

KUED CAMPAIGN CONTRIBUTIONS GUIDELINES

The objective of the Your Window to the World Campaign is to raise \$5 million in voluntary support for the following purposes: a Local Digital Programming Fund, Digital Production Equipment and Programming Endowment Fund.

All gifts and pledges made, for these purposes, between July 1, 2005 to December 31, 2008 shall be credited to the Campaign.

Campaign Pledges

Gifts and pledges will be recognized once a pledge form is completed and signed by the donor. Campaign pledges may be fulfilled on a schedule established by the donor over a specified period. Although it is preferable for the pledge period to be three years or less, in some circumstances it may be more suitable for the pledge period to be extended to a maximum of five years. The first payment on the pledge shall be made on or close to the date of the pledge. Pledge may be paid annually, semi-annually, or quarterly.

Pledges may be fulfilled with outright means such as cash, securities or credit card or by irrevocable deferred gifts such as life insurance, charitable remainder trusts, charitable gift annuities, charitable lead trusts and property. KUED must have a copy of trust and insurance documentation to count these gifts toward campaign goals and matching requirements. University of Utah employees may use payroll deduction to fulfill pledge.

Donor Listings and Recognition

All requests for anonymity will be respected.

During the period of the Campaign, KUED will publish an annual report that recognizes donors for their pledges and or gifts made during that period. The following guidelines shall be used for public recognition purposes, including publications and physical spaces, including donor walls.

All KUED gift annuities and charitable remainder trusts shall be listed at full face value for recognition purposes and matching requirements.

Gifts of publicly traded securities and mutual fund shares shall be listed based on the Internal

Revenue Service (“IRS”) valuation standards. Gifts of non-publicly traded securities, partnerships and other tangible and intangible property interests shall be listed based on the appraised value.

Outright gifts of real estate and remainder interests in real estate shall be listed at the appraised value.

Gifts from the public sector will count toward the campaign matching requirement.

Gifts of insurance policies shall be listed based on the face value of the policy. KUED must be owner and beneficiary of the policy for the gift to be counted toward the campaign.

DONORS WHO PARTICIPATE IN A COMPANY SPONSORED MATCHING GIFT PROGRAM SHALL BE CREDITED FOR THE COMBINED TOTAL OF THE PERSONAL GIFTS AND THE COMPANY'S MATCHING GIFTS.

Donors who recommend distributions from a private foundation or donor advised fund shall be credited for the distributions from the private foundation or donor advised fund.

Recognition will vary by gift level. On-air recognition through program sponsorship may be offered and is subject to availability of programming.

Deferred gifts that are revocable may be counted toward the campaign goal and matching requirement on a case-by-case basis under the majority decision of the Campaign Co-Chairs and KUED General Manager. Revocable deferred gifts that are deemed to not be countable toward the campaign goal and matching requirements will instead be honored through KUED's Legacy Circle.

Gifts in-kind (trade) will not be counted toward the Campaign total or recognized in Campaign materials. They will, instead be recognized as an underwriting partner.

Naming Opportunities For Physical Spaces

The Campaign Co-Chairs, Campaign Executive Committee and KUED General Manager shall approve a list of naming opportunities subject to the approval of the University of Utah Board of Trustees. In extenuating circumstances, the KUED General Manager, in consultation with the Campaign Co-Chairs, may modify the minimum amounts for certain naming opportunities.

Named Building Endowment Funds

The minimum amount to establish a named endowed fund is \$25,000.

Allocation of Gifts

All irrevocable life income gifts and bequest distributions shall be allocated for the Campaign during the period of the Campaign unless otherwise specified.

The KUED General Manager may allocate unrestricted gifts for any of the Campaign purposes.

See the University of Utah Gift Acceptance Policy for Property for details about accepting gifts of property.

Gifts By Solicitors and Staff

All volunteers and key campaign staff will make an appropriate gift proportionate with their ability before soliciting others.

Exceptions

The Campaign Co-Chairs and the KUED General Manager, as a group, reserve the right to grant exceptions, by majority vote, to these campaign crediting guidelines.

Exclusions:

Annual gifts, including Broadcasters Club gifts.

Bequest intentions, except those allowed on a case-by-case basis.

Oral pledges.

Gifts or pledges, outright or deferred, that have already been counted in a previous campaign.

Investment earnings on gifts.

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