

Audioasis Community Partnership 2012 Application Information



KEXP's Audioasis community partnership is designed to create connections between KEXP listeners and deserving local charities. The hope is that these connections will result in an increase in awareness of the mission and work of local organizations and the impact they have on the larger community.

Preference will be given to:

- Organizations who serve the Puget Sound region with a total organization budget under \$2 million
- Organizations with proposals that will spark engagement between the community and their organization

KEXP will not consider:

- Government agencies or political organizations that are not bi-partisan.
- Organizations that discriminate against race, color, gender, marital status, sexual orientation, age, creed, religion, heritage, or sensory, mental or physical ability.
- Religious organizations will only be considered if the services and programs offered do not discriminate against race, color, gender, marital status, sexual orientation, age, creed, religion, heritage, or sensory, mental or physical ability.
- Clubs at a colleges or schools.
- Organizations outside of the state of Washington.
- Organizations that have already been featured by KEXP through the Community Partnerships program.

Your application packet should include the following in this order:

- Application Cover Sheet (included with this packet. You do not need to send us back the instruction sheets.)
- Letter of Inquiry (up to 3 pages and should include needs statement, organization/program description which includes who the program serves and how many, geographical area and population served, any connections you feel the KEXP audience has with your mission, and how you hope this awareness will impact the organization.)
- Please do not send videos, booklets, CDs or folders.

**We will look up each organization on the Washington Secretary of State's website along with Guidestar to view your tax-exempt status and operating expenses. If your organization is not a 501(c)(3), please list in your LOI what your tax status is and provide verification.

Packaging and delivery instructions:

- Provide seven (7) total copies of the application materials described above.
- Staple each packet together including the original.
- Double-sided copies are encouraged.
- Do not bind your proposal or put it in a folder. Anything extra included will be recycled and will not reach the committee.

This application period will be for the months: February 2012 through May 2012 and September 2012 through January 2013.

Applications must arrive by or on: October 14, 2011

Applications will only be accepted through the mail, or at the KEXP front desk Monday through Friday 9:00am – 5:00pm. Please address all applications to:

Audioasis Community Spotlight, KEXP 90.3 FM, 113 Dexter Ave. North, Seattle, WA 98109

Additional Information & FAQ's

When you are accepted into the Community Partnerships program you receive:

- Promotions of your mission on the KEXP airwaves and on the KEXP website for a month.
- An interview with a representative of your organization on the air.
- A live music benefit show at The Sunset Tavern with proceeds benefiting your organization.

Plus we ask you to:

- Play an active role alongside KEXP in promoting the Partnership and the live benefit show. This means promoting the partnership on your website and through social networking during the month of your promotions.
- Turn in forms and information in a timely manner and meet the deadlines provided.

What Makes a Good Application?

KEXP wants you to promote the mission of your organization in the best way you know how. There are no tricks we're looking for. The top three things which help the most are following the application instructions, having an understanding of KEXP, and being flexible.

Over the years we have realized that it is easier for KEXP to promote your overall mission rather than a specific program or event. When you apply, do not focus on a specific program or event.

I want KEXP to promote my fundraising/community event

The vision of the Community Partnerships program is to create a connection between our listeners and the local non-profit organizations. We will only promote your mission as a whole, and not a specific program or event. The only exception is that sometimes KEXP will choose to promote an awareness month. Also, please do not ask the committee to promote your organization during the month you hold your biggest fundraiser of the year. Choose a month that is a little slow where you know your staff has the time to actively engage with KEXP in promoting your cause.

Who Picks The Winners?

Each year KEXP has a committee of employees and volunteers who represent different departments – and each year it is a new group of individuals. They work together to choose a diverse group of non-profits. Because each year the committee is a different group with different background and interests, it's hard to say what will interest them ahead of time. If your organization is not chosen, it's often a reflection of timing only and not a reflection of your mission or the strength of your application. This means each year your organization and application is new to the committee and is read with fresh eyes. The application process is led by Melissa Collett, a volunteer who runs the program throughout the year. Melissa does not have a vote in the meetings, but does help facilitate discussion.

For More Information: <http://www.kexp.org/about/partnership.asp>
Melissa Collett, melissa@kexp.org

Audioasis Community Partnership
2012 Application Cover Sheet

Please keep this to one page.



Organization Name: _____

If applicable, name of fiscal sponsor agency _____

Address _____

City _____ County _____ State/Zip _____

Contact Person & Title (This should be the person who will be working on the promotions)

Telephone Number: (____) _____ Email address: _____

Web Site: _____ Agency Twitter handle: _____

Agency Blog link: _____

Agency Facebook link: _____

Please list any additional social media tools you use regularly and links:

Organization Mission Statement or description of mission. Do not exceed 50 words.

Total annual budget of your organization for the current year: \$ _____

Number of staff: fulltime _____ part time _____

Number of volunteers _____

Is there a specific month you would like to be considered and why? (Do not exceed 50 words. We are currently looking to place the following months: January 2012 through May 2012 and September 2012 through December 2012.)

Please list your other major events. Name of event and date only please.