

# Underwriting Proposal

Dear Local Business Person,

WGOT-LP is a dynamic, listener-supported, volunteer-run, nonprofit, and non-commercial FM radio station dedicated to serving the Gainesville area. WGOT-LP aims to reflect the community's vibrant cultural, artistic, educational, civic, and business interests by offering stimulating and diverse locally generated programming. WGOT-LP is on the air due to the efforts of Gainesville area volunteers, donors, and supporters.

Our Mission is to:

- **Take back** the public airwaves by providing a fresh, engaging, and empowering approach to news, entertainment, cultural, and educational programming.
- **Challenge** listeners with factual national and state news from a fresh perspective (or a perspective not heard on corporate-sponsored media) and provide unbiased information on critical issues affecting local listeners.
- **Celebrate community** by highlighting new voices in the arts, especially local musicians, artists, authors, and theaters.
- **Become a public forum** for citizen participation and debate.
- **Listen** to our audience in deciding new avenues to explore.
- **Strive** to be boldly eclectic, unabashedly idiosyncratic, and unremittingly innovative.
- **Dare** to be courageous, even outrageous.
- **Be** the loud, clear, honest, grassroots radio voice of Gainesville.

After years of dedication by a group of local volunteers and with the generous support of Gainesville's Civic Media Center, local businesses, and individual contributors, WGOT-LP went on air in February 2008. With close to two-dozen-volunteer programmers making original local programming and the support of the community, WGOT-LP is what radio was intended to be.

## Be Recognized as a Supporter of Community Radio

WGOT-LP Gainesville community radio, is seeking 'underwriters' – local businesses or individuals that provide tax-deductible contributions to the station in return for on-air acknowledgments. Contributions support the day-to-day operations of the station, as well as funding the creation of a studio and improvements to our signal.

### Benefits of Underwriting

Underwriting on WGOT-LP will allow your business to be recognized on the air as a supporter of Gainesville Local Radio to the 40,000 potential listeners in our broadcast area. Our listeners are a diverse group of people, many of whom specifically patronize local businesses and support companies with a similar commitment to the community.

Please complete and mail to WGOT-LP 94.7 PO Box 14012 Gainesville, FL 32604. Questions? Contact Steve Schell @ 352-246-1285.

## Forms of Underwriting

### Program Sponsorship: \$20/hr

Show your support for a specific style of music or programming. Refer to our current programming schedule at <http://www.wgot.org/calendar/>. If you choose to be a program sponsor, your spot will run at the top of the hour and bottom of the hour.

### Daily Acknowledgements: \$5/mention

Great for local businesses that want to show their community support with a regular on-air presence on WGOT-LP. You might consider multiple acknowledgments per day to promote a specific service or product. Many community radio listeners are scheduled listeners who favor a specific time of day; reach that audience every day with a Daily Acknowledgment. You may schedule your mentions at the same hour every day or at the top of every hour WGOT airs on a specific day. These short spots will run at the top of the hour.

### Payment

Monthly billing option available for contracts over \$50/month. First month must be paid in advance.

## Underwriting Guidelines

- Underwriting acknowledgments will be read at the top of the hour at various times of day, unless a specific show is requested.
- Each block of underwriting acknowledgments purchased must be used within one year of purchase date.
- If sponsoring a program, underwriting acknowledgements begin with “Support for this program is provided by our listeners and by...”; daily acknowledgments begin with “Programming on WGOT is supported by our listeners, as well as by...”
  - Following these phrases, underwriters may provide content of their choice (see section below). WGOT reserves the right to edit content to fit FCC guidelines.
- A maximum of four underwriting acknowledgments per day can be purchased.

## Underwriting Content

WGOT-LP is a commercial-free radio station; therefore, we must adhere to FCC guidelines for permissible underwriting acknowledgments. FCC rules do not permit calls to action; inducements to buy, sell, or lease; opinions or views; price information; promotions; comparative or qualitative verbiage; or support or opposition to any political candidate. Your acknowledgment may describe the type of business and its location or address, telephone number, web address, brand or trade name of the product or service, value-neutral description of the product or service, historical information or non-promotional slogan. WGOT will help create an acknowledgment for you.

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## Underwriting Agreement

### Business Information

<b>Primary Contact Name</b>	
<b>Business Name</b>	
<b>Address</b>	
<b>City, State, Zip</b>	
<b>Business Phone</b>	
<b>Business E-mail</b>	
<b>Website</b>	
<b>Billing Contact</b>	
<b>Billing Address (if different)</b>	
<b>Notes</b>	

## Underwriting Package

You may choose one of the following packages or we can create one for your specific business needs:

Specific program sponsorship. List program(s): \_\_\_\_\_  
 \_\_\_\_\_

Package: \_\_\_\_\_ shows at \$ \_\_\_\_\_ per acknowledgement per week for \_\_\_\_\_ month(s).

Total sponsorship amount: \$ \_\_\_\_\_

General placement. Specify hour(s): \_\_\_\_\_  
 \_\_\_\_\_

Package: \_\_\_\_\_ days a week, \_\_\_\_\_ mentions per day for \_\_\_\_\_ month(s).

Total sponsorship amount: \$ \_\_\_\_\_

Billing Method:

Prepaid

Monthly billing (\$50/mo. min.)

Paypal recurring debit (account email: \_\_\_\_\_ )

## Suggested Underwriting Packages

Daily Acknowledgements	Program Sponsorship
5 days a week x 1 mention per day x 1 month = \$100	1 show a week x 1 month = \$80
5 days a week x 1 mention per day x 3 month = \$300	1 show a week x 3 months = \$240
5 days a week x 3 mentions per day x 3 months = \$900	3 shows a week x 3 months = \$720