



WOCT PROGRAM PROPOSAL

*(please complete this application and contract and return to:
OCMS, attention WOCT,
City of Oshkosh, 215 Church Avenue, Oshkosh, WI 54901).
(920) 236-5265 www.FriendsofOCM.org
or email: swilliams@ci.oshkosh.wi.us*

Name of Principal Applicant/Organization: _____

Address: _____

Phone: _____ Email: _____

Program Name: _____

Program Producer: _____
(The individual responsible for coordinating the full production of the program)

Please provide a brief description of the program:

What is your mission statement and what are your goals for the program:

How will your program further WOCT's mission & values? (Review WOCT's Mission & Values Statement found within this document or on our website, www.FriendsofOCM.org)

What community does your program represent and who are the intended listeners?

What experience, expertise or skills do you bring to your program?

What are some of the topics your program will cover?

Who are some of your possible guests? (if a talk show)

What type of resources will you use to promote your program?

How will you be able to evaluate the effectiveness of your program?

Do you intend on soliciting any underwriters for your program expenses? (See the underwriter policies below)

What other kind of volunteer work or other resources will your group be able to contribute to WOCT as a whole?

Proposed Program Length: 30 minutes 60 minutes other _____

Program Type: Live Pre-recorded

Program Frequency/Amount: Single 6 month Year (24) Year (48)

WOCT Underwriting:

WOCT program producers can solicit underwriters to cover only documented production expenses for WOCT programs such as production fees, media costs, etc. Use of WOCT equipment or facilities for personal use, financial remuneration or commercial purposes is prohibited. WOCT program producers, their crew or volunteers may not receive financial remuneration in any underwriting agreements. Underwriters may be mentioned a total of three (3) times per program but not to exceed one (1) minute per program for 30 minute programs and ninety (90) seconds for 60 minute programs. Underwriter mentions may include:

- Trade name, brand name or business name;
- Location, website and phone number;
- Slogan (within guidelines below)

WOCT program producers are not allowed to promote the goods or services of any underwriter or donor. In order to avoid “promoting,” announcements made regarding entities who have furnished some consideration must NOT include any:

- Mention of price: interest rate, pricing information, discount, savings, or value of any kind may be included in acknowledging a contribution;
- Call to action: any announcement regarding a company or person who furnishes remuneration to the public broadcaster may not suggest that the listener take action—the listener cannot be encouraged to “call,” “come by,” “try,” or even “be sure” in relation to a product or services;
- Inducements to buy: it is improper to entice listeners to make a purchase by offering bonuses, freebies or other specials;

- Qualitative or comparative language: this area prohibits descriptive or comparative language of a product or service. An announcement may not explain, for example, that something is “perfect,” “less filling,” or is the “largest,” “smallest,” or “most” anything.

Friends of OCM Underwriting:

When budgets permit the Friends of OCM may provide underwriting to help offset program production costs. Program applicants must provide a minimum of 50% of program costs. All Friends underwriting requests must be directed to the WOCT Program Coordinator or OCMS Staff.

Proposal Approval & Program Responsibility:

The Friends of OCM may deny program proposals if they do not believe the program is in line with WOCT’s mission and values. The Friends of OCM also reserve the right to discontinue the airing of any program on WOCT should they feel it has (or will) violate any local, state or federal laws. Program producers accept full legal responsibility for the content of their program.

WOCT Mission Statement & Values

Our Mission

WOCT will entertain, educate, inform, inspire and enrich listeners through a diverse mix of governmental, musical, cultural, educational and community affairs programs and services. WOCT promotes positive social change and gives voice to people and issues lacking media access.

Our Values

Access to Local Government and Public Participation

WOCT provides programs on Oshkosh municipal affairs and live coverage of Oshkosh local government meetings enabling all citizens to take part in the decisions that affect them and their community.

Community Media

Through local partnerships WOCT provides a vehicle for Oshkosh residents and non-profit organizations to produce distinctive and compelling programming alternatives to commercial and public media.

Localism

WOCT allows for the sharing of localized stories to promote interaction, connection and the sense of belonging among Oshkosh residents.

Diversity

WOCT provides a diverse range of programming that reflects the issues and ideas of the Oshkosh community and encourages understanding across race, faith, culture, language, class, gender and age.

2007-08 WOCT PARTNERSHIP PROGRAM RATES

| Live Studio Program | | | | | Transfer Pre-Recorded Program | | | | |
|---------------------|--------|---------------------|-------------------|-------------------|-------------------------------|--------|---------------------|-------------------|-------------------|
| | Single | 6 mo- (12) 2x/mo | Yr- (24) 2x/mo | Yr- (48) 4x/mo | | Single | 6 mo- (12) 2x/mo | Yr- (24) 2x/mo | Yr- (48) 4x/mo |
| 30 min | \$30 | \$300 | \$550 | \$1,000 | 30 min | \$20 | \$180 | \$330 | \$575 |
| 60 min | \$55 | \$600 | \$1,100 | \$2,000 | 60 min | \$35 | \$360 | \$670 | \$1,200 |

Live Studio Programs:

- * Rates include all labor and material to produce a 30 or 60 minute live program on WOCT.
- * Programs are provided a weekly timeslot (live week 1, replay week 2 or live each wk);
- * Studio will be available Thursdays 6-9 p.m.;
- * Requires \$25 orientation/training fee (waived for 6 mo or Year contracts)

Transferring Pre-Recorded Programs:

- * Rates include all labor to transfer/convert any completed pre-recorded Master program to air on WOCT.
- * Programs are provided a weekly timeslot.
- * For other editing needs placed upon WOCT staff there is a \$15/hour fee.
- * Some exceptions apply

WOCT PARTNERSHIP PROGRAM CONTRACT:

1. The applicant has requested the following Partnership Program Rate: _____
2. All contracts must be paid in full before programming will begin.
3. Should the applicant not appear or not provide a program for their regular timeslot, they understand they will still be invoiced for this program time.
4. The Friends of OCM reserve the right to end this contract without notice.
5. Program producers accept full legal responsibility for the content of their program.
6. As the program producer for this program I have read and understood the above.

Program Producer: _____ Phone: _____

Non-Profit Organization: _____

Invoice Address: _____

City/Zip: _____ Email: _____

Signature: _____ Date: _____

Accepted by the Friends of OCM Board: _____