

**Despite difficult economic times, business owners, churches, and organizations continue to support WGRC. Why?**

While many of the underwriters cite the quality of responses they get from our listeners, most all tell us that they enjoy being part of an effective ministry that reaches throughout central PA.

From Millersburg to Williamsport, Pottsville to State College, and Lewistown to Bloomsburg, WGRC is heard on 7 frequencies serving a population of over 800,000.

**So, how can you become part of the team?****1. Simply budget a monthly... or one time... amount to support WGRC.**

If you are a business owner or manager, or represent a church or organization, we will divide your contribution by \$15.00 and air that many spots for you. There are no long-term contracts.

Because we are a non-commercial radio station, the Federal Communications Commission limits the content and wording of your spot. Still, 30-second announcements will acknowledge your support of WGRC and communicate information about your business to our listeners.

One of our underwriting staff will be glad to write your spot with you, and set you up with the schedule of your choice.

**2. Sign your business or church up for long distance phone service through the WGRC website.**

This option could save you money while 10-15% of your monthly bill goes to WGRC. Wow!

**3. Do you shop at Weis Market or Giant Food Stores?**

Without spending an extra cent you can help support WGRC. It's as simple as **APPLE PIE**... Just contact WGRC to purchase gift cards to use at any Weis Market or Giant Food Stores. You purchase the gift cards at face value... you don't spend any extra money on your groceries and 5% of your gift card amount is instantly donated to WGRC!

**Call us weekdays at 1-800-546-WGRC (9472) to arrange for purchase of your gift cards.**

Thank you for helping **PRODUCE** extra support for your Christian radio station!

**Underwriting Guidelines** (Information found at [www.fcc.gov](http://www.fcc.gov))

*What is the FCC?*

*What Are The FCC Guidelines Regarding Underwriting?*

*What Underwriting Copy Is Acceptable To The FCC?*

*What Underwriting Copy Is Unacceptable To The FCC?*

**What is the FCC?**

The Federal Communications Commission (FCC) is an independent United States government agency located in D.C., and directly responsible to Congress. The FCC was established by the Communications Act of 1934 and is charged with regulating interstate and international communications by radio, television, wire, satellite and cable.

The FCC is charged with regulating radio in the U.S. - including noncommercial radio. Enforcement of a prohibition on the broadcast of "advertisements" by noncommercial stations is one of the FCC's responsibilities.

Current underwriting rules permit stations to "identify" its for-profit supporters and describe the goods and services they offer.

Stations are not allowed to air advertising.

**What Underwriting Copy Is Acceptable To The FCC?**

Stations are allowed to 'identify', not 'promote' commercial entities that provide general support for the station. This identification can include the following:

The name of the person or entity

Location information

Telephone numbers and website addresses

Audio logos or slogans that identify but do not promote

Value-neutral descriptions of a product line or service

Brand and trade names

Product or service listings that do not include qualitative or comparative language

**Important Note**

The true identity of the organization providing financial support must be disclosed. In other words, the organization that writes the check must be recognized on air-one organization cannot "buy" announcements for another organization. The exception to this is the case of advertising agency acting on behalf of an underwriter.

**What Underwriting Copy Is Unacceptable To The FCC?**

The following items are not acceptable in underwriting credits or announcements on behalf of for-profit organizations.

**Price information** (including product or service price, savings information, value information, interest rates, or indication of no cost)

**Calls to action** (i.e. "Buy XYZ at your local drugstore")

**Inducements to buy, sell, rent or lease** (i.e. "Offering a gift with purchase" or "Special deals in the month of June")

**Comparative information** (Anything that favorably compares an underwriter to competitors or industry standards is unacceptable. This includes mentions of awards of recognition or merit.)

**Qualitative information** (Descriptive information that is not value neutral..For example: "Offering exceptional customer service" or "High quality medical care")

**Important note-**

An underwriting credit may be promotional even if the information it contains is factually true. The fact that the underwriter's claim can be proven will not make it acceptable. If the copy violates one of the restrictions listed above, it is unacceptable. For example, even it were true that an underwriter had received an award or offered the lowest prices in town, the underwriting credit could not refer to these facts.