



Underwriting packet



Baton Rouge Community Radio 96.9 FM
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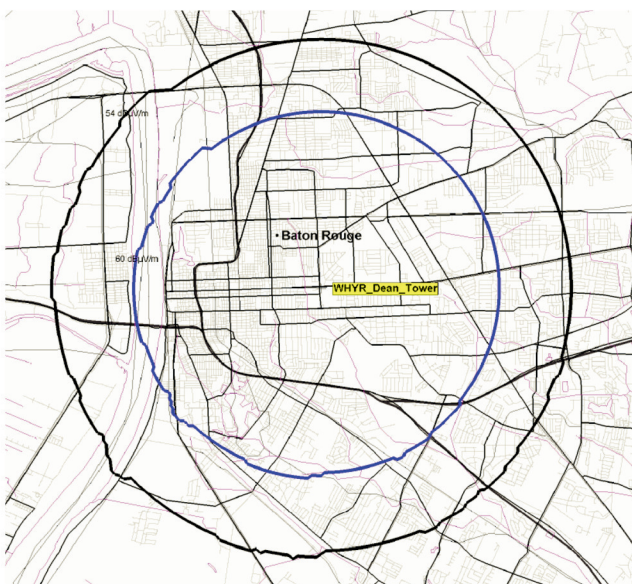
WHAT IS WHYR?

Baton Rouge Community Radio WHYR 96.9 FM is a local, non-profit, listener-supported radio station broadcasting in Baton Rouge, Louisiana.

Our station 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.



TARGET AUDIENCE



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. 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

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.

UNDERWRITING FAQs

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



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.

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

\$70/MONTH (\$756 ANNUALLY)

Cost per spot: \$2.69
Spots per week: 6

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

Cost per spot: \$2.56
Spots per week: 9

\$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

1-HOUR SHOW

\$35/month (\$378 annually)

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

2-HOUR SHOW

\$70/month (\$756 annually)

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

30 MINUTE SHOW

\$20/month (\$216 annually)

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

READY TO GET STARTED?

Contact us via email at underwriting@why.org.