



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, WBYB-FM and WZYQ-FM in Cleveland; KZYQ-FM, 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. If you have any questions, please call us at 662-394-8865.

DELTA RADIO NETWORK

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 paid advertising 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? Yes No

If so, how much?

Do you spend money for t-shirts, key chains, or other promotional trinkets? Yes No

If so, specify:

Is your organization a 501(c)(3) non-profit? Yes No - If no specify status:

Any additional information you'd like us to consider?

Please sign certification on next page. Attach additional sheets if necessary.

DREAM GRANT **TERMS AND CERTIFICATION**

I/We hereby affirm that we are a duly organized non-profit organization permitted by law to accept tax deductible donations. We understand that our Request for Donation is exactly that: a request for a donation, and are not entitlements, demands or expectations that the radio station provide anything free of charge. We understand that there is a limit to how much the station can donate to non-profit groups each year. Requests for donations must be substantiated by a financial need, and therefore the station is requesting this information to get a better understanding of the organization's financial ability to operate and promote events, as well as their compensation practices regarding other marketing providers that may be competitive in nature to this station. We understand that all information provided in application will remain confidential and will only be viewed by station management. We understand donations are granted on a case by case basis, and criteria for acceptance depends in part on the availability of the station to participate, including the staff/equipment availability, and proper lead time. Additional criteria includes, but is not limited to, the cost/benefit analysis for the station, as well as the amount of exposure this donation will provide for the station in return.

The organization agrees to represent the station's brand "Delta Radio Network" exactly as such in all verbal and printed purposes. In some cases, individual stations may be featured. Only authorized marketing material, including the current logo exactly as it is provided may be used. Logos must be current. Artwork cannot be re-generated, altered, edited or changed (other than resized-maintaining aspect ratio) in any way without station approval. Proof copies of all marketing material must be provided to the station for approval prior to printing and publication.

Furthermore, the organization certifies that all information contained herein is current, accurate and final, including the participation of other media outlets, and media purchases made by this event and/or organization. Delta Radio Network does not discriminate on the basis of race, gender, religion, ethnicity, national origin, ancestry or otherwise.

Name of Organization

Authorized Signature

Date



Why Radio is the Perfect Place to Advertise Your Non-Profit Organization

Most radio stations offer a limited number of Public Service Announcements (PSAs) for community organizations. However, if you are having a major event and really want to get the word out, a regular advertising campaign on radio is the most effective local advertising you can buy. At Delta Radio Network, we offer a special rate for all local non-profit organizations. For details on how to use radio advertising to bolster your marketing, call us today at 662-394-8865 (Greenville), 662-843-3392 (Cleveland), 662-743-0400 (Greenwood), or 662-887-1380 (Indianola).

Here are ten reasons why radio is your best choice (courtesy of the Radio Advertising Bureau).

1) Radio sells with immediacy.

Radio reaches people now. There are no long lead times like with newspaper, TV or billboards.

2) Radio sells everywhere.

Radio is the only true mobile medium. In the car, at work, and at play, radio is there... the companion and the advertising force people take with them wherever they go.

3) Radio sells with intimacy.

In your personal life, when you have something very important to communicate to someone, which would you prefer - to show them a picture, to write to them, or to talk with the intimacy and emotion of the human voice? Radio sells with intimacy.

4) Radio stars in the theatre of the mind.

Want a 100-piece symphony orchestra in your ad, an elephant, a chorus, a laughing child, a love song? With word pictures and emotion-evoking sounds, radio's theatre of the mind stimulates the most emotion-filled pictures the mind can comprehend.

5) Radio escapes advertising's clutter.

Today's newspapers average 2/3 ad copy to 1/3 editorial copy. TV spends about 1/3 of its time on advertising. Today's radio, at about 10 minutes of advertising per hour, devotes less than 1/5 of its time to ads. Radio is the uncluttered medium.

6) Radio is the cost effective medium.

Newspaper rates are up (even though circulation is down). TV ad rates are up (even though viewership is down). Radio advertising costs grew less than any other major form of advertising.

7) Reach is nice, but frequency sells.

Newspaper and TV are reach media - they reach varying numbers of people. Psychologists tell us that consumers need to be exposed to an advertising message at least three times before it begins to penetrate. Most organizations cannot afford the necessary three-times-plus frequency that effective advertising demands - except on radio. Radio is the reach and frequency medium you can afford.

8) Radio's targeted advertising sells.

Radio's variety of formats allows you to pinpoint your advertising on the station or stations that best match your customer's interests. You cannot pinpoint advertising in the broad-reach, scattershot newspaper and TV media forms. Radio's unique targeting ability saves you money.

9) You're always on the front page with radio.

With radio advertising you are front and center in the listener's attention span when your ad is on the air. You're never buried on page 42. With radio, you are always on the front page.

10) Radio is an active medium in an active society.

Passive forms of advertising, like newspaper, are simply ink on paper. Radio is an active medium capable of stirring emotion and motivating people to join your cause.

Everything local radio stations do is made possible by our advertisers. Entertainment, news, weather reports, sports, community announcements and more. Please encourage your friends who are business owners to advertise on radio. And be sure to ask us about Delta Radio's Effective Advertising & Marketing (DREAM) grants for qualified organizations.