R.E.A.M. - GRANT APPLICATION

Name of Organization:

Director's Name:

Address:

City:

State:

Zip Code:

Phone:

Cell:

Contact E-Mail:

What is main purpose of your organization?

Number of people involved in your organization:

Number of people served by your organization:

Area served by your organization (list counties if appropriate):

What would you like to accomplish with a marketing campaign?

What is something people don't know about your organization?

If selected to receive this marketing grant, what month or time of year would you prefer?

Does your organization have a budget for advertising, marketing, public outreach?

If so, how much?

Do you spend money for t-shirts, key chains, or other promotional trinkets?

If so, specify:

Is your organization a 501(c)(3) non-profit? If not, specify status.

Any additional information you'd like us to consider?

(For more detailed responses, attach additional sheet(s).)