



'Memphis TEA Party Live! For God & Country'

KWAM 990 - Sponsor & Advertising Program

Join our show as a sponsor or consider radio to get your advertising message out to our listening audience!

Mark A. Skoda
11/15/2009



The Memphis TEA Party Adds Thursday "Drive Time" Show On KWAM 990 In Memphis

MEMPHIS, Tennessee (October 18, 2009) - The Memphis TEA Party is expanding its radio program to include the important "drive time" hour on Thursdays from 8AM-9AM on KWAM 990 in Memphis. The show, 'Memphis TEA Party Live! - For God & Country', is currently broadcast on Saturday evenings from 5PM-6PM and will remain at that time slot as well.

Host, Mark A. Skoda who is also Chairman of The Memphis TEA Party, stated, "We are pleased to be expanding our show to include the weekday drive time segment. With so many important issues facing the country and the great feedback we have received to our weekend show, this was a logical extension of our efforts. We are pleased that KWAM thought enough of our content to ask us to include our show during this important drive time slot."

The Memphis TEA Party Live! show launched on August 29, 2009 and is heard every Saturday night on KWAM 990 on the AM dial from 6:00PM-7:00PM. Live streaming audio is also available over the internet providing for a global listening audience. Further information about the show, along with previous show archives, is available at The Memphis TEA Party website and KWAM's website at: www.thememphisteaparty.com and www.kwam990.com.

The show can also be heard on Fridays on Blogtalkradio.com where it is broadcast to a national audience of listeners.

Contact:
Mark A. Skoda
mark@thememphisteaparty.com



Advertise With Us

Introductory Rates

The 'Memphis TEA Party Live! For God & Country' radio show is looking for initial sponsors to cover our costs while you will receive some incredible coverage and benefits. The show can be heard on the AM dial on KWAM 990, Thursdays from 8-9AM and Saturdays from 6-7PM.

\$200 per Week (3-months)

- Only 2 slots available for each show
- One (1) full 30-second commercial
- "This half hour is sponsored by..." (2 mentions)

\$120 per Week (3-months)

- Two (2) 30-second commercials broadcast daily Monday through Friday**
 - Includes station ID and show intro/close

\$75 per Week (3-months)

- One (1) 30-second commercial broadcast daily Monday through Friday**
 - Includes station ID and show intro/close

Advertising Opportunity

The Memphis TEA Party Live! radio show, hosted by Mark Skoda, the chairman of The Memphis TEA Party and one of the organizers of the local TEA Party events in Memphis, has launched his radio show on KWAM 990 AM, broadcasting from Memphis, TN. The show can also be streamed live at <http://www.KWAM990.com>.

Nationwide TEA Party Movement

Mark has been working with other local and national leaders from around the country while coordinating a cohesive national message for the Tea Party Movement. The movement grew from 50 cities with 30,000 attendees to over 850 cities and 1.2 million participants in just 5 weeks with many more events planned before the 2010 election. The crux of the movement, however, does not lie merely in each event, but in the grassroots activities planned in each city.

Mission

The mission of 'Memphis TEA Party Live!', through a nationwide network of event planners, is to surface and discuss political activism best practices from around the country. The focus of the radio show is to provide a secular and Christian worldview of political issues on a national and local basis while creating a call to action by conservatives everywhere.

Schedule

The show is scheduled on Thursdays from 8-9AM and on Saturdays from 5-6PM.

National Exposure

With a network of over 850+ city coordinators and volunteer teams, we are currently in the process of marketing the program to their tea party attendees to either stream the show online.

Charter Sponsorship Program

The Memphis TEA Party Corporation is looking for the first five (2) sponsors to support the show as members of the Charter Sponsorship Program. We're offering our Charter members to purchase at least an annual contract for advertising with our program which will include the following benefits:

- On-air recognition and appreciation for Charter Sponsorship Program during each show.
- Dedicated web page for all participants of the Charter Sponsorship Program.
- Logo above-the-fold.
- Paragraph bio and link to your website below-the-fold.

- Rotating “Featured Sponsor” link on front page of website.
- Placement in our email newsletters.
- 10% Discount for an annual contract.
- Includes 2 FREE Weeks. (Final price based on 50 weeks with a 52-week agreement).
- Commercials will be included in the podcasts.

Charter Sponsorship Program - Available Products

- 60-Second Commercial
- 30-Second Commercial
- 15-Second Commercial
- 60-Second Endorsement/Testimonial
- Or you can suggest a new product to our lineup

For more information, please send an email to info@thememphisteaparty.com or call Mark A. Skoda at 901-277-4968, Monday thru Friday.

NOTE: ***Commercial time excludes station ID and call sign and show name for intro and close. Actual commercial time will run 20 seconds with a 30 second ad. Show sponsors have a full 30 seconds during the show and additional commercial time during the show is available for purchase.*

The Memphis TEA Party Corporation

RADIO ADVERTISING CONTRACT

PARTIES:

Pursuant to this binding agreement **Publisher**, also known as **The Memphis TEA Party Corporation**, of 9245 Poplar Avenue, Suite 8 #105, Germantown, TN 38018, and **Advertiser**, also known as _____ of _____, _____,

A. SCOPE OF AGREEMENT.

Publication of specified audio and banner advertising and schedules is subject to this written agreement between a representative of _____ and/or agency (hereinafter "Advertiser") and The Memphis TEA Party Corporation (hereinafter "Publisher"). Every effort will be made by the Publisher to afford advertising in the position desired; however, under no circumstances is position guaranteed and advertising must be paid for regardless of position.

B. ADVERTISING RATE.

The Advertiser agrees to pay publisher \$_____ per month for advertisement in ____ months of the Memphis TEA Party Live! For God & Country program, for a total payment of \$ _____. To begin, Advertiser shall pay to Publisher an advance payment for an initial month of advertising of \$ _____.

Additional advertising may be purchased under this agreement in 3 month increments by payable within thirty (30) days after receipt of invoice. When credit card payments are available, Advertiser authorizes Publisher to process an automatic charge of one month's payment until cancelled.

Publisher shall reserve _____ guaranteed months of Advertising Space from the Advertising Start Date of on the Memphis TEA Party Live! For God & Country program/website/newsletter as appropriate for the sponsorship level purchased.

C. PAYMENT FOR ADVERTISING.

Advertisers must make the first month's payment with signature of this contract at their selected sponsorship level at time advertising materials are submitted. All payments must be made within thirty (30) days of invoice date.

D. Cancellation.

Publisher reserves the right to cancel this contract for any reason at any time without penalty. Advertiser may send notice of intent to cancel this contract by written notice that is received by Publisher at any time. Cancellation will be considered effective by both parties on the last day of the month the notice is received by Publisher

E. COSTS OF COLLECTION.

In the event the advertiser fails to pay the sums due the publisher in the amounts and at the times they become due according to this contract, the advertiser agrees to pay reasonable costs of collection incurred by the publisher, including, but not limited to, attorney's fees and court costs should the collection be referred to an attorney or assigned for collection.

F. RIGHT TO REFUSE UNACCEPTABLE ADVERTISING.

Publisher reserves the right to refuse any advertisement sponsorship banner that does not completely conform to every detail, instruction, method, and guideline set in the Technical Specifications which can be found on the Publisher's Web Site. Publisher reserves the right to refuse any advertisement

graphic that does not arrive seven days before the Advertiser would like the banner to be produced online. Publisher does not accept advertising from companies that produce or provide tobacco or pornographic products or services (which Publisher shall have complete discretion to define), or their subsidiaries, or foundations funded by such companies whose function is to improve acceptance of such products by the public. This Agreement is voidable by Publisher immediately if Advertiser fails to disclose (or conceals or misrepresents) any involvement with tobacco or pornographic products or services. In addition, Publisher may in its complete discretion refuse the use of any other advertising that it deems to be inappropriate.

G. USAGE STATISTICS.

PUBLISHER MAKES NO GUARANTEE OF ANY LEVEL OF TRAFFIC AT ANY GIVEN TIME. PUBLISHER SHALL NOT BE HELD LIABLE FOR ANY CLAIMS AS THEY RELATE TO PUBLISHED OR UNPUBLISHED USAGE STATISTICS. PUBLISHER IS NOT REQUIRED TO PROVIDE ADVERTISERS WITH USAGE STATISTICS.

H. TRUTH IN ADVERTISING/INDEMNIFICATION FOR LIABILITY.

Advertiser is solely responsible for any legal liability arising out of or relating to (1) the Advertisement, and/or (2) any material to which users can link through the Advertisement. Advertiser represents and warrants that the Advertisement and Link comply with Publisher's advertising standards; and that it holds the necessary rights to permit the use of the Advertisement and Link by Publisher for the purpose of this Agreement; and that the use, reproduction, distribution, or transmission of the Advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity. Advertiser agrees to indemnify Publisher and to hold Publisher harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred by Publisher, arising out of or related to Advertiser's breach of any of the foregoing representations and warranties. Advertiser agrees to request that Publisher be listed as an additional insured on any policy issued to Advertiser pursuant to which there could be coverage for any of the forms of legal liability described in this paragraph.

I. LIMITATION ON DAMAGES.

IN NO EVENT WILL PUBLISHER BE LIABLE TO ADVERTISER FOR ANY SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, WHETHER BASED ON BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE), OR OTHERWISE, AND WHETHER OR NOT PUBLISHER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.

J. ASSIGNMENT.

Advertiser may not assign this agreement, in whole or in part, without Publisher's written consent. Any attempt to assign this Agreement without such consent will be null and void.

K. GOVERNING LAW.

This Agreement will be governed by and construed in accordance with the laws of the State of Tennessee.

L. ENTIRE AGREEMENT.

This Agreement and any and all exhibits and attachments are the complete and exclusive agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all

prior agreements, communications, and understandings (both written and oral) regarding such subject matter, provided that all pricing will be governed by Publisher's Pricing Information, whether printed on paper or electronically. The terms and conditions of this Agreement will prevail over any contrary or inconsistent terms in any purchase order. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

Mark A. Skoda
Full Name (printed)

Full Name (printed)

Signature

Signature

Chairman
Title

Title

Date

Date

The Memphis TEA Party Corporation

Advertiser Representative

(Please print and sign two copies of this agreement so both parties can receive an original document.)



The Memphis TEA Party Corporation

ADVERTISING ORDER FORM

Company Name: _____

Billing Address: _____

City, State: _____

Zip Code, Country: _____

Number of Months (3, 6, 9, 12): _____

Start Date: _____

URL to Link to: _____

Memphis TEA Party Live! For God & Country					
Rate Card & Services	Unit Costs	Unit Available	Purchase of Units	Weekly Expense	
Show Sponsorship	\$ 200.00	2	0	\$0.00	
<i>On-air recognition and appreciation for during each show</i>					
<i>One (1) 30 second commercial during show</i>					
Two (2) 30 Second Commercials	\$ 120.00	5	0	\$0.00	
<i>Two (2) 30 second commercials daily M-F</i>					
One (1) 30 Second Commercial	\$ 75.00	10	0	\$0.00	
<i>One (1) 30 second commercial daily M-F</i>					
Charter Sponsorship	\$ 500.00	2	0	\$0.00	
<i>On-air recognition and appreciation for during each show</i>					
<i>60 second commercial once per show</i>					
<i>Two (2) 30 second commercials daily M-F</i>					
<i>Dedicated web page for Charter Sponsorship Program</i>					
<i>Logo above-the-fold</i>					
<i>Paragraph bio and link to your website below-the-fold</i>					
<i>Rotating "Featured Sponsor" link on front page of website</i>					
<i>Placement in our email newsletters</i>					
TOTAL WEEKLY COSTS				\$0.00	

Please email all advertising graphics to: administrator@thememphisteaparty.com

Upon completion of this Agreement, please sign and email to above address or fax to (901) 756-1349. If you have any questions, please contact us by email mark@thememphisteaparty.com or by phone at (901) 277-4968.

This is Google's cache of <http://www.kwam990.com>. It is a snapshot of the page as it appeared on 17 Oct 2010 02:21:08 GMT. The www.google.com/cache URL has changed in the meantime. www.google.com/cache



AM 990
KWAM TALK RADIO

HOME NEWS VARIETY HOUR SPORTS MEMPHIS TRAFFIC WEATHER PHOTOS CENSORITY CONTACT

LIVE
KWAM990
CLICK HERE

The Variety Hour
Different Local Host Every Day
See What's On Today. Click Here.

Control All Designs
add us on facebook
click here

THE CATHOLIC CAFE
SUNDAYS 10am - 10:30am
KWAM 990

Listen to AM990 KWAM on Your iPhone
Click Here

ADVERTISE WITH KWAM 990
CLICK HERE

Memphis This Morning with Chris and Florida 6A - 8A
Chris Wade is co-host of Memphis on 990. Chris has been on and around Memphis radio since the early 90's. This may be the best thing he has done on radio and around the city south. Chris has two daughters ages 9 and 11 and has a long love for sports. Oh, and he is on Memphis and the most intense around town!

Florida 6A - 8A
Florida 6A is the news voice of KWAM990. You can also see her on WUPV, TV's leading afternoon for the Memphis Liberty Square. Florida was the News Director of WUPV for many years. She is also the Marketing Director for the Memphis Public Library of Memphis. Florida is not a talk & life host but "Yes she has been!"

The MEMPHIS Variety Hour - Live! 8A - 9A
- Monday: Corey Meier: Talks Memphis politics and community issues.
- Tuesday: Mike Davis: "One for the Money" discusses today's financial problems and opportunities.
- Wednesday: John Willingham and Jack Eaton: Talking Memphis politics, sports and 990.
- Thursday: Heather Francis Taylor: My Dollar and Sense: a room on how to operate your own business.
- Friday: John Willingham and Jack Eaton: Talking Memphis politics, sports and 990.

The Laura Ingraham Radio Program 9A - 10P
Inspirational and entertaining, "The Laura Ingraham Radio Program" has been adding to millions of listeners since her launch into national syndication in 2003. Smart, funny, and ahead of the curve in politics and the culture, Laura's leading view the door of the "top only" talk club. Her show takes listeners on a wild ride through the colliding worlds of politics, the news media, and Hollywood.

Chris 10P - 11P
To know and understand your civil rights is really important! To help you begin this quest for understanding, listen to Chris 10P hosted by Thomas Burnett, President of Black Farmers and Agriculturalists Association.

Steve Ramsey 11P - 12P
Steve Ramsey offers life-changing financial advice as host of the nationally syndicated radio program, "The Steve Ramsey Show," which is heard by nearly 2 million listeners each week throughout the United States. The 3-hour live radio talk show focuses on life, love, and relationships, and how they happen to involve around money.

Christian Matthews 11P - 12P
Just when you thought it was baby! It's M. Conroy's return!

Dr. Larry 12P - 13P
Dr. Larry is available to help people with a wide range of personal, work, and family problems. She "preaches, teaches, and rags about needs, values and ethics."

Phil Valentine 12P - 12A
Originating from Nashville, Phil provides insightful talk about the stories that make headlines. Award-winning talk radio host Phil Valentine discusses the issues in a down-to-earth approach to which all Americans can relate.

Phil Hendrie 12M - 1A
The Phil Hendrie Show is a nationally syndicated program that is syndicated throughout North America on Talk Radio Network. While the Phil Hendrie Show became renowned for its unique and controversial guests, these guests are not just people at all, they are *DISSENT* (controversy) created and hosted by Hendrie himself. Now Phil Monday through Friday nights on KWAM 990.

Doug Stephens 1A - 6A
Doug Stephens Show is growing every day. Good Day and the 1st/2nd Countdown are available Monday-Friday Mornings on 990.

Monday-Friday
Memphis This Morning with Chris and Florida
6A-8A
8A-9A
The Laura Ingraham Radio Program
9A-10P
The Dave Ramsey Show
10A-11P
The Steve Ramsey Show
11P-12P
Doug Stephens
12P-13P
The Small Biz Show
13P-14P

Saturday
Dr. Larry
10A-11P
Memphis Minority Business Show
11P-12P
The Small Biz Show
13P-14P

Sunday
The Doug Stephens Show
10A-11P
Dr. The House
11P-12P
Happy Hour with Thomas White
12P-13P
The Dr. Martin Show
13P-14P
Dr. Martin's Wellness Show
14P-15P
The Double Bill Show
15P-16P
The Tomkins & Morgan Show
16P-17P
The Memphis, TN, TN, TN, TN
17P-18P
Underground Memphis
18P-19P
The Internet Business Hour
19P-20P
The Dave Ramsey Show
20P-21P
Joy Reynolds
21P-22P

Sunday
10A-11P
Doug Stephens Show with Richard Wright
11P-12P
Christian Community
12P-13P
The Catholic Cafe
13P-14P
The Car Doctor
14P-15P
The Travel Show
15P-16P
Henry Covert's Real Estate Show
16P-17P
The Garden Market
17P-18P
Southern France-The Right Stuff
18P-19P

Memphis This Morning 6A-8A
10A-11P
Doug Stephens Show with Richard Wright

CBS NEWS
Broadcasting Since
- Memphis Business and Economic Outlook
- Memphis Economic Outlook "Outlook"
- "Nightly News" Production Location
- Memphis Local Business and Community
- Memphis Area Changes in 2010
- Memphis Area Changes in 2010
- Memphis Area Changes in 2010

Memphis, TN
52°F
The
Memphis, TN
Memphis, TN

The Small Biz Show
Hosted by Robert Shuler

Delta Omega, Vanderbilt Collaborators



2010 Collaborator

KWAM 990

"The New Voice of Memphis"

- Broadcasting on the AM dial at 990, KWAM is a talk radio station serving Memphis and surrounding communities.
- Currently, KWAM is running at a 1.2 share in the Memphis market with over 12,000 listeners during any given hour.
- KWAM provides a mix of local content, nationally syndicated shows and sports.
- KWAM's major competitor in talk is WREC 640.

KWAM can be contacted at:

Legacy Media Memphis, LLC
5495 Murray Road
Memphis, TN 38119

Business Office: 901-261-4200