

KPFK Media Sponsor Promotional Procedures Ford Amphitheatre Summer Season Partnership Program June - October 2009

KPFK 90.7FM is pleased to be a Media Sponsor of the Ford Amphitheatre 2009 Summer Partnership Season. The following describes promotions KPFK will provide each participating group and the procedures for each group's representative to follow ensuring a smooth process and working relationship.

Promos

Each group will receive a total of 25 mentions. These promotional spots will be scheduled by KPFK and will be distributed over the programming grid with emphasis on AM and PM drive times, 14 days prior to the event date, with a minimum of one spot and a maximum of three spots per day.

Promo Formats

- 60 Second or less duration
- 30 Second or less duration

Promo Options:

Ford Summer Season participants can make an appointment to record promo at KPFK or provide pre-recorded promo for airing or provide copy for mentions as follows:

- Event Promo is recorded in KPFK studio.
- Pre-recorded promo or copy for promo is provided to KPFK.
(Subject to KPFK approval)

Day of Broadcast: *(Will Alternate)*

30 sec Spot during AM Drive Time or PM Drive Time

60 sec Spot during Evening Broadcast

Note: Some promotional material will be translated to Spanish and scheduled in Spanish- language programming.

- KPFK reserves the right to cancel any part of this agreement without notice.
- Any Agreement which entails the exchange of human or financial resources requires Station Manager signature.

Recording Promo Protocol at KPFK:

KPFK will provide facilities access and studio engineer for the recording and broadcast of promotional carts. This will be managed by the Office of KPFK Production and will be provided by appointment. All event representatives must schedule accordingly with the Production Director (Stan Misraje: production@kpfk.org).

Please note: All written promo copy of the event and/or pre-recorded promo is subject to approval by KPFK. Your promo should not state the price, nor contain Calls to Action, should include a contact tel # and direct listeners to www.kpfk.org for further information. The promo should have the following language as a tag line at the end: "KPFK is a Media Sponsor."

To Schedule an Appointment to Record Promo

To schedule an appointment to record your promo, please contact Production Director Stan Misraje at (818) 985-2711 ext. 223 or e-mail Stan at production@kpfk.org. Promo recording appointments will take place on Mondays and Tuesdays between Noon and 6pm. (Subject to studio availability.)

Timeline: KPFK airs your promo 14 days prior to the event. Therefore, please make your recording appointment at least 1-2 weeks before the initial airdate; or provide your pre-recorded promo at that time as well.

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