

WNBV 88.1 COMMUNITY RADIO UNDERWRITING

Luke 6:38 Project Business Partner Contract

CONTACT INFORMATION:

Underwriter Name: _____

Contact Person: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

SCHEDULING DETAILS:

Program Name and day(s) OR "Run of Station" _____

Duration of Underwriting (monthly, 3-months, _____)

PROPOSED TEXT OF ANNOUNCEMENT (or attach separate sheet)

Underwriter
(signature) _____ Date _____

WNBV 88.1 Approval
(signature) _____ Date _____

When completed, a WNBV 88.1 representative will contact you (email johncdash@gmail.com for details) or mail to WNBV 88.1 Underwriting, P.O.Box 600 Tazewell VA 24651 Call 800.319.4943 Fax 276.988.1700

WNBV underwriting copy guidelines: Maximum length is 30 seconds, Underwriting spots run prerecorded, The name of the underwriter's business or organization may be included a maximum of twice per spot. WNBV reserves the right to edit underwriting copy so that it complies with FCC regulations and station policy.

Elements to include in your underwriting message: Address, phone number, or Web site
A brief description of products and services you offer (Brand names can be included) Length of time in business. Names of parent company, subsidiaries, or specific divisions of your company
A previously established slogan that meets both FCC regulations and WNBV guidelines.

FCC regulations direct public broadcasters to refrain from airing underwriting copy that contains... 1. Price related information including discounts, interest rates, or references such as "free" - "on sale" - "specials" 2. Comparative or qualitative descriptions such as "best" - "most reliable" "largest selection" "nationally acclaimed" - "award-winning" - "exclusive dealer" 3. Calls to action such as "call us" - "come by" - "try brand x" 4. Inducements to buy, sell, rent or lease such as "this week only" - "a gift for first 20 customers" - "six months service included" - "limited lifetime warranty"