

COLORS & KOPN Community Radio



COLORS
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KOPN Community Radio is an associate and founding member of COLORS. A 30 year institution in mid-Missouri and one of the few remaining community-driven radio stations in the United States, KOPN has a rich history of promoting the central idea that helped shape COLORS: *preserving the voice of the independent.*

During its three annual pledge drives, KOPN offers COLORS business members the opportunity to participate in "COLORS Dollars". This program was developed as a way to build the relationship between COLORS, our individual businesses and the community. Your participation in any of the pledge drives is voluntary.

KOPN gives COLORS Dollars as thank you gifts for listeners who give their financial support to KOPN. For example, an individual joins KOPN with a pledge of \$40 and is offered a choice of COLORS Dollars or a magazine subscription, t-shirt, etc. Citizens may then use these COLORS Dollars at participating businesses just like cash (although they have no cash value and therefore you do not give change back). In exchange, participating businesses may then redeem their COLORS Dollars with KOPN for additional underwriting announcements. Businesses choosing to participate in the COLORS Dollars program have the option of limiting the amount of COLORS Dollars they accept to \$300.

Benefits of Participation in COLORS Dollars

1. Your business is featured in the following repeat announcement:
"This Program is brought to you by listener support and COLORS! COLORS is Columbia Locally Owned Retail and Services. Local independent merchants and service providers create an economic boost to our community of up to 5 times that of shopping at a chain. Member Businesses include (*rotating list of member businesses.*) Information about COLORS is available at www.colorsalliance.org".
2. In addition, your business is mentioned in underwriting announcements during the pledge drive. For example:
"Join COLORS member, The Arsenic Leopard in supporting KOPN. The Arsenic Leopard is a quirky variety store of local and global art and craft. Located at 1031 East Walnut in Downtown Columbia. Call now with your contribution and join The Arsenic Leopard in supporting KOPN."
3. Dollar-for-dollar underwriting on KOPN for any COLORS Dollars your business redeems.