



# Underwriting Packet

April 2014

Baton Rouge Community Radio 96.9 FM  
1623 Main Street  
Baton Rouge, LA 70802

(225) 343-9927  
underwriting@why.org  
www.why.org



WHYR is a project of the 501(c)3 non-profit Baton Rouge Progressive Network

# Overview

## What is underwriting?

Baton Rouge Community Radio 96.9 FM is a non-profit, non-commercial station supported by donor contributions. Donating to the station is also called “underwriting the station” or “purchasing underwriting”. When your business purchases underwriting, we make on-air acknowledgments of your support. Such on-air spots are not considered traditional advertising because the FCC restricts the content of those spots to be non-commercial in nature.

## What can acknowledgments contain?

Underwriting spots may contain factual identification and contact information such as your trade name, location, address, phone number, days and hours of operation, and website. Factual aspects of your products and services may be included, such as brand names, product origin (“French wine”, “Columbian coffee”), intended use (“men's suits”, “breakfast”), content (“silk blouses”), or form of delivery or method of preparation (“made from grapes”, “cooked with herbs”). Bona fide non-promotional brand slogans that are in well-established use by your business may be included.

## What is prohibited?

Underwriting spots may not contain qualitative language (“homemade”, “great”, “wonderful”, “handcrafted”), comparative language (“freshest”, “better”, “most”), calls to action (“call today”, “come by”), number of years in operation (“serving the community for over 20 years”, prices or discounts (not even “sale” or “free”), first-person statements (“I recommend”), second-person statements (“you will enjoy”), or third-person statements (“celebrities eat lunch here”, “where everyone shops”). The location may not be given using another business as reference (“conveniently located across the street from Goudchaux's”).

## Why underwrite community radio?

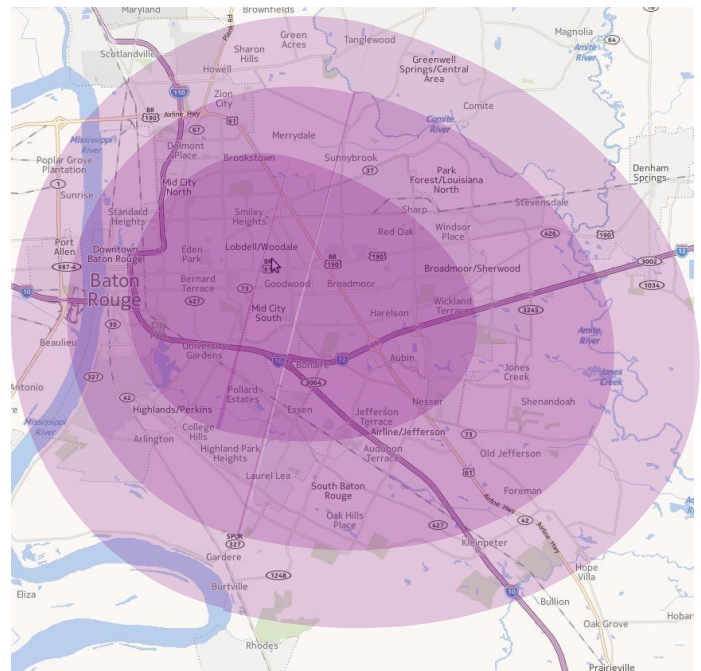
Underwriting enhances your image as a participant in—and supporter of—the local Baton Rouge community. Furthermore, your underwriting is 100% tax-deductible.

## Program Schedule

We broadcast a diverse mixture of programming that entertains and educates people's musical, literary, and cultural interests; inspires action-oriented listeners who seek civic improvement and fresh visions for Baton Rouge; nurtures ongoing dialogues across races and cultures; and fosters collaboration for community progress. The current program schedule appears on a separate page in this packet. Show and personality descriptions are online at [www.why.org](http://www.why.org).

## Target Audience

Unlike commercial radio stations that typically target a specific demographic based on narrow musical genre interests, community radio covers what the mainstream ignores, thus appealing to the broad spectrum of listeners who are exhausted by traditional media and instead seek a more expansive product reflective of the diversity of cultures and interests in their surroundings. As indicated by the coverage map, over 200,000 people in metropolitan Baton Rouge are in range of our terrestrial signal, and our online internet stream is available globally at [www.why.org](http://www.why.org).



# WHYR Underwriting Rates April 2014

## General Underwriting

|         |             |             |             |
|---------|-------------|-------------|-------------|
| Weekend | 10-14 spots | \$8.00/spot | \$80-\$112  |
|         | 20-33 spots | \$6.00/spot | \$120-\$198 |
|         | 50+ spots   | \$4.00/spot | \$200+      |

|         |             |             |            |
|---------|-------------|-------------|------------|
| Weekday | 10-14 spots | \$6.00/spot | \$60-\$84  |
|         | 20-33 spots | \$4.50/spot | \$90-\$149 |
|         | 50+ spots   | \$3.00/spot | \$150+     |

### Monthly and Quarterly Packages

|           |  |              |
|-----------|--|--------------|
| Weekday   | \$200/month or \$480/quarter<br>• 4 daily weekday spots<br>Approx. 88 spots/month at \$2.27/spot,<br>or 260 spots/quarter at \$1.85/spot.                                  | Producer     |
| Full Week | \$300/month or \$720/quarter<br>• 6 daily weekday spots, and<br>• 2 daily weekend spots<br>Approx. 148 spots/month at \$2.03/spot,<br>or 442 spots/quarter at \$1.63/spot. | Local Legend |
|           | \$400/month or \$960/quarter<br>• 8 daily weekday spots, and<br>• 5 daily weekend spots<br>Approx. 216 spots/month at \$1.85/spot,<br>or 650 spots/quarter at \$1.48/spot. | Rock Star    |

## Specialty Shows

|         |             |           |              |
|---------|-------------|-----------|--------------|
| Weekend | 2-9 spots   | \$65/spot | \$130-\$585  |
|         | 10-18 spots | \$60/spot | \$600-\$1080 |
|         | 20+ spots   | \$55/spot | \$1100+      |

|         |             |           |             |
|---------|-------------|-----------|-------------|
| Weekday | 2-8 spots   | \$50/spot | \$100-\$400 |
|         | 10-17 spots | \$45/spot | \$450-\$765 |
|         | 20+ spots   | \$40/spot | \$800+      |

### Monthly Packages

|         |                                 |              |             |
|---------|---------------------------------|--------------|-------------|
| Weekend | 1/2-hour show<br>(2 spots/show) | \$45.00/spot | \$90/show*  |
|         | 1-hour show<br>(3 spots/show)   | \$31.67/spot | \$95/show*  |
|         | 2-hour show<br>(5 spots/show)   | \$20.00/spot | \$100/show* |
|         | 3-hour show<br>(7 spots/show)   | \$15.00/spot | \$105/show* |
|         | 4-hour show<br>(9 spots/show)   | \$12.22/spot | \$110/show* |

|         |                                 |              |            |
|---------|---------------------------------|--------------|------------|
| Weekday | 1/2-hour show<br>(2 spots/show) | \$30.00/spot | \$60/show* |
|         | 1-hour show<br>(3 spots/show)   | \$21.67/spot | \$65/show* |
|         | 2-hour show<br>(5 spots/show)   | \$14.00/spot | \$70/show* |
|         | 3-hour show<br>(7 spots/show)   | \$10.71/spot | \$75/show* |
|         | 4-hour show<br>(9 spots/show)   | \$8.88/spot  | \$80/show* |

\*Monthly rate depends on the number of show airings.

Spots are 20-25 seconds, produced by WHYR, and prerecorded or live-announced at WHYR discretion. Spots must include business name, and may include address, bona fide slogan, factual product and service information, phone number, and website. The FCC prohibits calls to action, qualitative or comparative language, opinions, years in operation, and price-related content (including discounts, "free", or "sale"). All content is subject to approval by WHYR. You may not compensate on-air personalities nor influence program content. General underwriting airs during daytime music mix or after station identification between specialty shows, spread across the various breaks in a seemingly random fashion to achieve (or exceed) your expectation.

**Your underwriting donations are 100% tax-deductible!**

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# Baton Rouge Community Radio 96.9 FM Program Schedule (April 2014)

|        | Monday                          | Tuesday           | Wednesday        | Thursday              | Friday                      | Saturday | Sunday                          |                               |
|--------|---------------------------------|-------------------|------------------|-----------------------|-----------------------------|----------|---------------------------------|-------------------------------|
| 6:00a  |                                 |                   |                  |                       |                             |          |                                 |                               |
| 6:30a  | Groks Science                   | Louisiology       | Env. Update      | Third Place           | Flix List                   |          |                                 |                               |
| 7:00a  | Democracy Now! with Amy Goodman |                   |                  |                       |                             |          |                                 |                               |
| 7:30a  |                                 |                   |                  |                       |                             |          |                                 |                               |
| 8:00a  |                                 | This Way Out      | Law and Disorder | Between the Lines     | Alternative Radio           | FILM     | Arts Express                    |                               |
| 8:30a  |                                 | Progressive Radio |                  | Sprouts               |                             |          |                                 | Explorations                  |
| 9:00a  |                                 |                   |                  |                       |                             | FILM     | Arts Express                    |                               |
| 9:30a  |                                 |                   |                  |                       |                             |          |                                 | Spoiler Alert                 |
| 10:00a |                                 |                   |                  |                       |                             | FILM     | Arts Express                    |                               |
| 10:30a |                                 |                   |                  |                       |                             |          |                                 | Flix List                     |
| 11:00a |                                 |                   |                  |                       |                             | FILM     | Arts Express                    |                               |
| 11:30a |                                 |                   |                  |                       |                             |          |                                 | The Score                     |
| 12:00p | Daytime Music Mix               |                   |                  |                       |                             | FILM     | Arts Express                    |                               |
| 12:30p |                                 |                   |                  |                       |                             |          |                                 | Louisiana All-American Sports |
| 1:00p  |                                 |                   |                  |                       |                             | FILM     | Arts Express                    |                               |
| 1:30p  |                                 |                   |                  |                       |                             |          |                                 |                               |
| 2:00p  |                                 |                   |                  |                       |                             | S. SOUL  | Noel Jackson Music Satisfaction | Me and My Big Mouth           |
| 2:30p  |                                 |                   |                  |                       |                             |          |                                 |                               |
| 3:00p  |                                 |                   |                  |                       |                             | S. SOUL  | Noel Jackson Music Satisfaction |                               |
| 3:30p  |                                 |                   |                  |                       |                             |          |                                 |                               |
| 4:00p  | Democracy Now! with Amy Goodman |                   |                  |                       |                             | JAZZ     | Gifts and Messages              | Down the Road                 |
| 4:30p  |                                 |                   |                  |                       |                             |          |                                 |                               |
| 5:00p  |                                 |                   |                  |                       |                             | JAZZ     | Gifts and Messages              |                               |
| 5:30p  | Groks Science                   | Louisiology       | Env. Update      | Third Place           | Flix List                   |          |                                 | NEW AGE                       |
| 6:00p  |                                 |                   |                  | Gulf Coast Music Buzz | Me and My Big Mouth         | NEW AGE  | The Clearing                    |                               |
| 6:30p  |                                 | The L.I.F.E.      | History of Rock  |                       |                             |          |                                 |                               |
| 7:00p  |                                 |                   |                  |                       | Future Beats                | NEW AGE  | The Clearing                    |                               |
| 7:30p  |                                 |                   |                  |                       | Sub85 Reggae                |          |                                 |                               |
| 8:00p  | Music Lagniappe                 |                   |                  | Subterranean Nation   | Serious Business            | BLUES    | Juke Joint                      |                               |
| 8:30p  |                                 | The Low Down      |                  |                       |                             |          |                                 |                               |
| 9:00p  |                                 |                   | Deep Wax         |                       |                             | BLUES    | Juke Joint                      |                               |
| 9:30p  |                                 |                   |                  |                       |                             |          |                                 |                               |
| 10:00p | 88mph                           |                   |                  | Red Medicine          |                             | BLUES    | Juke Joint                      |                               |
| 10:30p |                                 | Urban Flosaurus   |                  |                       | (Live DJ Mix) Pier Pressure |          |                                 |                               |
| 11:00p |                                 |                   |                  |                       |                             | BLUES    | Juke Joint                      |                               |
| 11:30p |                                 |                   |                  |                       |                             |          |                                 |                               |
| 12:00a | Nighttime Music Mix             |                   |                  |                       |                             | BLUES    | Juke Joint                      |                               |
| 12:30a |                                 |                   |                  |                       |                             |          |                                 |                               |
| 1:00a  |                                 |                   |                  |                       |                             | BLUES    | Juke Joint                      |                               |
| 1:30a  |                                 |                   |                  |                       |                             |          |                                 |                               |
| 2:00a  |                                 |                   |                  |                       |                             | BLUES    | Juke Joint                      |                               |
| 2:30a  |                                 |                   |                  |                       |                             |          |                                 |                               |
| 3:00a  |                                 |                   |                  |                       |                             | BLUES    | Juke Joint                      |                               |
| 3:30a  |                                 |                   |                  |                       |                             |          |                                 |                               |
| 4:00a  |                                 |                   |                  |                       |                             | BLUES    | Juke Joint                      |                               |
| 4:30a  |                                 |                   |                  |                       |                             |          |                                 |                               |
| 5:00a  |                                 |                   |                  |                       |                             | BLUES    | Juke Joint                      |                               |
| 5:30a  |                                 |                   |                  |                       |                             |          |                                 |                               |

- Local Talk Show
- Local Music Show
- Syndicated Talk Show
- Syndicated Music Show