

## WHY UNDERWRITE FORWARD RADIO WFMP-LP LOUISVILLE 106.5fm?

### **An Alternative to Advertising:**

Underwriting identifies your business, products and services as supporting locally-relevant, grassroots community radio programming on WFMP.

Underwriting puts your enterprise in touch with our diverse, dynamic and forward thinking audience.

### **Cost-Effective Identification:**

Underwriting puts your business in the spotlight with a strong, well-defined market segment of alternative 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 commercial-free radio in the community interest.

### **Tax Benefits:**

Underwriting is a tax-deductible, charitable contribution to our non-profit 501(c)(3) organization, WFMP Low-Power Radio, Inc.

### **Reach an audience that matters:**

If desired, you can target your acknowledgements around a specific program or programs that are of interest to a desired audience that would be particularly receptive to your message.

### **Support programming you enjoy:**

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

**Low minimum daytime contracts start at \$75.** And that gives you 30 mentions during daytime hours (6am-10pm) in a single month. Discounted annual contracts are also available.

### **Discount Opportunities for annual support:**

Any yearly underwriting schedule that is prepaid in advance receives a 15% discount

### **How do I become an underwriter?**

Just complete and mail in the following agreement, or you may contact Forward Radio at [wfmp.louisville@gmail.com](mailto:wfmp.louisville@gmail.com). We'll set up a meeting with you to discuss more about our project!



**WFMP-LP UNDERWRITING AGREEMENT**

This document will establish an agreement between WFMP Low-Power Radio, Inc. and the below-mentioned underwriter (hereafter referred to as "UNDERWRITER") to help cover station related costs. WFMP agrees to acknowledge UNDERWRITER'S public interest support in accordance with FCC, IRS, and WFMP underwriting guidelines. WFMP agrees that acknowledgement of the UNDERWRITER'S support will be 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 order to provide the most significant service to its listening audience.

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

Monthly Underwriting Plans	Base Cost	Select desired plan
Daytime (6am-10pm) (30 spots)	\$75	
Night time (10pm-6am) (30 spots)	\$45	
Full Day (60 spots)	\$120	
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: \_\_\_\_\_ End: \_\_\_\_\_

Specific Program (if applicable) \_\_\_\_\_

**Schedule of Payment:** Payment for the minimum contract (\$75 or \$45) is due in full at time of signing. For all other schedules, payment equal to 25% of contract amount is due at time of signing; remaining balance is due in equal monthly installments, due the first of each month. *Annual contracts that are prepaid in full receive a 15% discount.*

Payment: (Base cost) \_\_\_\_\_ X (Number of months) \_\_\_\_\_ =(subtotal) \_\_\_\_\_ Less Discount \_\_\_\_\_

**Total payment due** \_\_\_\_\_

Please make checks payable to "WFMP-LP, Inc." and mail to:

Forward Radio WFMP-LP, Inc.  
332 West Broadway, Suite 801A  
Box 33, Heyburn Building  
Louisville, KY 40202

UNDERWRITING MESSAGE CRITERIA: Message cannot exceed thirty (30) words, not counting preamble. Message must be value neutral (without subjective or promotional wording). Corporate slogans are acceptable as long as they do not promote, show comparison or 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 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 recording/production.

Any copy submitted that may suggest, promote or include partisan political advocacy, adult themes, adult-oriented sexuality or sexually-explicit material or exclusionary language, or language that suggests any idea, activity or business that *conflicts* with our organization's *principles and mission is not allowed*.

Final approved copy is due five (5) business days prior to the scheduled start date. If copy is not available, company name, description and phone number 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 they fully understand and consent to the terms of this agreement.

\_\_\_\_\_  
Signed for Underwriter

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signed for WFMP Low Power Radio, Inc.

\_\_\_\_\_  
Date