



### 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**.

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#### 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: \_\_\_\_\_