

Underwriting Introduction

WMRW-LP is a Low Power non-commercial, volunteer, Community Radio Station located in the historic East Warren Schoolhouse, in the Mad River Valley of central Vermont. We serve the towns of Granville, Roxbury, Northfield Warren, Waitsfield, Fayston, Moretown, Middlesex, Waterbury, and Waterbury Center. Waitsfield Cable also carries our signal. Rootwork, a 501c3 non-profit, dedicated to sustainable agriculture and sustainable communities, holds the FCC license.

Our mission statement is:

WMRW-LP, Community Radio for the Mad River Valley, strives to inform, entertain, involve, educate, and connect the diverse Mad River Valley community through independent, volunteer, non-commercial radio programming.

Our main goal is to allow the most community members as possible to create radio shows with the least amount of bureaucracy. Our secondary goal is to provide views and information that are not generally available in the mainstream media through alternative news and educational sources.

Our Budget:

There are no paid staff at WMRW. In an ongoing community effort, most services, material and operating funds are donated by local residents and businesses and visitors to make this community station a reality.

Underwriting:

The FCC allows non-profit stations to fund themselves through the sale of underwriting. Underwriting is a form of limited advertising regulated by the FCC. WMRW is a locally based station, our audience is your customer base. An underwriting message can increase local awareness of your business and show your support for community based media.

Underwriting messages may contain:

- 1) Company Name, location, telephone number and web address.
- 2) Established corporate slogan.
- 3) Value neutral description of products and services
- 4) Vendor or trade names of products and services offered
- 5) Dates and times of services

Underwriting messages may not contain:

- 1) Calls to action (“this is a deal you can’t pass up” or “come on down”)
- 2) Promotional or qualitative language
- 3) Price information
- 4) Inducements to buy or sell

WMRW staff will work with you craft your message. Messages/slogans are limited to 10 words and when added to the name, contact business information and should run no longer than 30 seconds. For more information contact Michael Getzinger at 496-4951 or email info@wmrw.org

WMRW
P.O. Box 95
Warren, Vermont 05674
info@wmrw.org

Underwriting on WMRW-LP

Underwriting from businesses, organizations and individuals is a major source of support for most non-commercial community radio stations like WMRW-LP.

We offer two underwriting options to help your message reach our audience and support community radio.

Standard Underwriting Plan (“Std”): With this plan your underwriting message will air on various programs selected by the station. You select how many times a week you want your message to be heard.

Program Choice: With this plan your underwriting message will air only on the programs you designate. You determine how many times a week you want your message heard.

WMRW-LP Underwriting Rate Schedule

# Of Mentions	Three Months	Six Months	One year
	Std / Program Choice	Std / Program Choice	Std / Program Choice
One Per Week	\$45 / \$55	\$85 / \$99	\$155 / \$185
Two Per Week	\$85 / \$99	\$155 / \$185	\$260 / \$310
Five Per Week	\$195 / \$235	\$260 / \$310	\$455 / \$545
Ten Per Week	\$260 / \$310	\$455 / \$545	\$780 / \$930

CONTRACT AGREEMENT

Underwriter Name: _____

Contact name: _____

Address: _____

WMRW is generously underwritten by...(Proposed text below)

Contract Start Date: ___/___/___

Contract End Date: ___/___/___

Total term length of contract in months (3, 6, or 12): _____

Plan Selected, (check one):

Standard ___ or Program Choice ___

For Program Choice, please indicate preferred programs _____

Total Cost: \$ _____

Agreements: WMRW Community Radio will broadcast the above underwriting credits as described in the agreement with possible exceptions during holidays or any technical or unforeseen shutdowns. Over-the-air mentions will follow pre 1980 FCC guidelines, consisting of Business name, non qualitative product or service description, and contact information. Total on-air acknowledgment is limited to ten words total. The underwriter agrees to full payment of the above contract contributions in exchange for broadcast mentions.

Signature (Underwriter): _____

Date: ___/___/___

Signature (WMRW Representative): _____

Date: ___/___/___