

**Request for Proposal:
Charlottesville Radio Group
Community Awareness Grant**

Our commitment: the number one priority is our clients; serving the businesses and listeners of Charlottesville with quality programming and superior services.

Charlottesville Radio Group Community Awareness Grant

Background

Charlottesville Radio Group is a locally operated broadcast group that runs five radio stations in Charlottesville (WCNR, WINA, WQMZ, WVAX, and WWWV). Our radio stations have a long history of supporting and working with area nonprofit organizations in the realm of marketing and public relation campaigns. While there are a number of barriers that hinder nonprofits in the Charlottesville/Albemarle area, one frequently cited is the inability to adequately convey the organization's message to the community. It is our desire to assist four area nonprofit organizations, in launching a marketing campaign via a Charlottesville Radio Group Community Awareness Grant (CRGCAG). This grant (established in 2001) is issued to promote an organization and their mission or message through the use of our five radio stations. Previous CRGCAG recipients have used their grants to help their efforts in a number of areas including: promotion of events and fundraisers, public relations/name recognition, education efforts and, in one case, to help celebrate the organization's anniversary.

Process Overview

The review process will have two rounds. A panel comprised of a cross section of Charlottesville Radio Group employees will initially review all submissions. This panel will forward up to seven submissions to the final selection committee for review. The final selection committee will be comprised of six key community leaders. Recipients will be chosen based on the organization's history of community service, connection to the community, mission within the community, demonstration of need, population served and geographic region served. Each recipient of a Charlottesville Radio Group Community Awareness Grant will receive a yearlong series of sixty-second radio announcements (valued at \$87,360.00). A total of sixty (60) commercials will be broadcast across Charlottesville Radio Group radio stations over the course of each broadcast week. Unused announcements will be forfeited at the end of the grant year.

Grant Eligibility

To be considered for a Charlottesville Radio Group Community Awareness Grant an applicant must:

- Be tax-exempt under section 501(c)3 of the Internal Revenue Code;
- Submit a written proposal to the CRGCAG board;
- Outline a marketing plan for the grant year;
- Select an agency representative to supply more information if needed;
- Submit three letters of support; and
- Agree that, if there are marketing expenditures with other broadcast or print media during the grant period that the largest of these expenditures be matched to Charlottesville Radio Group.

Timetable of Selection Process

Event	Date
Deadline for proposal submission	Friday May 4, 2007; 5:00pm
Award notification	Friday June 15, 2007
Beginning of grant year	July 1, 2007
End of grant year	June 30, 2008

Requirements for Written Proposal

A proposal must contain the following:

- 1) An Executive Summary in the format and length of the style sheet attached.
- 2) Names, addresses and titles for current Board of Directors and Executive Director and/or President and/or Chief Executive Officer
- 3) A narrative that:
 - i) Is no more than 4, double-spaced typewritten pages, with 1" margins & 12 point font;
 - ii) Specifically states where services are directed;
 - iii) Specifically identifies the geographic region served;
 - iv) Gives a brief history of the organization;
 - v) Explains the organization's mission in detail; and

- vi) Demonstrates a marketing plan with specific goals and anticipated results.
- 4) Evidence of leadership in the community and prior successful grant awards.
- 5) Three support letters, one each from the following: a present board member, a past board member and recognized community member having a direct involvement in your efforts.
- 6) A copy of IRS determination evidencing 501(c)3 status.
- 7) Most recent audited financial statement and most recent IRS Form 990.
- 8) Completed and signed attached checklist of all requested materials as first page of proposal.

Original and one copy of entire proposal must arrive no later than Friday May 4, 2007 at 5:00pm at:

**Charlottesville Radio Group
Attn: Rick Daniels, Grant Administrator
1140 Rose Hill Drive
Charlottesville, VA 22903**

Additional Instruction and Information

1. Please examine your proposal carefully to ensure that you have completed and affixed the requested checklist, have supplied requested information and that your proposal meets all outlined specifications. ***Incomplete or ineligible proposals will not be advanced to the Selection Committee.***
2. Please submit all materials together by the specified deadline. Any materials submitted under separate cover or after the deadline will not be considered – including letters of support.
3. Please submit the proposal in a file or binder clearly marked “Proposal – Charlottesville Radio Group Community Awareness Grant.”
4. Applicants are responsible for verifying the receipt of the proposal at 1140 Rose Hill Drive by the specified deadline.

Disclaimer

Charlottesville Radio Group reserves the right to cancel any resulting agreement, in part or in whole, with sixty days written notice to a participating organization. All announcements must contain the phrase, "Made possible by a grant from Charlottesville Radio Group." Announcements falling under this grant may not be transferred, traded or shared and are not redeemable for cash. Announcements may mention other companies only if no direct monetary compensation was received for this opportunity.

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EXECUTIVE SUMMARY

(To be included as Second Page of Proposal)

Organization Name: _____

Address: _____

Contact Name: _____

Phone: _____

Fax: _____

E-mail: _____

Executive Director: _____

President/Chair Person _____

Please describe the organization and give an overview of services in 50 words or less:

What is the organization's mission statement? _____

Please describe what you want to achieve with this grant in 50 words or less:

Charlottesville Radio Group Community Awareness Grant

Checklist

(To be included as First Page of Proposal)

- _____ Executive Summary as second page of proposal
- _____ List of names, addresses and titles for current Board of Directors and Executive Director and/or President and/or Chief Executive Officer
- _____ Four (4)-page narrative
- _____ Evidence of leadership in the community and prior successful grant awards
- _____ Three (3) support letters
- _____ A copy of IRS determination evidencing 501(c)3 status
- _____ Most recent audited financial statement and most recent IRS Form 990

Signed and dated as complete by Officer