



UNDERWRITING PACKET

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





WHAT IS WHYR?

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

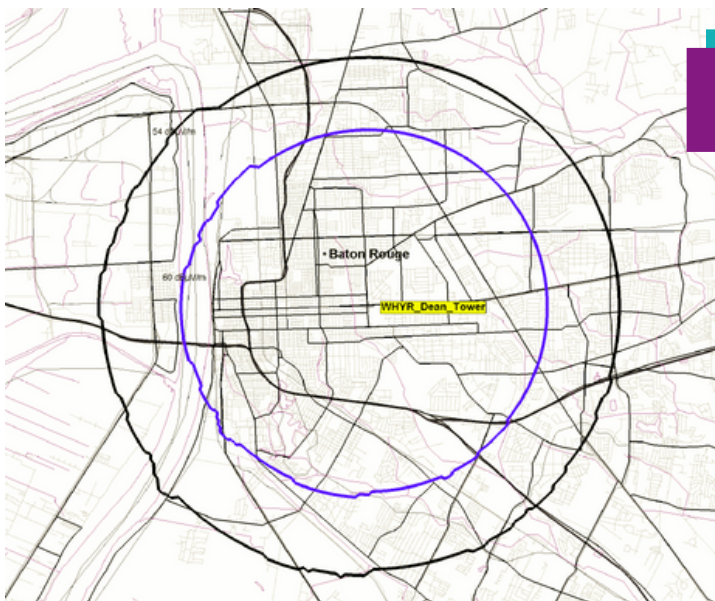
WHYR features a diverse mix of music, talk shows, and nationally-syndicated programs. WHYR is 100% volunteer-driven and supports community members in creating their own media.

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



PROGRAMMING

WHYR features a diverse mix 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. [Visit our website](#) to view our most current program schedule.



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.whyr.org.

UNDERWRITING FAQs

WHAT IS UNDERWRITING?

WHYR 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.

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 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

Cost	On-air promotional benefits	Additional promotional benefits
\$500 per month	15 on-air spots per week (\$8.33 per spot)	<ul style="list-style-type: none"> • Company logo featured on WHYR website • Company spotlight posted on WHYR social media (3x per month) • Company spotlight featured in WHYR e-newsletter (3x per year) • Company logo included in WHYR e-newsletter
\$350 per month	9 on-air spots per week (\$9.72 per spot)	<ul style="list-style-type: none"> • Company logo featured on WHYR website • Company spotlight posted on WHYR social media (2x per month) • Company spotlight featured in WHYR e-newsletter (2x per year) • Company logo included in each WHYR e-newsletter
\$200 per month	5 on-air spots per week (\$10 per spot)	<ul style="list-style-type: none"> • Company logo featured on WHYR website • Company spotlight posted on WHYR social media (1x per month) • Company spotlight featured in WHYR e-newsletter (1x per year) • Company logo included in each WHYR e-newsletter

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.

GUIDELINES FOR UNDERWRITING AT WHYR

To initiate or renew underwriting for your business, organization, or event, contact WHYR at underwriting@why.com or complete our [WHYR Underwriting Interest Form](#) found on our website.

WHYR station management approves all underwriting copy. We request at least 3 weeks to process underwriting requests, review and approve content, and record spots to begin airing on WHYR.

WHYR reserves the right to edit underwriting announcements in order to meet FCC standards.

WHYR retains the right to decline any underwriting if it violates station guidelines and /or FCC guidelines, or is not consistent with the station environment, sound, unique character and relationship to the community.

WHYR reserves the right to remove previously approved material if the station later determines that the material is not consistent with or does not comply with guidelines and legal regulations. The decision to continue underwriting credit is at the discretion of station management and is based on such management's interpretation of underwriting guidelines and FCC policy.