



Jim McDermott, General Manager
Lake Area Educational Broadcasting Foundation
PO Box 800, Camdenton, MO 65020
573-346-3200 800-336-0917
Pulsechannel.org

The Pulse Channel Business and Church Partnership Policies

Business Partnership is a freely given grant from a business or church to help cover the operating costs of The Pulse Channel. It is not solicited or billed, but we do provide receipts once a month. Since we do not send out invoices, we strongly recommend that businesses and churches sign up for monthly giving. This insures that your donation will be made in a timely manner each month and you will receive the acknowledgements you are entitled to have aired.

It must also be stressed that in accepting a partnership grant, The Pulse Channel does not enter into a commercial arrangement with the business or church. The spirit of the FCC law is that grant acknowledgements are to inform the public of the source of station support, not to induce listeners to patronize the business. The Pulse Channel reserves the right to accept or reject any grants.

The following policies govern on the air grant acknowledgements:

General Partnership Grants

1. Minimum donation required to receive grant acknowledgement is \$50
2. Acknowledgements will be read on the air in the month following receipt of the partnership grant.
3. Acknowledgements will consist of the name of the business and its location. These exceptions are permitted:
 - a. If the product or service of the business is not inherent in its name, The Pulse Channel can mention that product or service in generic terms without qualitative adjectives.
 - b. If the business does not have a retail location, a website or phone number may be given.
 - c. Church acknowledgements may also include information about service times.
4. Even though The Pulse Channel is only required to acknowledge any given grant one time, we have established four levels of Business and Church Partnership:
 - \$50 a month = 10 acknowledgements
 - \$100 a month = 1 acknowledgement per day
 - \$200 a month = 2 acknowledgements per day
 - \$300 a month = 2 acknowledgements per day at peak hours

No business partner may receive more than two acknowledgements per day. Please remember that acknowledgements are not commercials but rather are intended to inform the public of the source of the grant.

5. General partnership acknowledgements are read once each hour, with up to two being read consecutively each time.

We appreciate our business and church partners and consider them a part of The Pulse Channel family. It is imperative that partners view their grants as support for our programming and not advertising. Any name recognition or public relations that come as a result of the acknowledgements should be counted as extra benefit.