

WMDA-LPFM Underwriting

About Underwriting Your Community Radio Station

Thanks for your interest in underwriting Community Radio WMDA-LPFM. Our station is non-commercial, which makes us different from some other stations that may solicit your business. The information here is designed to help you get acquainted with WMDA-LPFM and to show how you or your business and our radio station can both benefit from an underwriting relationship. Please take your time and read the information in this document, then feel free to direct any questions to station manager Suad Bey at 901-654-7470, or by email at info@thememphisclarion.org.

WMDA-LPFM's STATION PROFILE

WMDA-LPFM is Shelby County's first and only Low Power FM (LPFM) Radio Station, serving Whitehaven and the surrounding area at 93.5 FM, and available anywhere online at www.thememphisclarion.org and through our mobile app for Android, iPhone, Blackberry and other devices.

OUR GOALS

WMDA-LPFM is a non-commercial radio station. We have three main objectives:

1. Serve Shelby County with high-quality programming that is entertaining and educational.
2. Serve the region with information that the residents can use in their daily lives and that stimulates positive interaction between the local residents and public officials.
3. Educate interested community members in the field of broadcasting who wish to volunteer their services at WMDA-LPFM.

OUR COVERAGE AREA

Depending upon local terrain, WMDA-LPFM has a primary coverage area of five miles and a secondary coverage area of 10 miles from its point of origin at the intersection of Winchester and Millbranch in Memphis. We can also be heard anywhere via the internet, with an online player at www.thememphisclarion.org, and through our mobile app for Android, iPhone, Blackberry and other devices.

OUR PROGRAMMING

WMDA-LPFM provides an eclectic mix of information, resources and entertainment unavailable on commercial radio. We are proud to be a source of information about city services to the community while providing a voice to communities that often feel ignored.

WHAT IS UNDERWRITING?

The Federal Communications Commission (FCC) allows businesses to underwrite or fund programs on stations like WMDA-LPFM, but it does not allow commercial advertising. WMDA-LPFM depends on underwriting donations from businesses and individuals to defray operating costs, as well as equipment purchases and repairs. Unlike many other non-commercial stations, WMDA-LPFM does not receive any

funding from the government. Underwriting is similar to commercial advertising, but differs in a few very important areas:

- The FCC forbids announcements that issue a CALL TO ACTION. This means that statements like “stop in, shop here, call, call now, limited time only, and mention WMDA-LPFM”, etc. are not allowed.
- Underwriter announcements also may not contain QUALITATIVE WORDS. Qualitative words such as “largest selection”, “newest model”, “best in town”, “finest selection” and “state of the art” are prohibited
- Finally, announcements may not mention or give reference to PRICES. References such as “free”, “sale”, “discount”, “clearance”, “reduced”, “going out of business sale” and “liquidation” are also prohibited by the FCC.

Underwriting announcements on WMDA-LPFM are required to follow all FCC regulations.

Our Enhanced Underwriting Announcements:

- identify, but do not promote
- do not call to action
- use value-neutral language
- do not mention prices
- can be produced in 10 to 30-second pre-recorded announcements

Enhanced Underwriting Announcements on WMDA-LPFM are recorded by WMDA-LPFM’s production staff. Underwriter announcements that are not recorded by WMDA-LPFM are not accepted.

Announcements may include information which identifies, but does not promote, the underwriter including:

- the name of the underwriter
- the underwriter’s products and/or services
- the underwriter’s corporate slogan (as long as it is not a promotional statement, like “Get Met, It Pays”)
- the location of the underwriter’s business
- the underwriter’s telephone number
- the underwriter’s web address

Enhanced Underwriting Announcements on WMDA-LPFM may not:

- be a commercial
- include a call to action
- use qualitative language
- mention any prices
- endorse a product or service

(Some examples of announcement texts are included at the end for your reference.)

Why your business should underwrite WMDA-LPFM...

Your support of non-commercial radio is vital to maintaining the quality of programming and services you and other listeners in Memphis area have come to expect from Community Radio WMDA-LPFM.

How can underwriting benefit your business?

While underwriting is not commercial advertising, it can provide your firm with some of the same benefits, plus some that commercial advertising can't offer. Research indicates that Low Power radio is an excellent public relations tool. Listeners have a positive image of companies that support Low Power radio and report their purchasing decisions are influenced by such underwriting support.

Reach our diverse audience...

Because of the wide variety of programming done on WMDA-LPFM, the listeners are a diversified group of people who share many common interests and lifestyles. WMDA-LPFM provides programs that appeal to groups that are often ignored by the commercial stations.

Demonstrate your community concern...

Your support of WMDA-LPFM shows you are interested in contributing to the quality of life in Shelby County and surrounding communities.

Expand awareness of your name and presence...

Awareness of your business is expanded each time you are mentioned on WMDA-LPFM. With our diverse program offerings, you will be able to reach more types of listeners than any single format station!

Enhance your business image...

Your image is enhanced by your association with non-commercial local radio. You will be joining other fine businesses that support our quality radio programming.

You can advertise your association with WMDA-LPFM, Shelby County's first and only Low Power FM Radio Station, in other media (newspapers, Internet, etc.) Advertising that your business is the sponsor of one of the many popular programs on WMDA-LPFM, or a station event, is an excellent way to increase the public's awareness of your business. It is a strong statement about your company's contribution to our community's well-being.

UNDERWRITING PLANS AT WMDA-LPFM

WMDA-LPFM has four levels of underwriting or support:

1. **SPONSORS** are those individual listeners who wish to help us with their donations. This rate is only \$10.00 per month and is not available to businesses. If the supporter pays a year in advance, the total price is \$100.00 (a savings of \$20.00).
2. **UNDERWRITERS** are individuals, organizations and other entities who donate \$ 126.00 per week or \$ 450.00 per month if paid in advance. (This is a savings of \$54.00). This comprises of 3 underwriting spots per day
3. The **LOCAL UPDATE UNDERWRITER** donates \$50.00 per week to support our local information updates about 12 times each weekday. There is no discount for extended sponsorship.
4. **DONORS** are contributors who wish to donate an amount that does not fall into the three other categories or contributors who donate any amount to WMDA-LPFM and wish to remain anonymous.

The sponsorship or underwriter message will play a minimum of 3 times per day during the contracted period, and sponsorship of special station events can be arranged.

Sponsorships and underwriting payments are not refundable. Availability and details of plans are subject to change without notice.

Thank you for taking the time to learn about underwriting opportunities available at WMDA-LPFM. Any donation amount is appreciated. If the plans here don't suit your situation, let us know and we will work with you to develop a plan that works. If you wish to be an anonymous donor, let us know, and we will not air your name or business name on the air.

All WMDA-LPFM underwriters who receive on-air recognition also receive a link to their website in a special section of our site at <http://www.thememphisclarion.org>. Please contact us for complete sponsorship details.

Your underwriting donations are 100% tax-deductible!

WMDA-LPFM-LPFM is a project of the 501©3 non-profit Memphis Dawah Association

The following are examples of permitted and prohibited underwriting announcements for your reference:

PROHIBITED ANNOUNCEMENT: "Portions of the broadcast day on WMDA-LPFM is underwritten by Quik Lube, where you can now get a 10-point oil change and lube for the unbelievably low price of just \$12.99. So come on down to 1234 West Main Street for fast, reliable service and a free gift."

PERMITTED ANNOUNCEMENT: "Programming on WMDA-LPFM is made possible in part by Quik Lube, located at 1234 West Main Street in Memphis. Quik Lube provides oil changes using Pennzoil lubricants, tune-ups, and other minor vehicle maintenance services. Our thanks to Quik Lube of Memphis. 901-555-6565."

WHAT'S THE DIFFERENCE ? The first text mentions price and contains two calls to action. It contains statements which include qualitative statements. The second text identifies the sponsor, the sponsor's address, telephone number, product line, and establishes a relationship to the program. The second text is also permitted by the FCC.

WMDA-LPFM RADIO STATION UNDERWRITING AGREEMENT

This agreement is made this _____ of _____, 20__ between WMDA-LPFM 4609 Tchulahoma, Memphis, TN (Tele – 901-654-7470) and:

(Merchant)

(Address) _____

(Tele/Fax) _____

Radio Station WMDA-LPFM (“the Station”) is licensed to Memphis, Tennessee and is authorized by the Federal Communication Commission (“FCC”) to operate its noncommercial broadcast station on an assigned frequency of 93.5 mHz. Pursuant to the rules and regulations of the FCC, the parties to this agreement acknowledge that the Station is permitted to broadcast underwriting and sponsorship announcements from for-profit entities, but is not permitted to broadcast commercial advertisements by for-profit entities. (In the event the above-referenced Merchant is a bona fide non-profit entity, the Station is permitted to broadcast commercial advertisements on behalf of the Merchant.)

Merchant desires to broadcast certain underwriting spots in conformity with this Agreement and all rules, regulations and policies of the FCC and/or Merchant desires to schedule non-broadcast promotional advertising with the Station.

Broadcast Schedule: For value received, (Merchant) agrees to pay, and the Station agrees to broadcast underwriting announcements as follows:

Beginning Date: _____ End Date: _____

Total Spots: _____

Specific Schedule Per Day/Week: _____

Non-Broadcast Promotional Advertising: For value received, (Merchant) agrees to pay, and the Station agrees to execute non-broadcast promotional advertising as follows:

Fees and Assumed Costs: _____ Dollars (\$) per announcement for a total of _____ Dollars (\$) and _____ Dollars (\$) for non-broadcast promotional advertising for a grand total of _____ Dollars (\$) during the term of this Agreement, payable in full, in advance, at the time this Agreement is executed. The Station may pay a percentage of the total amount as a commission to the underwriting representative assigned to the Merchant named above.

Broadcast Announcements: The Station will provide Merchant a copy of the broadcast announcement(s) governed by this Agreement. The Station has final editorial control over the content of the announcement(s) and may revise, reject or terminate any such announcement(s) in order to maintain good faith compliance with relevant FCC rules and regulations.

Confirmation of Performance: At the conclusion of this contract term, the Station will provide Merchant with a written statement verifying the dates and times that each announcement was broadcast, including the total cost thereof.

Emergency Programming: The Station retains the right to interrupt or preempt any announcement covered by this Agreement at any time in case of emergency, or to broadcast other announcements or programs, if in its editorial discretion, to do so would best advance the Station's public interest responsibilities.

This Agreement shall be governed by, and construed and enforced in accordance with the laws of the State of Tennessee and shall be performable in Shelby County, Tennessee.

This is the entire agreement of the parties in regard to these matters. There are no oral agreements existing between them.

The Station:

By: _____

Printed Name: _____

(Merchant's Name):

By: _____

Printed Name: _____