



What is Underwriting?

Underwriting is to community radio what sponsoring is to commercial radio. It is a great way for you to get your organization's name out to Valparaiso and to show that you are investing in this community by supporting community radio. Underwriting programming on WVLP takes several forms. The most common are for you or your organization to underwrite the station in general or to attach your underwriting to a specific show, or both. As WVLP is a not-for-profit organization, your contributions for underwriting are fully tax deductible.

How is Underwriting different from Advertising?

Underwriter acknowledgements are intended by the FCC to be just that, an expression of gratitude for contributing money to a not-for-profit broadcast media organization. Fortunately, the rules set down by the FCC allow us to say who you are, what you do, what products or services you offer and how you may be contacted. We are forbidden to make any call to action, quote prices or percentages, or use comparative or superlative language about your organization. We are also limited to less than 25 seconds per announcement.

Who Underwrites Community Radio Programming?

Our programs are underwritten by individuals and their organizations that have a desire to support the local community and associate with quality programs. Local corporations, businesses and foundations provide the basis for our financial support.

How many Underwriters are on each program?

WVLP 98.3FM will not exceed two underwriters per program hour. In cases where exclusivity is desired, the underwriter will assume an additional cost.

What is the length of an Underwriting Agreement?

We ask for a starting commitment of 3 months. After that time, anything from month by month to a multi-year commitment will be possible.

What does it cost to underwrite?

Less than you might think! Underwriting begins for as little as \$300 per year.

What benefits will I receive?

ON-AIR - Each program in the series will carry with it an underwriting credit to be produced (at no extra cost) by WVLP 98.3FM that will be aired at the beginning and the end of the program and/or Produced mentions promoting the program throughout the week. The credit will feature the name of your organization and its location, your company's motto and a non-superlative/non-comparative statement about the products or services you provide.

OFF-AIR - Benefits include:

- Listing with other underwriters in the WVLP 98.3 FM quarterly program guide that is distributed to our members
- The opportunity to place a link to your business homepage on the WVLP 98.3FM server
- A certificate of recognition to display at your business
- Complimentary copies of the program guide sent quarterly for a year to your business address
- Special interest mailings that will announce programming of interest to the business community
- Invitations to special station events.

WVLP 98.3LPM is a Project of Neighbors Inc., and is a 501(c)3 nonprofit organization.

General Provisions applicable to all Underwriting Packages

WVLP is a Low Power (100 watt) FM radio station broadcasting at 98.3 FM to Valparaiso, Indiana and the surrounding community. As a Low Power Station, 98.3 can be heard clearly in about a 5 mile radius around Valparaiso. WVLP, Neighbors Broadcasting, is a project of Neighbors Incorporated, a non-profit community organization active for many years in creating housing, child care, health care and jobs. WVLP Community Radio is a dynamic, listener-supported, volunteer run, non-profit, and non-commercial radio station dedicated to serving the Valparaiso community. 98.3LPFM is on the air 24hours a day, 7 days a week!

WVLP is a not-for-profit organization. All acknowledgements of programming support will be informative and factual, and may include information pertaining to the length of time the business has existed, its location, phone number, and web address. Acknowledgements may also include a brief description of the products or services your organization offers and/or a motto, sound logo, mission statement or similar descriptive language. Acknowledgements may not encourage listeners to call or stop by for special deals or events. The acknowledgements and spots may be changed periodically using a variety of voice talent or musical beds in combination with other mentions to enhance their effect. All acknowledgements are subject to the approval of the legal staff of WVLP 98.3FM for their compliance with the appropriate guidelines, without additional cost to the Underwriter.

WVLP is a community radio station. The programming is developed and produced through the volunteer efforts of the individuals who host and engineer the shows. These volunteers, with the help of our professional station manager and program director, work very hard to put on quality programming relevant to the community. If we are no longer able to air the show you are Underwriting, or if we change the time or day of the broadcast, we will work with you to find a suitable substitute show.

It is intended that all acknowledgments will begin on the start date. In case of any unavoidable delay, please note that the term of your underwriting will not begin until the first acknowledgment is broadcast.

- **Please review the attached Underwriting rate sheet and agreement.**
- **If you have any questions call or e-mail us at: 219-476-9000 or info@wvlp.org**
- **Visit our website, www.wvlp.org, to learn more about WVLP 98.3 LPFM**

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UNDERWRITING RATES

We have designed our underwriting rates to be flexible to your needs. Using this pricing, we will work with you to put together a customized underwriting package, with your acknowledgement read during a specific program and/or throughout the week.

Show your support of a specific style of music or programming by underwriting during a weekly show. Please refer to our current program schedule for ideas. Below are our underwriting program packages. We are happy to suggest a program that works for your business and budget.

1. Underwriting One-Hour Program Support - Commitment: Please Select One

\$375/quarter \$750 semiannually \$1,200/year

Acknowledgments Each week - 2 acknowledgements during one hour of the program; plus 20 additional acknowledgements each week.

2. Basic Underwriting Program Support – Commitment: Please Select One

\$95/quarter \$190 semiannually \$300/year

Acknowledgments Each week - 2 acknowledgements during one hour of the program.

3. General Underwriting Support – Commitment: Please Select One

5 acknowledgements per week: \$95/quarter \$190 semiannually \$300/year

10 acknowledgements per week: \$190/quarter \$380 semiannually \$600/year

15 acknowledgements per week: \$285/quarter \$570 semiannually \$900/year

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Payment

- Monthly Billing option available for contracts over \$50/month. Last month must be paid upfront and is non-refundable.

Guidelines

- Program Underwriting acknowledgements will be read at the top of the hour during the program of your choice.
- General produced acknowledgements will be read at various times of day throughout the week.
- Underwriting acknowledgements begin with “ Programming on WVLP Community Radio is supported by our listeners as well as by:” Following this phrase, the acknowledgement text is read. WVLP 98.3LPFM reserves the right to edit content to fit FCC guidelines.

Content

- WVLP is a commercial-free radio station, and therefore we must adhere to Federal Communications Commission (FCC) guidelines for permissible underwriting acknowledgements. FCC rules do not permit calls to action, inducements to buy, sell, or lease, opinions or views, price information, promotions, comparative or qualitative verbiage, or support or opposition to any political candidate. Your acknowledgement may be no more than 20 seconds long describing the type of business and its location or address, telephone number, web address, brand or trade name of the product or service, value-neutral description of the product or service, historical information, logogram or non-promotional slogan. WVLP will work with you to create a customized acknowledgement.

Sample Underwriting Acknowledgements

- “Programming on WVLP Community Radio is supported by our listeners, as well as by European Auto Service, offering complete care and service for your European car, located at 123 Main Street in Valparaiso.”
- “Programming on WVLP Community Radio is supported by our listeners and this program is underwritten by Joe Smith, who celebrates the strength and diversity our incredible music, cultural, and arts offerings in Northwest Indiana.”
- “Programming on WVLP Community Radio is supported by our listeners and Griffin and Pudloski Attorneys, offering legal solutions for your property, business, and life since 1932. Call 555-1212 or visit www.valpocitylaw.com.”



Neighbors Broadcasting 256 West Indiana Avenue
Valparaiso, Indiana 46383 (219) 476-9000

UNDERWRITING AGREEMENT

This agreement contains the full terms and conditions between 98.3 LPFM – WVLP Neighbors Broadcasting, (owned by Neighbors Corporation Tax ID # 35-1768550) and:

UNDERWRITER INFO

Name of Underwriter: _____
Address: _____

Contact Person: _____
Telephone: _____
Web Address: _____
E-mail Address: _____
Billing Address: _____
(if different) _____

UNDERWRITING

Package: _____
(from Rate Sheet)
Start/End Date: _____
Program Name: _____
Air Time: _____
Air Day(s): _____

Billing Method – please check one

Prepaid Monthly Billing (\$50 minimum, last month payment up front)

In consideration for this contribution, 98.3 LPFM WVLP agrees to identify the underwriter as a supporter on-air according to the Rates and Guidelines sheet as agreed above, in addition to being listed on the WVLP web site, newsletter, and other promotional material. At your request, WVLP staff and/or volunteers will meet with you to evaluate and develop any marketing strategies necessary to support and assist your involvement.

Payment is due 30 days from the date of invoice, with payment remitted to:

WVLP – 98.3 LPFM
Neighbors Broadcasting
256 W Indiana Ave
Valparaiso, IN 46383

****Make checks payable to Neighbors Broadcasting****

WVLP reserves the right to cancel this agreement, in the event payment is not made within 30 days.

Announcement Wording: WVLP – 98.3 LPFM and underwriter will jointly develop an objective, factual on-air announcement that may include Underwriter’s name; a slogan that identifies the Underwriter; Underwriter’s location; and a value neutral description of the product line or service of the Underwriter. WVLP – 98.3 LPFM will review and edit, as necessary, all acknowledgements to ensure compliance with the Federal Communication Commission regulations.

By signing, I agree to the terms and guidelines for underwriting on WVLP 98.3LPFM, Valparaiso’s Community Radio Station.

(Underwriter signature)

(WVLP Underwriting Manager)

(Date)

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ACKNOWLEDGEMENT TEXT:

All Acknowledgements will begin with the following:

“Programming on WVLP Community Radio is supported by our listeners as well as by:”

