



UNDERWRITING

Frequently Asked Questions

Is underwriting the same thing as advertising?

No. Like all public radio and television stations, community radio is governed by the Federal Communications Commission (FCC), which says advertising is not permitted. Thus, WORT offers local businesses the option of underwriting, the opportunity to have your name associated with Madison's only community radio station. As a bonus, non-commercial radio listeners much prefer this cleaner sounding announcement.

Who listens to WORT?

WORT has over 35,000 listeners who live mostly within Madison's 53703, 53704, 53705, and 53711 zip codes— that is, downtown, and on the Near East and West sides; however, WORT has many listeners throughout south-central Wisconsin, from Whitewater to the Wisconsin Dells, Beaver Dam to Rockford, Illinois.

How much can I tell my customers, both current and potential, in the twenty seconds of my underwriting message?

A lot. WORT's listeners will hear your business name, location, contact information and a description of the services and/or goods you offer. See below for some underwriting sample messages for ideas. Just avoid qualitative ("best"/ "favorite") or quantitative language ("sale") or making any calls to action ("come on down"). We're happy to work with you to write announcement copy that helps promote your business and still fits within FCC guidelines.

Can I choose the shows I underwrite?

Of course. You can even have spots that rotate amongst shows so that you hit different types of programming within the same underwriting contract.

How many other businesses can underwrite the same show(s) I choose to underwrite?

By policy, WORT allows no more than one minute of underwriting messages to be played during any given hour of programming. That means you will hear no more than three 20 second spots each hour. And our listeners aren't overwhelmed with "advertising", so they get your message loud and clear.

Do I have to commit to a whole year of underwriting right off the bat?

No. You NEVER have to sign a year's contract with WORT. Remember though, the more announcements that you contract for, the less expensive each spot becomes.

Sample Messages

W-O-R-T thanks its listener-sponsors and **Rainbow Bookstore Cooperative** at 426 West Gilman, just off State Street. Rainbow becomes the Mel and Floyd Summer Replacement listening room Friday afternoons from one to two PM, when the staff and others snicker, giggle and scowl at Mel and Floyd's irreverent humor. Rainbow Books, 257-6050.

Support for this program is provided by WORT's listener-sponsors and **Spex Eyewear**, bringing you an eyewear selection with styles by L.A. Eyeworks, ProDesign and Saki. Spex Eyewear, open Monday through Saturday from 9:30 to 5:30, downtown Madison at 440 State Street.

W-O-R-T thanks its listener-sponsors and **Mildred's Sandwich Shop**, specializing in home-made sandwiches with a variety of vegetarian items, and featuring Wisconsin brewed beers and hot soups and chili to heat the body and warm the soul. Mildred's Sandwich Shop, in business for over twenty five years at 827 East Johnson Street.

Contact Business Development Director Raechel Pundsack at 608-256-2001 or busdev@wort-fm.org for more info.



UNDERWRITING SPECIFICS

- Underwriting announcements are intended to acknowledge businesses and organizations that contribute to WORT and may be up to 20 seconds in length.
- In compliance with FCC regulation of the public airwaves and station policy, sponsorship acknowledgements **MAY** include:
 - o Business/organization name
 - o Address, phone number and/or website
 - o Value neutral description of products and services
 - o Up to 3 product names
 - o Established, non-promotional business slogan
- Sponsorship acknowledgements differ from commercial advertisements and **MAY NOT** include:
 - o comparative or qualitative language (promotional adjectives such as: best, fast, only, dependable, fair, etc.)
 - o calls to action (verbs telling the listener to “do” something: “stop by our showroom”, “call us at”, “come on down”, etc.)
 - o pricing information (such as: sale, special, discount, free, etc.)
 - o inducements or incentives (“bonus available this week”, “gift for first 50 shoppers”, etc.)

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UNDERWRITING RATES

Number of Mentions	Cost per Mention	Total Cost	Prepay 10% Discount	Benefits
5-13	\$30	\$150-390	\$135-351	<ul style="list-style-type: none"> ➤ Waive \$35 cart production fee ➤ Excellent word-of mouth and gratitude from WORT's 200-plus volunteers ➤ Printed mention in WORT's quarterly newsletter <i>The Radio Pilot</i>
13-25	\$25	\$325-625	\$293-563	<i>All of the above</i>
26-51	\$21	\$546-1071	\$492-964	<i>All of the above</i>
52-103	\$18	\$936-1854	\$840-1669	<p style="text-align: center;"><i>All of the above plus:</i></p> <ul style="list-style-type: none"> ➤ Up to 2 different messages
104-155	\$15	\$1560-2325	\$1404-2093	<p style="text-align: center;"><i>All of the above plus:</i></p> <ul style="list-style-type: none"> ➤ Up to 3 different messages
156 plus	\$12	\$1872-	\$1685-	<p style="text-align: center;"><i>All of the above plus:</i></p> <ul style="list-style-type: none"> ➤ Up to 4 different messages ➤ 1 free 1/6 page ad in <i>The Radio Pilot</i> (\$60 value) ➤ Non-profit rate

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