

RADIO HARBOR COUNTRY

WRHZ 93.5 FM WRHC 106.7 FM

SAWYER | THREE OAKS | STREAMING

Underwriting announcements provide 20 to 30 seconds for you to increase awareness of your business. Underwriting can support an individual program or general programming.

WHY UNDERWRITE?

- Target the markets you want to reach. The diversity of music and public affairs programmed on WRHC enables your announcement to reach several different target groups throughout the day, maximizing your exposure.
- Increase the visibility of your company. Underwriting provides you a high profile among WRHC's loyal and highly-desirable audience.
- Strengthen your corporate image. Show your association with and support of WRHC's commitment to community, education, and public service. National studies have shown that listeners build a more positive image of a company that underwrites on public radio.
- Smart, affordable, and effective use of your marketing and public relations dollars.
- Create long-term positioning and awareness.
- Enhance employee pride. Show your employees your sense of commitment to the community - they'll feel good about working for a company that supports their community.
- Complement existing ad campaigns. Reinforce your overall marketing strategies. Include WRHC in your media mix.
- Listeners appreciate the "non-commercial" language of underwriting announcements in an uncluttered environment. They are well aware that you are supporting their favorite programs. The audience listens more intently to the 1-3 announcements read by our community programmers per hour than the 15-17 minutes of advertising on most commercial radio.
- Show your support for diverse radio programming. On the air for 17 years, WRHC has already become a fixture in the community. We have 33 locally produced programs per week and a music scramble that includes over 40,000 songs.
- Show your support for a specific on-air locally produced program. You may have a favorite program, or one that your customers would enjoy, and want to be included in support of the show. Your message would be included in that show.
- Tax Benefits. By underwriting on WRHC, your announcements are tax deductible as a charitable donation to a non-profit. Or, you may write off underwriting expenses as advertising on your income taxes.

UNDERWRITING GUIDELINES

Your 20 to 30 second on-air sponsorship message may be used to:

- Describe your business or organization.
- Identify products and/or services provided by your company.
- Communicate the corporate philosophy of your business.
- Demonstrate your company's commitment to WRHC's community and educational missions.

Your underwriting message may include any or all of the following:

- Who you are.
- Brief, value-neutral description of your products and or services. (e.g. no “the best burgers in town” or “beautiful metal sculptures”)
- Corporate slogan (if the slogan is “non-promotional”)
- Brand and trade names.
- Historical information such as how long you've been in business.
- Your address, phone number, web site and e-mail addresses.
- All underwriting acknowledgements begin with the phrase “Programming on Radio Harbor Country is supported by our listeners, as well as by...”

Just the facts, no opinions. Your underwriting message may not include:

- Comparative, qualitative or promotional language (e.g., “The best prices in Harbor Country on lumber”,
- Calls to action. (“stop by for a burger and a milkshake now”)
- Pricing, discounts, endorsements. (not only are specific numbers such as “10% off” prohibited, so are “free” or “on sale”)
- Inducements to buy, sell or lease. (“The first 50 customers to stop by Glendora Hardware and mention WRHC get a free keychain.”)
- Religious or political language. (“Thanks to the glory of God and First Baptist Church for underwriting the Snake Waver’s Hour” or “the Blue Party of Berrien County urges you to listen to Radio Lefty Ranter and vote Blue on election day”)

The adherence to these FCC regulations serves to protect the non-commercial content that WRHC's and Independent Public Radio listener's value. WRHC reserves the right to edit content to fit with FCC regulations for permissible underwriting guidelines. Underwriting acknowledgments will be aired randomly throughout the hour, with no more than three acknowledgements per hour. All announcements will be produced by WRHC at the WRHC studio and read by WRHC voice talent. No more than 6 underwriting announcements per day may be purchased.

Your on-air message may read something like this:

Programming on Radio Harbor Country is supported by our listeners, as well as by Joe's Grill, providing both breakfast and lunch options, located at 123 N. Main Street. More information is available at 756-1234.”

or...

Programming on Radio Harbor Country is supported by our listeners, as well as by ABC Gallery, which for 10 years has featured modernist art and furniture from its location at 234 S. Main Street in Three Oaks. Additional information is available at ABC's website featuring its art and furniture at www.abcgallery.com.

If you are underwriting a specific show on WRHC, the message may read:

The Harbor Country Gardener's Hour” is brought to you in part thanks to the support of New Troy Garden Center, located at 101 California Road in New Troy. The New Troy Garden Center offers annuals, perennials, shrubs and trees and can be reached at www.NewTroyGardenCenter.com or by calling (269) 756-1111..

CUSTOMIZED SCHEDULE & RATES

You choose the audience you want to target with your message. Then we'll be happy to create a customized underwriting package to meet your needs and budget. Rates depend upon the number of announcements and the time of day your messages are broadcast.

WRHC's fundraising and underwriting director will help you design a plan that meets your financial, marketing and philanthropic goals.

You can feel good about supporting a non-profit whose mission is to enrich and strengthen our community while maximizing your media dollars—it doesn't get any better than that! What's more, you'll receive:

- a listing and link on our website
- the opportunity to provide Public Service Announcements for events in the community that your business supports.

For more specifics and questions you may have about underwriting with WRHC, contact:

Dave Repetto, Board Chair
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