



The Global Indie 100 Radio Coalition: Core Benefits

The member station gains more than they give. Here is why they should join the "cause":

- **Increased Clout with Record Labels:** A single station might get ignored by major PR firms, but a coalition representing 100 stations gets exclusive interviews, "first listens," and high-profile artists.
- **Cost-Sharing for Big Events:** Hosting an **Annual Music Award Show** or a festival is expensive. By pooling resources and sponsors, the cost per station drops while the prestige rises.
- **Syndication & Content Quality:** Every station gets access to the **Artist Spotlight** show. This fills airtime with high-quality, professional content they don't have to produce themselves.
- **Search Engine Authority:** A central **Radio Coalition Directory** website creates "backlinks" for every member station. This makes individual stations show up higher in Google searches, driving more listeners to everyone.
- **The "Billboard" Effect:** A **Top 100 Coalition Chart** carries more weight than a local chart. Artists will work harder to promote their ranking on a global coalition chart, bringing their fans to your stations.

Our slogan is: **"100 Stations. One Voice. Global Impact."**



The Global Indie 100 Radio Coalition:

Partnership Agreement (MOU)

BETWEEN: The Global Indie 100 Radio Coalition (Lead Station: Donna Walton Gospel Network)

AND: Partner Station Name: _____

Station Manager/Owner: _____

1. Mission Statement

The parties agree to unite their broadcasting power to amplify Independent Artists who are often overlooked by mainstream media. By pooling our audiences, we aim to create a global platform for diverse music with a foundational commitment to Gospel.

2. Core Membership Requirements

To maintain active status in the Coalition, the Partner Station agrees to:

- **The Gospel Hour:** Broadcast at least one (1) hour of Gospel music daily (or a dedicated block of time agreed upon by the Coalition).
- **The Top 100 Chart:** Air the "Coalition Top 100" countdown show or provide data on their top-played tracks to help formulate the weekly collective chart.
- **Heavy Rotation Day:** Dedicate one specific day per week (e.g., "Indie Impact Friday") to play the Coalition's Top 10 featured artists in high frequency.
- **Coalition Branding:** Feature the DWGN Radio Coalition badge or link on the station's official website and social media profiles.

3. Mutual Benefits & Resources

The DWGN Radio Coalition will provide the Partner Station with:

- **The Coalition Directory:** Guaranteed placement on the global website, driving traffic to the Partner Station's stream.
- **Syndicated Content:** Access to the *Artist Spotlight* show, interviews, and special holiday programming.



- **Event Participation:** Eligibility to co-host and share revenue from Community Concerts, Festivals, and the Annual Radio Coalition Music Award Show.
- **Artist Access:** Shared access to high-quality MP3s and promotional kits from the Coalition's verified independent artist pool.

4. Collective Impact Goals

The Partner Station agrees to participate in the "Power Punch" strategy:

- When the Coalition launches a major promotion for an artist or event, all 100+ stations agree to post/announce simultaneously to trigger social media algorithms and industry notice.

5. Term & Termination

This partnership is a voluntary "at-will" agreement. Either party may withdraw with 30 days' notice. There is no membership fee required; the "currency" of this coalition is **Airplay** and **Unity**.

Signatures

Coalition Representative: Donna Walton, President Date: _____

Coalition Representative: Dra "PJ" Hill, VP of Global Affiliate Relations Date _____

Coalition Representative: Tony Kelly, Director of Artist Relations Date: _____

Partner Station Owner: _____ Date: _____