



WHCR 90.3FM UNDERWRITING GUIDELINES

WHCR 90.3FM is licensed by the Federal Communications Commission (FCC) as a noncommercial educational FM broadcast station. FCC rules prohibit us from broadcasting paid promotional announcements (“advertising”) on behalf of for-profit entities. However, we are permitted to acknowledge contributions (“underwriting”) made to the station for support of a particular program or the station in general.

What We Are Prohibited From Doing

The FCC specifically prohibits paid announcements on behalf of for-profit entities that:
Issue a CALL TO ACTION, such as:

“Stop by our showroom to see a model” or “Call now for a free estimate”

Contain PRICE information, including savings, discounts, or interest rates, such as:

“7.7% interest rate available now” or “An oil change at X is now just \$12.99”

Contain QUALITATIVE or COMPARATIVE information, such as:

“Joe’s restaurant is the best in town” or “X beats all the rest”

We are also prohibited from airing paid announcements which express the views of any person with respect to any matter of public importance or interest, or which support or oppose any candidate for public office.

What We Can Do

FCC Guidelines permit us to air underwriter acknowledgements that include:

- the name of the underwriter
- logograms (e.g. GE, RCA, COKE) or slogans which identify and do not promote
- the underwriter’s location information, such as address, telephone number and web address
- value neutral descriptions of the underwriter’s product line or service
- brand and trade names and product or service listings

An example of a permitted announcement is:

“A portion of this program is brought to you by Joe’s Restaurant, located at 225 Main Street. Joe’s is open 7-days a week. Joe’s Restaurant (212)-555-2222.”

WHCR 90.3FM Underwriting Contract # _____

Date _____

agrees to underwrite the programming of WHCR 90.3 FM Radio in the amount of _____.

It is understood that recognition of such underwriting is in accordance with the directives of the Federal Communications Commission (FCC), station policies of 90.3 WHCR, including the attached Underwriting Guidelines.

Contact Person _____

Company _____

Address _____

City _____ State _____ Zip _____

Station Representative _____ New Y ___ N ___

Renewal Y ___ N ___

Show Sponsorship (specify) _____

Announcement Dates _____

Preferred Air Times _____

Monetary Value _____ Other Values _____

Signed: _____

Client Station Representative

Date: _____

Please make all checks payable to WHCR/ CCNY. Mail to WHCR @ City College, 138th St. and Convent Ave, New York, NY 10031.

Office Use Only

Script Approval: GM Script Approval: Client

Y ___ N ___ Y ___ N ___

Production Recorded Final Recording Approved

Y ___ N ___ Y ___ N ___