

RED-C Catholic Radio Underwriting Possibilities

"In his use of things man should regard the external goods he legitimately owns not merely as exclusive to himself but common to others also, in the sense that they can benefit others as well as himself." The ownership of any property makes its holder a steward of Providence, with the task of making it fruitful and communicating its benefits to others, first of all his family.

Catechism of the Catholic Church – paragraph 2404

What is underwriting?

The F.C.C. authorizes non-commercial stations to acknowledge gifts or grants from businesses or organizations that underwrite specific programs or portions of programming. Recognition of those gifts on the air is referred to as an underwriting message. Underwriting is a cost-effective investment in public relations, image promotion, and recognition. Your business or organization receives on-air credit during each program that is underwritten by your business. Don't let your name get lost in the commercial radio confusion – let RED-C's exclusive identification work for you. Your underwriting announcement informs the listener who you are and what you provide, that you are an active supporter of Catholic Radio, and that you are making their favorite RED-C program possible!

What is the Purpose of Underwriting?

Underwriting is assistance in the form of money, goods, or services provided by businesses and not for profit organizations in support of general or specific RED-C Catholic Radio programming. Underwriting provides operating funds for RED-C, future growth and programming to strengthen RED-C's image within the community. Underwriting also provides opportunities for participating businesses to showcase their support for our programming.

How can Underwriting Benefit You?

While underwriting is not commercial advertising, it can provide your firm with some of the same benefits plus some that commercial advertising can't offer. Research indicates that Catholic Radio is not only a powerful evangelization tool, but an excellent public relations tool, as well. Our listeners have a positive image of local businesses that support Catholic Radio and report their purchasing decisions are influenced by such underwriting support.

RED-C Catholic Radio is a non-profit, non-commercial educational radio station. The RED-C Apostolate, which operates RED-C, is a 501(c)(3) corporation. All contributions may be tax deductible, so *consult your tax preparer*.

RED-C Apostolate: Religious Education for the Domestic Church
603 Church Avenue
College Station, TX 77840
(979) 255-2633
dennis@redcradio.org
<http://www.redcradio.org>



RED-C Catholic Radio Underwriting Guidelines

The FCC forbids Noncommercial Educational (NCE) radio stations from airing commercial "spot announcements," paid programming from businesses/individuals, or raising money for any purpose except the station's own expenses. NCE radio stations are permitted to:

- Air "enhanced underwriting announcements" acknowledging financial support from businesses and "for-profit" organizations.
- Accept financial underwriting to air programming provided by non-profit organizations such as churches, ministries, and civic clubs and associations. These programs must be aired "in the public interest" and not "because of financial considerations."
- Solicit donations from individuals and families. These are tax deductible and receipts must be mailed to all donors.

Underwriting from businesses and other "for profit" organizations

Donations may be acknowledged by a brief announcement, generally 30 seconds in length.

Permitted:

- Name of donor
- Brand name may be included
- A value neutral description of products, goods, and services
- Slogan or logo identifying the donor (audio or visual)
- Address, telephone number, and web site

Prohibited:

- Price information
- "Calls to action" or statements encouraging listeners to contact or patronize the donor
- Repetitive statements (giving name / address several times in one announcement)
- Comparative or qualitative statements

Underwriting from churches, ministries, and other non-profit organizations

Stations may run programs and announcements from bona fide non-profit entities if the material aired is deemed as advancing the public interest, rather than in return for consideration.

Permitted: - Everything a for-profit entity is allowed plus:

- "Calls to action"
- Printed materials and audio / video tapes may be offered and brief requests for donations
- Comparative or qualitative statements
- Price information ("suggested donation")

Prohibited:

- Announcements totaling more than three minutes out of a thirty-minute program encouraging the listener / viewer to "send a donation"
- An NCE is forbidden to "interrupt regular programming" to raise money for any purpose except its own operating expenses. Specifically, money can NOT be raised to help victims of disasters or groups like the Red Cross or Salvation Army, unless done as occasional brief Public Service Announcements.

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RED-C Catholic Radio 12-month Underwriting Agreement

Thank you for your commitment to RED-C Catholic Radio by becoming a supporter through underwriting!

This 12-month agreement is made this _____ day of _____, 20__ between the RED-C Apostolate, operators of RED-C Catholic Radio (603 Church Avenue College Station, TX 77840), and:

(Merchant) _____

(Address) _____

(Tele/Fax) _____ / _____

RED-C Catholic Radio ("the Station") is licensed to the RED-C Apostolate and is authorized by the Federal Communications Commission ("FCC") to operate its noncommercial broadcast station. Pursuant to the rules and regulations of the FCC, the parties to this 12-month agreement acknowledge that the Station is permitted to broadcast underwriting announcements from for-profit entities, but is not permitted to broadcast commercial advertisements by for-profit entities. (In the event the above-referenced Merchant is a bona fide non-profit entity, the Station is permitted to broadcast commercial advertisements on behalf of the Merchant.)

Merchant desires to broadcast certain underwriting spots in conformity with this 12-month Agreement and all rules, regulations and policies of the FCC and/or Merchant desires to schedule non-broadcast promotional advertising with the Station. The duration of each underwriting spot is 30 seconds, and will be pre-recorded.

Broadcast Schedule: For value received, Merchant agrees to pay, and the Station agrees to broadcast underwriting announcements as follows:

Beginning Date: _____ End Date: _____ Total Spots: _____

Specific Schedule Per Day/Week (if applicable): _____

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Non-Broadcast Promotional Advertising: For value received, Merchant agrees to pay, and the Station agrees to execute non-broadcast promotional advertising as follows:

- Link on the RED-C Catholic Radio Website
- Larger link on the RED-C Catholic Radio Website
- Prominent Link on the RED-C Catholic Radio Website
- AM Sponsorship Table at benefit dinner (\$1,000)
- FM Sponsorship Table at benefit dinner (\$2,500)
- High Definition Sponsorship Table at benefit dinner (\$5,000)
- Placement of logo on Sponsorship Signage
- Placement of larger logo on Sponsorship Signage
- Prominent placement of logo on Sponsorship Signage
- Initial Social Media Blast thanking company for partnership
- Biannual recurring social media blast (Facebook, Twitter, Instagram)
- Quarterly recurring Social Media Blast thanking company for partnership (Facebook, Twitter, Instagram)

- Initial email recognition about partnership (1,000 +) on list
- Lighthouse CD of the Month Club, for friends & family
- Lighthouse CD of the Month Club, for friends, family & co-workers

- Featured as key sponsor for all local events, remote broadcasts, and appearances
- Annual luncheon for up to 4 company representatives with RED-C Board of Director
- Podcasting sponsorship

Fees and Assumed Costs: _____ Dollars during the term of this 12-month Agreement, payable _____ in full at the time this 12-month Agreement is executed or _____ via monthly invoice to Merchant, per 12-month agreement from The Station. This 12-month agreement is for the _____ Level of Underwriting partnership, per the RED-C Underwriting brochure.

Broadcast Announcements: The Station will provide Merchant a copy of the broadcast announcement(s) governed by this 12-month Agreement. The Station has final editorial control over the content of the announcement(s) and may revise, reject or terminate any such announcement(s) in order to maintain good faith compliance with relevant FCC rules and regulations.

Confirmation of Performance: At the conclusion of this contract term, the Station will provide Merchant with a written statement verifying the dates and times that each announcement was broadcast, including the total cost thereof.

Emergency Programming: The Station retains the right to interrupt or preempt any announcement covered by this 12-month Agreement at any time in case of emergency, or to

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broadcast other announcements or programs, if in its editorial discretion, to do so would best advance the Station's public interest responsibilities.

This 12-month Agreement shall be governed by, and construed and enforced in accordance with the laws of the State of Texas and shall be performable in Brazos County, Texas. This is the entire 12-month agreement of the parties in regard to these matters. There are no oral 12-month agreements existing between them.

The Station:

The Merchant:

By: _____

By: _____

Printed Name: _____

Printed Name: _____

Date: _____

Date: _____

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