

WMRW-LP
42 Roxbury Mountain Road
Warren, Vermont 05674

INTRODUCTION

WMRW-LP is a new, (as of October 11th, 2004) 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, Warren, Waitsfield, Fayston, Moretown and Northfield. Waitsfield Cable also carries our signal. Rootswork, a 501c3 non-profit, dedicated to sustainable agriculture and sustainable communities, holds the FCC license.

Our mission statement reads as follows:

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 is not generally available in the mainstream media through alternative news and educational sources.

Our Budget:

There are no paid staff at WMRW. Only the new broadcasting equipment and requisite wiring was contracted out. In an incredible community effort, all other services and material were donated by the community to make this community station a reality.

Our funding to this point has come from a successful 6 month fund drive in 2004 to raise the money needed to erect our antenna tower, build the studio in the East Warren Schoolhouse, and buy the necessary equipment to begin broadcasting. We are still operating on the remaining funds from this effort. We now need a means to cover our future operating expenses.

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.

Underwriting messages may contain:

- 1) Company Name, location, telephone number and web address.
- 2) Established corporate slogan provided it is not promotional.
- 3) Value neutral description of products and services
- 4) Vendor or trade names of products and services offered

Underwriting messages may not contain:

- 1) Calls to action
- 2) Promotional or qualitative language
- 3) Price information
- 4) Inducements to buy or sell

WMRW staff will work with you craft your message. Messages are usually one or two sentences and last no more than 20 seconds. For more information contact John Barkhausen at 496-3935.

COMMUNITY RADIO FOR THE MAD RIVER VALLEY 802-583-2951

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CONTRACT AGREEMENT

Underwriter: _____

Contact: _____

Telephone: _____

Address: _____

On-Air Mention: "The Programming on WMRW is brought to you in part by..." *(please write preferred text below)*

Underwriting Plan: _____

Program Choice: _____

Time/Day: _____

Program Choice: _____

Time/Day: _____

Mentions per weeks: _____

Length of Contract: _____

Start Date: _____

End Date: _____

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 consist of underwriters business name, location, hours of operation, and non-qualitative description of products and services offered. The underwriter agrees to full payment of the above contract contributions in exchange for broadcast mentions.

Signature (Underwriter): _____

Date: _____

Signature (WMRW Representative): _____

Date: _____

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UNDERWRITING

Underwriting contributions from businesses and individuals are the major source of revenue for non commercial, educational, community stations such as WMRW-LP.

We are offering two underwriting options to help your message reach your desired audience, and support community radio at your appropriate level. Please refer to the underwriting schedules to determine which plan will work for you.

Total Audience/Station Underwriting plan:

- 1) With this plan your on air mentions can vary from one to fourteen per week, and can run at a set time everyday, or rotated to different air times through out the week to reach a variety of listeners.
- 2) Local and National Show Underwriting Plan:
This plan allows you to reach specific audiences by airing your message before and after local and/or nationally syndicated shows. These mentions can vary from one to ten per week.

UNDERWRITING SCHEDULES

LOCAL AND NATIONAL SHOWS			
Mentions	1/4 Year (per/mention) (total mentions)	1/2 Year (per mention) (total mentions)	Full Year (per mention) (total mentions)
2/week	\$84.50 (\$3.25/each) (26 mentions)	\$156 (\$3.00/each) (52 mentions)	\$260 (\$2.50/each) (104 mentions)
5/week	\$195 (\$3.00/each) (65 mentions)	\$260 (2.00/each) (130 mentions)	\$455 (\$1.75/each) (260 mentions)
10/week	\$260 (\$2.00/each) (130 mentions)	\$455 (\$1.75/each) (260 mentions)	\$780 (\$1.50/each) (520 mentions)

TOTAL STATION UNDERWRITING • ALL AUDIENCES			
Mentions	1/4 Year (per/mention) (total mentions)	1/2 Year (per mention) (total mentions)	Full Year (per mention) (total mentions)
1/week	\$45.50 (\$3.50/each) (13 mentions)	\$84.50 (\$3.25/each) (26 mentions)	156 (\$3.00/each) (52mentions)
1/day	\$227.50 (\$2.50/each) (91 mentions)	\$364 (2.00/each) (182 mentions)	\$637 (\$1.75/each) (364 mentions)