

# **WVTO** 92.7 FM

## **UNDERWRITER INFORMATION**

### **What is an Underwriter?**

An Underwriter is an organization or business who sponsors or makes a donation to support our station financially.

### **What do I get out of it?**

Each underwriter receives a 15 second on-air acknowledgment along with a listing on our Online directory as a thank you for their generosity. This would be broadcast near the top or bottom of the hour.

### **How do I become an underwriter?**

Email us at [wvtoradio@gmail.com](mailto:wvtoradio@gmail.com) with the attached agreement and information about your organization for broadcasting purposes. Note that due to our non-commercial nature, WVTO CANNOT include the following on-air:

- Pricing Information
- Calls to Action (e.g. "...order from us today!")
- Special Offers
- Qualitative Language (e.g. "We're the BEST store in town")

### **How much do you charge and how do I pay?**

For 2017, WVTO charges underwriters \$125 for one month, \$450 for six months, or \$1000 for one year. Once you have filled out our agreement, please send your payment to:

**WVTO 92.7 FM, 2612 Wilkens Avenue, Baltimore, MD 21223**

We accept cash, checks (made payable to "WVTO"), or money orders. If you have questions, feel free to email us.

WVTO 92.7 FM UNDERWRITING AGREEMENT

This agreement is made this \_\_\_\_\_ of \_\_\_\_\_, 20\_\_ between WVTO-LP, 2612 Wilkens Avenue, Baltimore, MD 21223 (Telephone: 410-947-4988, E-mail: wvtoradio@gmail.com) and:

(“Organization”): \_\_\_\_\_

Address: \_\_\_\_\_

Telephone/E-mail: \_\_\_\_\_

WVTO-LP (“the Station”) is licensed in Baltimore, Maryland and is authorized by the Federal Communication Commission (“FCC”) to operate as a low-powered radio station on the assigned frequency of 92.7 FM. The licensee of the Station is the Benedictine Society of Baltimore City. In accordance with FCC rules and regulations, the parties to this agreement acknowledge that the Station is permitted to broadcast underwriting and sponsorship announcements, but is not permitted to broadcast commercial advertisements.

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

*Broadcast Schedule:* For value received from Organization, the Station agrees to broadcast 15 second underwriting announcements near the top or bottom of the hour every two hours per day as follows:

Beginning Date: \_\_\_\_\_ End Date: \_\_\_\_\_

*Non-Broadcast Promotional Advertising:* Along with underwriting announcements, Organization will also receive, and the Station agrees to execute non-broadcast promotional advertising on the station’s website.

*Fees and Assumed Costs:* Organization agrees to choose, and pay in full, one of the following options, in advance, at the time this Agreement is executed:

\$125 For One Month \_\_\_\_\_ \$450 For Six Months \_\_\_\_\_ \$1000 For A Year \_\_\_\_\_

*Broadcast Announcements:* The Station will provide Organization 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.

*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 is the entire agreement of the parties in regard to these matters.

The Station: \_\_\_\_\_:

By: \_\_\_\_\_

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_