



## WARC Underwriting

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### **Mission Statement:**

The objective of WARC Meadville is to provide a source of entertainment and education for disc jockeys and listeners by affording members of the Allegheny College community exposure to the methodology of mass communication, practical experience in radio broadcasting, and a source of daily stimulation for all segments of the Allegheny College and Meadville communities.

- WARC MEADVILLE 90.3 FM is on the air 24hrs/day, 365 days/year!

### What is Underwriting, and how can it help my small business?

Underwriting is the on-air or online identification of individuals, businesses, or corporations, who donate funds that help pay the cost of program production. Underwriting is a great way to raise awareness of your business and support your local radio.

1. While underwriting is not "advertising," it can still provide your business with some of the same benefits as commercial advertising, while also allowing for social benefits that traditional advertising cannot provide.
2. College radio is an excellent public relations tool. Listeners will gain a positive image of your company by its support of college radio.
3. WARC listeners cover a wide range of demographics. Your message will be heard by teens through retirees, from every ethnic background represented in Meadville.
4. Your business will benefit from long-term visibility; underwriting with WARC allows your business to have a year round media presence without the associated high cost of advertising elsewhere.
5. Supporting WARC shows that your business is interested in contributing to the quality of life in Meadville and the surrounding communities.

6. Our low rates not only include acknowledgments on 90.3 FM and our Internet stream, but we also post our sponsors and their contact information in writing on our WARC Facebook and Twitter page. Also, if a company has a website we will post their link free of charge.

### What will your Underwriting Acknowledgement consist of?

Underwriting announcements are concise and gimmick-free. As a non-commercial radio station, WARC underwriting announcements are regulated by the FCC and must conform to specific guidelines.

A well written acknowledgement will:

1. State the individual's, business', or corporation's name.
2. Give a brief description of the business or service.
3. Repeat your business name and location or contact information.

Dos and Don'ts of Writing Acknowledgements:

### Example Acknowledgements

*"Springtime is in full swing, and the staff and management at Manifest Colossal Inc. located at 23435 1st Ave. here in Sacramento would like to take this special time to congratulate this year's graduates. They would also like to remind our listeners to enjoy themselves but to please not drink and drive. If you do decide to drink, be sure to elect a sober driver or call a cab. This important message is brought to you by Manifest Colossal Inc, offering copy and graphic supplies for over 50 years, is located at 23435 1st Ave. and can be reached at (916) 745-3343."*

*"A portion of this program is underwritten by Speedy Lube, located at 115 Main Street. Speedy Lube provides oil changes and other car maintenance services. Speedy Lube 555-6565."*

## **FAQs:**

*How long will my contract last?*

Standard contracts cover six to twelve months for most businesses. For traveling performers or time-sensitive acknowledgements, shorter contracts of a minimum length of one week are available.

*How is the acknowledgement made?*

The sponsor will work with the WARC board, and specifically the current Public Relations Director, to structure an agreement that best suits the sponsor's needs.

The sponsor will submit a suggested copy of the announcement to the WARC Publicity Director for editing and review. We must remain within the FCC's guidelines so some changes may be made to the submitted copy. The revised copy will be sent back to the business to be approved. Once the copy is approved by the business and the WARC Publicity Director, the acknowledgement will be made into a recording and played on-air in the regular PSA cycle.

*How will I know if my acknowledgement ran?*

At the end of each month you will receive a log of the number of times your acknowledgement was run, recorded by the DJ who played your acknowledgment and checked by the publicity director.

WARC Transmission Radius

\*This is the approximate area of influence with optimal reception; the signal has been known to reach even further with the correct weather conditions. Also, with Internet streaming the "signal" can be heard from anywhere in the world.

Sponsorship Rates

**Semester:** \$130

**Social media add-on:** \$20 for weekly post, \$10 for monthly\*

**Yearly:** \$200

**Social media add-on:** \$15 for weekly post, \$5 for monthly\*

*Your personally tailored underwriting spot will be played throughout each day of the week. Your underwriting spot will not be underwriting any specific programming, it will be supporting WARC programming in general. All sponsors will be given first priority in the following year for renewing their underwriting spots.*