

WHY UNDERWRITE Forward Radio WFMP 106.5fm?

Forward Radio is a non-profit, volunteer-powered community radio station broadcasting 24 hours a day to the greater Louisville metro area on 106.5fm, as well as livestreaming and making podcasts available at forwardradio.org.

An Alternative to Advertising:

Underwriting identifies your business as a supporter of community radio programs on WFMP. Underwriting puts your business in touch with our diverse, dynamic, and engaged audience.

Cost-Effective Identification:

Underwriting puts your business in the spotlight with a strong, well defined market segment of community radio listeners, at rates far below those of other promotions.

Image Enhancement:

Underwriting acknowledgements are concise and gimmick-free, linking your business or personal identity with the high-quality image of trustworthy, commercial-free radio operating in the community interest.

Tax Benefits:

Underwriting is a fully tax-deductible, charitable contribution.

Reach an Audience that Matters:

You can position your acknowledgements near a specific program or programs that are of interest to a desired audience.

Support Programming You Enjoy:

Identify your business with a particular style of music, program, or personality found only on WFMP-LP.

Low Minimum Monthly Contracts Start at \$100/month. And that gives you 30 spots/month for daily exposure to our listeners. Year-long contracts are also available.

How Do I Become an Underwriter?

Simply complete the agreement below (or available at forwardradio.org under "Participate") and return it to us. You are also welcome to contact Forward Radio at wfmp.louisville@gmail.com. We'll set up a meeting with you to discuss the details and answer any questions you might have.



WFMP-LP UNDERWRITING AGREEMENT

This document establishes an agreement between WFMP-LP Radio, Inc. and _____ (hereafter referred to as "UNDERWRITER"). WFMP agrees to acknowledge UNDERWRITER'S public interest support in accordance with FCC, IRS, and WFMP underwriting guidelines. WFMP agrees to acknowledge UNDERWRITER'S support in accordance with the broadcast schedule agreed upon below. WFMP reserves the right to schedule, pre-empt, and/or reschedule acknowledgements as the station deems necessary in cases of emergency.

UNDERWRITER will support WFMP with an unrestricted operating grant by providing underwriting funding at the following level (check one):

Monthly Underwriting Plans	Cost	Select desired plan
30 spots/month	\$100	
60 spots/month	\$200	
90 spots/month	\$300	
120 spots/month	\$400	
Program-Specific Underwriting	rates available upon request	

Annual Underwriting Plans	Number of spots/week	Total spots/year	Cost	Select desired plan
Bronze	3	156	\$500	
Silver	5	260	\$800	
Gold	7	365	\$1000	
Platinum	10	520	\$1400	
Program-Specific Underwriting			rates available upon request	

BROADCAST SCHEDULE: WFMP agrees to air UNDERWRITER'S announcement at least the minimum number of contracted times per month over the following time period:

Contract Start Date: _____ Contract End Date: _____

Specific Program Association (if desired) _____

Schedule of Payment: Payment for the contract amount is due in full upon execution of this agreement

Total Payment Due: \$ _____

Payment must be submitted with this agreement. Please make checks payable to:

WFMP-LP Radio, Inc.

332 West Broadway, Suite 801A, Box 33, Heyburn Building, Louisville, KY 40202

CRITERIA FOR UNDERWRITING MESSAGES:

Message cannot exceed thirty (30) words. Message must be “value neutral” (i.e., without subjective or promotional wording). Corporate slogans are acceptable as long as they do not promote, show comparison, or contain a call to action. Message may state when an event is free to the public; other price information may not be given. Second person references, such as you, your, and you’re, must be excluded. Messages may not contain any superlatives or comparative language. Telephone numbers, street addresses, and web addresses are acceptable if used for identification purposes, but only one may appear in an announcement. Copy must be submitted to WFMP for final approval and/or recording and production.

Any copy submitted that suggests, promotes or includes partisan political advocacy, adult themes, adult-oriented sexuality or sexually-explicit material, or contains exclusionary language or language that suggests any idea, activity, or business that conflicts with WFMP’s principles and mission will not be accepted.

Final approved copy is due five (5) business days prior to the scheduled start date. If copy is not available, the company name, description, and contact information will be announced. WFMP reserves the right to edit copy, if necessary, so that it complies with these and FCC regulations. UNDERWRITER may change the underwriting message at any time throughout the term of the contract, with two weeks’ advance notice.

As stated above, WFMP reserves the right to decline or edit any announcement that WFMP, in its sole discretion, determines to be inappropriate for broadcast for any reason. Acceptance of announcements and underwriters with the potential for conflicts of interest or listener misconceptions will be taken into consideration on a case-by-case basis. WFMP may refuse to accept underwriting from companies, businesses, organizations, or any other entities deemed to be inconsistent with WFMP’s core values and mission, not of interest to WFMP listeners, or that could be detrimental to the welfare and image of the station. With the sole exception of cases where underwriting agreements do not receive final approval from WFMP’s management, under no circumstances will WFMP refund underwriting donations.

UNDERWRITING ENTITY’S NAME: _____

ADDRESS: _____

WEB ADDRESS: _____

PHONE: _____

ANNOUNCEMENT/COMPANY SLOGAN/EVENT INFORMATION:

By signing below, UNDERWRITER confirms that it fully understands and consents to the terms of this agreement.

Signed by

Date

For Underwriter: _____

Signed by

Date

For Forward Radio, WFMP-LP Radio, Inc.