

## **Underwriting Information**

*Waupaca Radio FM 96.3 is a licensed non-commercial radio station. We rely on sponsorships from local businesses in order to air our community and government programming. As a sponsor, you will receive recognition in the form of sponsorship messages. These messages are non-commercial which means we highlight your business as a sponsor and highlight your products and services without the call to action that is indicative of advertisements.*

### **Waupaca Radio Underwriting Policies:**

- All underwriting messages will be pre-recorded by station staff
- All underwriting messages will air at the top of the hour selected by the donor
- All underwriting messages need to be broadcast within one year of your donation
- Underwriting Announcements will air as scheduled and only be pre-empted for an emergency public safety announcement.
- Several extra underwriting announcements will generally be scheduled beyond what is required to recognize a donation to Waupaca Radio. This will be to account for any announcements that may be missed due to a technical reason or public safety program interruption.

Here are the main difference between a traditional radio commercial and an underwriting announcement:

- An underwriting announcement must be informational rather than a promotional message.
- An underwriting announcement cannot contain any calls to action. For example, "Come into Taco Bell and try our new steak burrito" contains a call to action. It does so because it tells the listener to come in and support their business. Underwriting cannot make this kind of statement. Underwriting tells the audience of the special service that your business may offer. For example, "Studio Hall features live musical performances every Wednesday and Thursday." This statement highlights the service but does not make a call to action.
- Traditional radio commercials tend to either be 30 or 60 seconds in length. While there is no official rule, general consensus is that an underwriting announcement be no longer than 20 seconds.

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- Any description of your products or services needs to be value neutral. We cannot mention price, sales, promotions, etc. This includes interest rates, savings, value, product comparisons or related information to price. There cannot be any inducement to buy, sell or lease.
- Underwriting cannot contain any jingle that may be used in any other advertisements.

**So what can my underwriting announcement include?** Business name, location, phone number, website and value-neutral description of products or services.

*An example underwriting announcement:*

“Programming this hour on Waupaca Radio sponsored by: Pizza King, located on 123 Main Street in downtown Waupaca, features thin and deep dish pizza with a selection of toppings. For more information Pizza King’s phone number is 715.258.4321 and Facebook page is Facebook dot com slash Waupaca Pizza.”



**Waupaca Radio fm96.3**  
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715.258.4405

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## Waupaca Radio Underwriting Announcement Worksheet

Official Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Website Address or Facebook Page: \_\_\_\_\_

Hours: \_\_\_\_\_

List three of your top products or services:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_