



*Sunflower Broadcasting Community Service Plan*



## ***Putting Sunflower Broadcasting to work for the Community***

Each year, Sunflower Broadcasting utilizes hundreds of thousands of dollars in airtime and marketing services to help recognize and promote efforts of qualified, nonprofit organizations. Any nonprofit group (501c3), which provides educational, informational or cultural benefit to Kansas, is invited to apply.

The station also provides news coverage of community events, interview opportunities on local shows and a variety of other outlets that can help community organizations relay their message. In the next few pages, we'll try to help you understand the best way to gain access to Sunflower Broadcasting services for your group or project, including:

- Sunflower Community Partners Program
- Station Event Sponsorships
- PSA airtime and production
- News coverage
- Talent appearances
- Station Tours
- Community Calendar(web)

## Sunflower Community Partners Program

Each year, Sunflower Broadcasting, Inc will select partners for its premier “Sunflower Community Partners Program.” To be considered for this premier partnership, you must complete all the requested paperwork and submit it by the deadline.

There are two deadlines each year for consideration: January 5<sup>th</sup> for events February through August; and June 15<sup>th</sup> for events September through January.

Organizations seeking a premier partnership should fill out the application form and submit by the deadline to [marketing@KWCH.com](mailto:marketing@KWCH.com) or mail to Marketing Department, 2815 E. 37<sup>th</sup> St. North, Wichita, KS 67219

### **Premier partners are provided the following, if available:**

- Newstalk appearance on Eyewitness News
- Talent involvement at the event
- Inclusion on the FetchToto.com calendar on-line and on-air
- Production of a :30 spot
- Air time schedule on one, two, or all of the following: KWCH, KSCW – The Kansas CW, and KDCU – Univision Kansas
- An invoice detailing the on-air schedule for the event spot

### **Please note:**

Any commercial mentions of corporate sponsors must be discussed in advance and approved in writing by SBI. The nonprofit agency should under no circumstances promise other corporate sponsors guaranteed air schedules or logo on Sunflower Broadcasting produced material.

Sunflower Broadcasting policy is that we offer one day of planning and scripting for the spot. Once the spot is voiced, we will not allow any editing to the audio. When the final version is produce and sent to the nonprofit, you will have one opportunity to suggest edits to any part of the visual components. There will be no availability to change the spot once it hits the air.

## **Station Event Sponsorship**

If you do not submit a proposal to the Sunflower Community Partners Program, or missed the deadline you may still submit your event for consideration. Sunflower Broadcasting will select a limited number of community events to support as a co-sponsor. Organizations seeking co-sponsorships should submit a written proposal to the station four to six months in advance of their event. When Sunflower Broadcasting acts as a co-sponsor, the community agency agrees to credit the particular station as a sponsor in all of its promotional materials for the event. In exchange, Sunflower Broadcasting will produce a custom promotional spot for the event, using station talent when applicable. The station will work with the organizations to coordinate pre-event publicity and station staff involvement as much as possible.

When Sunflower Broadcasting enters into a sponsorship, it is with the understanding that the primary purpose of on-air announcements is to publicize the event or benefit to the community organization. Any commercial mentions of corporate sponsors must be discussed in advance. The nonprofit agency should under no circumstances promise other corporate sponsors guaranteed air schedules or logo on Sunflower Broadcasting produced material.

### **Production**

On a limited basis, Sunflower Broadcasting will produce a spot for the event at no charge to the organization. Sunflower Broadcasting policy is that we offer one day of planning and scripting for the spot. Once the spot is voiced, we will not allow any editing to the audio. When the final version is produce and sent to the nonprofit, you will have one opportunity to suggest edits to any part of the visual components. There will be no availability to change the spot once it hits the air.

### **Newstalk**

Sunflower Broadcasting offers the opportunity of live in studio interviews during the Morning and Noon news. Newstalks will be scheduled by the Marketing Director for station sponsored events. All general requests for newstalks can be directed to [news@kwch.com](mailto:news@kwch.com). Time is limited so please be sure to make requests early so that we can properly schedule your organization.

## **Speakers and Appearances**

Sunflower Broadcasting on-air and off-air staff are available to participate in community events. Please indicate the type of event and how you would like our staff members to participate. We are also happy to provide members of our staff to present information on a variety of television topics including Storm Team 12 weather ready information.

News, weather and sports talent are often available to host an event or make an appearance. We also have three members of our “Crew” who can also attend events. One member of our Crew is bi-lingual and can be available for events targeting the Spanish community. Our employees can serve on panels, make speeches, or act as a master of ceremonies. Please be specific as to what you are needing for your event, and if you are requesting someone in particular.

All requests for public appearances can be directed to: [marketing@kwch.com](mailto:marketing@kwch.com)

## **STATION TOURS**

**Tour Guide Contacts** *(Please contact us in this order)*

Email [tour@kwch.com](mailto:tour@kwch.com)

Stephanie Huff 831-6042

Shawn Hilferty 831-6040 (main contact – keeps master schedule)

### **Guidelines:**

- Tour groups should be no larger than 20 per group *(including adult supervisors)*. If group is larger than this, we can split them into two separate groups, but only if there is enough tour guides available. Groups larger than 20 should book at least a week in advance.
- Groups that request to watch the newscast live during their tour must have adult supervision and all children must be at least five years old or above.
- Walk-in tour groups will be accepted only if tour guides are available.
- Tours will be given between 8:30am and 4:30pm M-F only.

## **Community Calendar**

The community calendar is way to get your event on kwch.com and a weekly promotional spot\*. The promotional spot is a 30 second commercial detailing local area events. There are several ways to get your event listed on the community calendar.

- You can post it yourself on [www.FetchToto.com](http://www.FetchToto.com) by clicking on the “add event button” on the calendar and follow the step- by- step instruction.
- You can also email (promotions@kwch.com) or mail us a single page typed notice of your event. Please include sponsoring organization, benefiting organization, description, location, date, time and cost of the event.

\*Selection in the weekly promotional spot is based on community wide appeal. Please send request at less three weeks in advance of the date.

### **Public Service Announcements (PSA)**

Sunflower Broadcasting accepts complete PSA’s to air when time is available. Spots must be submitted on broadcast quality Beta or DVD. No commercial or sponsor mentions will be allowed. (Must be for a 501c3 organization, we may ask for proof of non-profit status.)

### **News Release**

When sending a release, make sure it includes the following: who, what, where and when. It must also contain contact info, for both day and evening/weekend hours. If there is a visual opportunity happening that would make an interesting moment to tape, please include that information as well. Please email to [news@kwch.com](mailto:news@kwch.com).

### **Making Contact**

Knowing the correct person to contact can be a challenge. Here is some information that can help:

#### **KWCH 12 Eyewitness News:**

Assignment Desk	316-831-6030
Newsroom email (preferred)	<a href="mailto:news@kwch.com">news@kwch.com</a>
Newsroom fax	316-831-6193
Factfinder 12	316-831-6166

#### **Key Contacts: 316-838-1212**

News	Chad Cross	News Director
Marketing	Shawn Hilferty	Director of Marketing & Digital Media
Sales	Brian McDonough	General Sales Manager

# Sunflower Community Partners Program

Name of Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Information: email: \_\_\_\_\_

(Home) \_\_\_\_\_ (work) \_\_\_\_\_ (Cell) \_\_\_\_\_

Date(s)/time of Event: \_\_\_\_\_

Target Audience for  
Event: \_\_\_\_\_  
\_\_\_\_\_

Purpose of  
Event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Specifics of  
Event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Has this event been held before? Yes No      If yes, what year first held?

Do have other committed sponsors? If so, whom?

Mandatory: Please Provide a copy of your 501 C3 exempt status

Document must be legible for consideration.