

WREK Atlanta 91.1 FM Underwriting Agreement



350 Ferst Drive NW Phone: 404-894-2468
Suite 2224 Fax: 404-894-6872
Atlanta, GA 30332-0630 Email: Business.Manager@wrek.org

Organization Information

Company Name: _____
Contact's Name: _____ Work Phone: _____ Email: _____
Address: _____
City: _____ State: _____ Zip Code: _____

Underwriting Guidelines

WREK is funded by the student body of Georgia Tech. WREK supplements its operating expenses by offering underwriting to local businesses as means of publicity for them and revenue for the station. As a non-commercial station, WREK is not allowed to sell time for advertising. However, this regulation does not preclude the selling of time for underwriting purposes.

As an underwriter, rather than an advertiser, you are associated with a particular program or format as a supporter" or "sponsor." The FCC allows announcements to be made to identify the underwriter. This provides a higher community profile and a more philanthropic appearance than the average advertiser, in exchange for the following restrictions:

1. No qualitative language -- *very important* -- the language must be "value neutral"; there can be no language that "distinguishes the underwriter from its competitors" or even "seeks to cast its products in a favorable light"
2. Even if a statement made about an underwriter is factually true, it is not permissible if it is also promotional (e.g. "Burrito Barn was voted Best Cheap Eats in the city by local food critics")
3. Reasonably short in length -- spots longer than 30 seconds are likely to be scrutinized for promotional content
4. Lists of items is OK
5. No "call to action" in the spot
6. Passive identifiers are OK (what, when, where, etc.)
7. No mention of special sales or discount offers
8. No background music
9. Spots cannot include contests or giveaways, but contests or giveaways can be done separately in a distinct non-spot break in the program

By signing below, I, _____, understand that the underwriting segment must follow the aforementioned guidelines as well as any stipulations put forth by the Federal Communications Commission regarding non-commercial radio stations.

Signature

Date

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Terms of Agreement

Underwriting fees are due by ten days before the spots are to begin running in order to allow time to enter the spots into the system. Checks should pay to the order of The Gilbert Fund.

WREK is a student organization at the Georgia Institute of Technology, which operates on a semester system. Therefore, long-term underwriting arrangements at WREK have lengths of multiples of one semester (four months). For spots priced by shorter terms, discounts will be offered for longer semester-length underwriting arrangements. Semester-length sponsorship arrangements begun during a semester will be pro-rated by the percentage of spots remaining in that semester.

WREK Radio Underwriting Rates

Just Jazz and Classical Rotation	Three Spots every Weekday Morning for Two Weeks	\$199
Rock, Rhythm, and Roll and Blue Plate Special Rotation	Three Spots every Weekday Afternoon for Two Weeks	\$199
Specialty Shows	One Spot at the Beginning and End of Show Each Week for One Semester	Negotiate with show director
Atmospherics and Overnight	Three Spots every Weekday Early-Morning (12a - 6a) for Four Weeks	\$199
Earth & Sky, Planetary Radio, Tech News, or Ramblin' WREK Sports Report	One Spot During Each Airing of that Show for Two Weeks	\$199
Weekend Afternoons	Three Spots every Sat + Sun Afternoon for Four Weeks	\$159
Public Affairs	One Spot at the Beginning and End of Show Each Week for One Semester	\$159
WREK-HD2 (HD Radio and MP3 Streaming)	Three Spots Every Day (Pick a Daypart) for Six Weeks	\$159
Sports Games - Baseball	Three Spots, per Game	\$499
Sports Game - Womens Basketball	Three Spots, per Game	\$299

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Shows to be underwritten during the Fall/Spring/Summer (circle one) semester of the year 20__.

Donation of goods

Total underwriting fee paid

Print or type below the on-air mention of sponsorship that your company or organization would like to use.

The above company or organization understands and agrees to the underwriting contract requirements.

Underwriter Representative

WREK General Manager

WREK Business Manager