



Pulitzer prize-winning artist Doug Marlette
slaved over a hot pencil and gave us this

Reach Your Clients in the Heart of Carrboro

*Underwrite a show on WCOM,
Carrboro's Community Radio Station*

Who are WCOM's listeners?

The station's signal covers an area with an estimated population of 50,000, including Southern Village, downtown Carrboro, Carrboro Plaza, UNC and much of Chapel Hill. WCOM's volunteer DJs and management generate a strongly community-minded listener base.

What can I hear on WCOM?

WCOM's programming appeals to a wide variety of listeners and includes

- talk shows on hot topics like alternative energy and race relations,
- local news,
- music ranging from old-time to new jazz, and
- more than 20 hours a week of Spanish-language programs.

WCOM is also webcast on the Internet at www.wcomfm.org.

How is underwriting different from advertising?

Underwriting is a way to support non-commercial, public radio stations. Underwriting announcements are factual and understated, and seek to inform listeners about a service rather than induce them to purchase a product. The cost of underwriting can be deducted either as a business expense or as a charitable donation.

How can underwriting help my business?

With WCOM's eclectic fare, you can select the show or shows to support that reach the demographic you want – homeowners, artists, youth, Latinos. Because there is no commercial clutter, your message will always stand out. Your announcements will be heard and remembered by the show's listeners, who support those businesses supporting "their" show.

What are my underwriting options?

WCOM is seeking underwriters for each locally-produced show as well as station underwriting. "Show" underwriting is available for one announcement on that show each week at the rate of \$120 per year.

A variety of "station" underwriting options are available, including the WCOM "Golden Voices" and "Angel" levels.

For \$500 per year, WCOM's Golden Voices receive one announcement per week on an individual program, as well as one announcement per day elsewhere in the program schedule. Also, the supporter's logo is prominently featured on WCOM's website. .

For \$1000 per year, WCOM's Angel Voices receive one announcement per week on two individual programs, as well as one announcement per day elsewhere in the program schedule. Also, the supporter's logo is prominently featured on WCOM's website.

What if a show I underwrite goes off the air? The announcement will be transferred to a show with a similar audience for the remainder of the contract period.

Steps to getting a sponsor for your show!

1. **GOAL:** Get a business or businesses to support each weekly hour of your show at the rate of \$120 or more for the year.
2. **READ** the information in this packet. This will help you answer questions that business people may ask you about underwriting.
3. **SELECT** businesses to approach. Check the listing on the website for what businesses are already supporting WCOM. DO NOT APPROACH those businesses!! Good places to start are businesses that you patronize, where the management knows you. If you need ideas for businesses to approach, check www.carrboro.com and www.carolinachamber.org

A HELPFUL HINT FROM JONATHAN JAMES FOR HOW TO GET UNDERWRITERS

For those of you without an underwriter for your show yet, I wanted to share some information that may be of some use.

1. I put together a list of about 5-6 local businesses involved in acoustic/bluegrass music in some way (clubs, instrument stores). I called to get email addresses for the manager or checked out their websites to get this information.
2. I drafted a short pitch email (see below) that included links to the underwriting benefits as well as a link to my program profile on the WCOM website. I called out a few of the key benefits of underwriting in my mail and sent them out to my target list.
3. I received an email back from High Strung Music in Durham almost immediately with an underwriting pledge for the year plus an additional \$30 in contribution! They are going to provide a blurb about the station/program as well as a link to the streaming on their web site.

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Hi XXX,

Since High Strung Music is active in the acoustic music scene here in the Triangle, I wondered if the store might be interested in reaching potential customers through the underwriting of my bluegrass radio show on WCOM-FM 103.5 in Carrboro/Chapel Hill. The rates are really reasonable (\$120 per year) and you get good promotional exposure (2 announcements per show per week) on the "High Lonesome Radio Hour" on Saturdays from 3-4 pm.

You can learn more about my show here:

<http://www.communityradio.coop/Programs/lonesomeradio.html>

UNDERWRITING GUIDELINES

Credits on WCOM Community Radio are intended as a way of thanking and identifying underwriters within FCC regulations. **In general credits must maintain a non-commercial sound.**

1. What is included in a good announcement?

- The name of the business
- A description of service/product the business provides
- Contact info for the business (address if it's a walk-in, or phone or website if appropriate)
- Business hours, if applicable
- Well-established slogan or positioning statement

2. What is not allowed in an announcement?

- No comparative or qualitative statements (e.g., the best, exciting, famous, fastest)
- No price information (e.g., half-off, Memorial Day sale, free, under \$10, 2 for 1)
- No call to action statements which direct the audience (e.g. try it, compare with other, come by and see)
- No first or second pronouns (e.g, I, me, you, your)

3. Are there other rules for announcements?

- Announcements should be less than 15 seconds, around 25-30 words.
- Announcements should have a preamble, like, "Local support is provided by..." or "We thank ... for their support of the ... Show"

Sample announcements:

1. Midnight Mind Melt Hazmat

The Midnight Mind Melt is underwritten by Hazmat, located at 405 West Franklin Street. Hazmat offers clothing, incense, detox products, pipes, and smoking accessories – and is proud to support WCOM's mission of non-commercial, grassroots radio. The phone number for Hazmat's Franklin Street store is 967-7540.

2. Roots Rampage Townsend, Bertram & Company

Roots Rampage is underwritten by Townsend, Bertram & Company, a local independent outfitter, serving the Triangle since 1988, featuring clothing, footwear and gear for outdoor and travel adventures. Townsend, Bertram & Company is located in Carrboro between Weaver Street Market and Fleet Feet, phone 933-9712.

3. The Goat Show E-folk Music

The Goat Show is underwritten by e-folk music, a Carrboro based non-profit dedicated to furthering the understanding, appreciation, preservation, and performance of traditional and contemporary folk music from around the world. E-folk music supports and shares community radio's mission keeping the good music in the air and on the air. Information is available at efolkmusic.org.

The Underwriting Committee can draft announcements if the underwriter or DJ would prefer so.

WCOM'S COPY
WCOM UNDERWRITING CONTRACT

Underwriter: _____

Contact info: _____



WCOM 103.5 FM is a non-commercial station. All programming is produced by volunteers. WCOM 103.5 FM is a non-commercial station. All programming is produced by volunteers. WCOM 103.5 FM is a non-commercial station. All programming is produced by volunteers.

WCOM Show: _____

WCOM DJ name and contact info: _____

This document will establish an agreement between WCOM and the above-mentioned underwriter (hereinafter referred to as "UNDERWRITER") to cover costs associated with the above-mentioned projects or series (hereinafter referred to as "PROGRAMS").

UNDERWRITER desires to support WCOM by providing funding in the amount stated below in the form of an unrestricted operating grant. UNDERWRITER agrees to pay such funds in accordance with the payment schedule set forth below.

WCOM desires to acknowledge UNDERWRITER'S public interest support in accordance with Federal Communications Commission, Internal Revenue Code, and WCOM Local Underwriting Guidelines. WCOM's acknowledgment of UNDERWRITER'S support around these PROGRAMS will begin on _____ and will continue for 52 weeks, ending on _____. WCOM's acknowledgment will be in the manner set forth in the Underwriting Guidelines (included).

WCOM reserves the right to schedule, pre-empt, and/or reschedule said PROGRAMS as the station deems necessary in order to provide the most significant service to its viewing and/or listening audience.

Amount _____ Paid _____ Invoiced _____

Underwriter: _____ : _____ : _____
signature Title Date

For WCOM: _____ Title: _____ Date: _____
signature Title Date

Announcement (subject to approval by WCOM to comply with FCC regulations):

Review Date: _____ Reviewer: _____ Approved ____ Revision Requested ____

UNDERWRITER'S COPY
WCOM UNDERWRITING CONTRACT

Underwriter: _____

Contact info: _____



WCOM 103.5 FM was created by a group of volunteers who have been working hard to make the station a reality. We are proud to have you as a part of our team. Thank you for your support and for being a part of our community. We are looking forward to seeing you on the air. We are looking forward to seeing you on the air. We are looking forward to seeing you on the air.

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