

# WEFT 90.1<sup>FM</sup>

## UNDERWRITING INFORMATION

### What is Underwriting?

Underwriting is an arrangement in which a business/organization (the underwriter) makes a contribution to a non-commercial broadcaster (WEFT) and the broadcaster acknowledges that support on the air. These announcements are not advertisements but can identify your basic services, location, hours of operation, and contact information.

### What does it cost?

Underwriting at WEFT costs a fraction of commercial air time with packages ranging from convenient 13 to 52 week contracts. We will work with you to provide the best fit for your business. Contract pricing varies from \$4 per message to \$11 per message depending on the show and contract terms.

### Why Underwrite a show?

WEFT is an accessible and responsive radio alternative, serving the diverse communities of radio listeners in East Central Illinois from Decatur to Danville, Rantoul to Tuscola on 90.1FM. We would like to help you share your message with our listeners.

Underwriting contributions are tax deductible. For a fraction of the cost of commercial airtime, you will reach an important and diverse audience - listeners who are well informed, involved members of East Central Illinois. With a broad blanket of programming you can choose from a specific target audience that most suits your need.

Sponsoring community radio is a great way to enhance your company's image. Results of a poll cited in Public Telecommunications Review found that 81% of those polled said they admired a company more because it underwrote public broadcasting, and 38% said such underwriting influenced their choice of a product or service.

By underwriting WEFT you are investing in the quality of life in East Central Illinois by making available a variety of programming not available anywhere else - from local music and locally produced news to alternative, high quality national programming. Your company will help provide a forum for airing views on important issues, and expanding educational and cultural opportunities of youth and adults alike. Our listeners, which include your clients, customers, and employees, will thank you.

### What WEFT *can* announce:

- Who you are (trade name or brand name)
- Your contact information (location, phone number, and web site)
- Your service or product
- Logos or slogans that are not promotional in nature
- Value-neutral descriptions of a product or service

**What WEFT *cannot* announce:**

- No inducements to buy (such as offering bonuses or other specials)
- No calls to action (such as 'call now' or 'come by' or 'be sure')
- No mentions of price (such as 'only \$.99')
- No qualitative or comparative language (such as 'the best' or 'most')

**Example:**

*"This hour of programming is supported in part by the listeners of W-E-F-T, and by Natural Gourmet located at 2225 S. Neil St. in Champaign. Natural Gourmet carries a selection of natural foods and supplements as well as a deli and a Thai Bar. The phone number is 355-6355."*

Visit the Federal Communications Commission's guidelines on underwriting sponsorships for further details. <http://www.fcc.gov/mb/audio/nature.html>

**Underwriting Coordinator:**

Contact us today and we will explain your options and help you write your message to the community. Our rates are reasonable and we will work with your schedule. For more information contact our Underwriting Coordinator at [underwriting@weft.org](mailto:underwriting@weft.org) or call 217-328-0348 and ask for George

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