



UNDERWRITING PACKET

Baton Rouge Community Radio 96.9 FM
1623 Main Street
Baton Rouge, LA 70802
(225) 343-9927
underwriting@whyr.org
www.whyr.org





WHAT IS WHYR?

Baton Rouge Community Radio WHYR 96.9 FM is a local, non-profit, listener-supported radio station broadcasting in Baton Rouge, Louisiana. Our station is located in downtown Baton Rouge on Main Street.

Our station features a diverse mix of music, talk shows, and nationally-syndicated programs. WHYR is 100% volunteer-driven and supports community members in creating their own media.

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

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.



TARGET AUDIENCE

Unlike commercial radio stations that typically target a specific demographic based on narrow musical genre or talk interests, community radio covers what the mainstream ignores and appeals to a broader spectrum of listeners who seek eclectic content 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.

UNDERWRITING FAQs

WHY UNDERWRITE COMMUNITY RADIO?

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

WHAT IS UNDERWRITING?

Baton Rouge Community Radio WHYR 96.9 FM is a non-profit, non-commercial station supported by donor contributions. Donating to the station is also called "underwriting the station." 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 IS INCLUDED IN UNDERWRITING SPOTS?

Underwriting spots may contain factual identification and contact information such as your business 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", "hot breakfast")
- Content ("silk blouses")
- Form of delivery or method of preparation ("delivered to your home," "cooked in-store")

Bona fide non-promotional brand slogans that are in well-established use by your business may be included.

WHAT IS PROHIBITED IN UNDERWRITING SPOTS?

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")
- Third-person statements ("celebrities eat lunch here", "where everyone shops")
- Location of your business in reference to another business ("conveniently located across the street from the old Goudchaux's")

UNDERWRITING RATES



GENERAL UNDERWRITING

Spots play during day and night programming, local and syndicated shows, throughout the week. Annual purchases of underwriting receive a 10% discount from monthly prices.

\$200/MONTH (\$2,160 ANNUALLY)

Cost per spot: \$2.56

Spots per week: 18

\$100/MONTH (\$1,080 ANNUALLY)

Cost per spot: \$2.56

Spots per week: 9

\$70/MONTH (\$756 ANNUALLY)

Cost per spot: \$2.69

Spots per week: 6

\$35/MONTH (\$378 ANNUALLY)

Cost per spot: \$2.69

Spots per week: 3

SHOW-SPECIFIC UNDERWRITING

Spots play during specific shows selected by the underwriter. Annual underwriting purchases receive a 10% discount from monthly prices.*

3-HOUR SHOW

\$100/month (\$1,080 annually)

Cost per spot: \$2.56 / Spots per show: 9

2-HOUR SHOW

\$70/month (\$756 annually)

Cost per spot: \$2.69 / Spots per show: 6

1-HOUR SHOW

\$35/month (\$378 annually)

Cost per spot: \$2.69 / Spots per show: 3

30 MINUTE SHOW

\$20/month (\$216 annually)

Cost per spot: \$2.50 / Spots per show: 2

Underwriting spots are 20-30 seconds, produced by WHYR, and prerecorded or live-announced at WHYR discretion. 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. Many of our shows air twice per week, so you get double the underwriting at the same cost!

*Underwriting for syndicated shows may be modified.

READY TO GET STARTED?

Contact us via email at underwriting@whyr.org.

PROGRAM SCHEDULE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
6:00 a.m.	Day Mix	Theme Time Radio	A Pause for Thought	Sprouts	Day Mix	Day Mix	Baroque and Beyond Classical Music	
6:30 a.m.	Groks Science Radio Show	Poiesis	Environmental Update	Third Place	Arts Council Radio Show			
7:00 a.m.	Democracy Now!	Democracy Now!	Keeping Democracy Alive	Democracy Now!	Keeping Democracy Alive	Woodsongs Old-Time Radio Hour	Exploration w/Dr. Michio Kaku	
7:30 a.m.								
8:00 a.m.	Ralph Nader Radio Hour	This Way Out	Law and Disorder	Alternative Radio	Arab Voices	Arts Express	Exploration w/Dr. Michio Kaku	
8:30 a.m.		WINGS						
9:00 a.m.	Day Mix	Noel Jackson Music Satisfaction	Day Mix	Day Mix	Day Mix	Spoiler Alert	Food Sleuth Radio	
9:30 a.m.				Down the Road		Democracy Now!	Planetary Radio	
10:00 a.m.						Poiesis	Groks Science Radio Show	
10:30 a.m.						Arts Council Radio Show	Environmental Update	
11:00 a.m.							Louisiana All American Sports Show	Third Place
11:30 a.m.							Confetti Park	
12:00 p.m.		Noel Jackson Music Satisfaction			State of Belief			
12:30 p.m.				Terrestrial Radio Revival				
1:00 p.m.				Gentle On Your Mind				
1:30 p.m.				Artist of the Week Live in studio!				
2:00 p.m.		Day Mix		Day Mix	Day Mix	Day Mix	Noel Jackson Music Satisfaction	Down the Road Celebrating the music of New Orleans
2:30 p.m.								
3:00 p.m.		Day Mix		Day Mix	Day Mix	Day Mix	Noel Jackson Music Satisfaction	Down the Road Celebrating the music of New Orleans
3:30 p.m.								
4:00 p.m.	Democracy Now!	Democracy Now!	Democracy Now!	Democracy Now!	Democracy Now!	Gifts and Messages hosted by Dr. Jazz	Down the Road Celebrating the music of New Orleans	
4:30 p.m.								
5:00 p.m.	CounterSpin	Making Contact	A Pause for Thought	Between the Lines	Sea Change Radio	It's For Folks w/Dr. K	Cajun Experience w/Ann Vidrine	
5:30 p.m.	Groks Science Radio Show	Poiesis	Environmental Update	Third Place	Day Mix			
6:00 p.m.	Music Lagniappe The best in adult modern rock with Uncle Bob	Le Show w/Harry Shearer	High Cotton and Hill Country	Parallel Planet	Off the Record w/Leah Smith	Sub 85 Reggae	Cajun Experience w/Ann Vidrine	
6:30 p.m.								
7:00 p.m.		The Bea Hive w/Ally Bea	The Front Porch Alterna-Country	Locals Only	LA All-American Game-of-the-Week Live local high school sports	One World! Your World!	Back Down the Bayou	
7:30 p.m.				Day Mix		Synthelectico Electronic Music		From the 'Banana Plantation' with Bill Boelens
8:00 p.m.			Life is a Rock	Subterranean Nation Punk and New Wave		The Clearing Meditative and relaxing rhythms	Louisiana Barn Dance	
8:30 p.m.								ALTitude Alternative pop/Power pop
9:00 p.m.								
9:30 p.m.								
10:00 p.m.		Night Mix	Urban Flosarus w/Moose Harris	Nether Street Prog and psych rock	The Scenario Radio Show	The Sole Lab Hip-Hop	The Ambient Door	GoodLife Soul, dub, and house w/ DJ Tego
10:30 p.m.								
11:00 p.m.								
11:30 p.m.	Night Mix							
12:00 a.m.								
12:30 a.m.								

December 2019

WHYR broadcasts a mix of locally-produced shows, as well as regional and national syndicated programs. For descriptions of our programs, please visit www.whyr.org.

WHYR airs our night music mix between the hours of 1:00 and 6:00 a.m.

