

# Hillman Community Radio

## 103.5 WXHR LP-FM

121 W Z- St, PO Box 256  
Hillman, MI 49746  
Studio Line: 989-742-2781  
Business Line: 989-742-2782

### Underwriting Guidelines and Agreement for Businesses

Hillman Community Radio WXHR LP-FM relies on our listeners and local businesses for 100 percent of its operational support - we depend on listener support and business underwriters to keep us 'on the air'.

Hillman Community Radio offers the business underwriter four categories of underwriting on WXHR-LP-FM, Hillman, Michigan's first Low Power FM Radio Station.

WXHR- LP is licensed by the F.C.C. and all underwriting messages must comply with Federal Regulations.

**General Underwriters:** Businesses, organizations or other entities; that donate \$100.00 are considered Underwriters. This entitles the Underwriter a minimum of three 'on-air' announcements per day for each month that is funded. Sponsor Hillman Community Radio, Inc. for 10 months in advance and receive 12 months of acknowledgment. This is a discount of \$200!

**Weather Sponsors:** Sponsors of weather reports on WXHR LP-FM donate \$50.00 per week with no discount for advance payment. Each weather sponsor receives one mention per hour. This is a very inexpensive way to promote your company and support Hillman Community Radio. Only four weather sponsors are used per week, with those paying next being mentioned as one of the next available week's four sponsors.

**Program-Specific Sponsor:** Find yourself becoming an avid listener of a certain radio show on WXHR-LP? Do you think that fans of a certain program might be interested in your business? Special rates will be available for sponsorship of each of

our programs, involving multiple mentions per hour (or hours, in some cases!) during the show that fits your needs and tastes best.

General items applicable:

- Donations and Underwriting Support are/is non-refundable.
  
- There will be at least three daily 'on-air' announcements of support and presence on WXHR LP-FM 103.5
  
- Hillman Community Radio, Inc. DBA Hillman Radio is a non-profit Michigan corporation that holds the FCC license for WXHR LP-FM. We are restricted by the F.C.C. to be non-commercial/educational. Sponsors, supporters and underwriters can be mentioned on the air, however, WXHR LP-FM cannot advertise price, suggest a "call to action," Hillman Community Radio can mention supporters and underwriters names and general information about them for name recognition.
  
- Credits on WXHR LP-FM Radio are intended as a way of thanking and identifying underwriters. Underwriting credits must meet the test of whether they are in keeping with the noncommercial nature of public broadcasting. In general credits must maintain a non-commercial sound. Some examples follow:
  
- What is allowed on WXHR LP-FM Radio:
  1. Credits that are less than 30 seconds.
  2. Factual information about the underwriter, including location, product name and
  3. Description of services.
  4. Credits may contain a phone number and/or Web site address.
  5. Well-established slogan or corporate positioning statements. (If not a call to action, comparative language, or qualitative statement)
  6. Preamble, "Local Underwriting is provided by" is included in the credit announcement
  
- What is not allowed on WXHR LP-FM Radio:
  1. No comparative statements (e.g. the best, bigger, faster)
  2. No qualitative statements which involve subjective evaluation of quality (e.g. fine, great, rich, superb)
  3. No price information (including "free")

4. No call to action statements which direct the audience: to call, to visit, to try, to compare.
5. No inducement to buy statements which direct the audience to purchase the product (e.g. free trial period, 2 for 1)
6. No first or second pronouns (e.g. I, me, you)

**Tax Deductibility:** WXHR LP-FM is a 501 (C)(3) entity, and being so, all contributions are *tax deductible*. Talk to your tax preparer.

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City or Village, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Web Address, email if Applicable: \_\_\_\_\_

Payment Options:

Category:	Monthly	One Year
Underwriter	<input type="checkbox"/> _ = \$100.00	<input type="checkbox"/> \$1000.00
Weather Sponsor	<input type="checkbox"/> \$50.00 = \$ _ (Monthly)	
Donor	Any amount appreciated <input type="checkbox"/> \$ __ . __ _	

Preferred contribution method:

Cash  Check

Terms of Agreement Accepted:

Contributor	Date
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On Air Name (Print)

Remain Anonymous

Print and fill out form.

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Hillman, MI49746

DBA- Hillman Community Radio

Thanks for your support. Any amount of support is very much appreciated