



# 91.3 WVUD

THE VOICE OF THE UNIVERSITY OF DELAWARE

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## UNDERWRITING AT WVUD

We're glad you're exploring the possibility of underwriting WVUD. This information is designed to show how your business and the station can both benefit. Please take the time to read the information and direct any questions to your WVUD representative. We look forward to serving you.

### What is Underwriting?

The Federal Communications Commission (FCC) allows companies to "underwrite" programs on noncommercial stations like WVUD, but it does not allow "advertising." Underwriting is similar to advertising, but differs in a few very important areas.

The FCC forbids announcements that issue a **CALL TO ACTION**. This means that statements like **stop in, shop here, call, call now, limited time only**, etc. are not allowed. Underwriter announcements also may not contain **QUALITATIVE WORDS**. Qualitative words such as **largest** selection, **newest** model, **best** in town, **finest** selection, and **state of the art** are prohibited. Finally, announcements may not mention or give reference to **PRICES**. References such as **free, sale, discount, clearance, reduced, going out of business sale, and liquidation**, are also not permitted.

Underwriting announcements on WVUD are required to follow these FCC guidelines. Our *Enhanced Underwriting Announcements*:

- identify but do not promote.
- do not call to action.
- use value neutral language.
- do not mention prices.
- are not sold in prearranged 30 or 60-second spots.

### **What We Can Do**

*Enhanced Underwriting Announcements* on WVUD are recorded by WVUD's production staff. Prerecorded underwriter announcements are not accepted. Announcements may include information which identifies but does not promote the underwriter including:

- the name of the underwriter.
- the underwriter's products and/or services
- the underwriter's corporate slogan (as long as it is not a promotional statement).
- the location of the underwriter's business.
- the underwriter's telephone number.
- the underwriter's web address.

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## **What We Cannot Do**

*Enhanced Underwriting Announcements* on WVUD may not:

- be commercials.
- call to action.
- use qualitative language.
- mention prices.
- endorse a product or service.

## **Why your business should underwrite WVUD**

Your support of noncommercial public radio is vital to maintaining the quality of programming and services you and other listeners in and around Newark have come to expect from WVUD.

## **How can underwriting benefit your business?**

While “underwriting” is not “advertising,” it can provide your firm with some of the same benefits plus some that commercial advertising can’t offer.

Research indicates that public radio is an excellent public relations tool. Listeners have a positive image of companies that support community radio and report their purchasing decisions are positively influenced by such support.

## **Reach a select audience**

WVUD’s listeners are a diversified group of people who share many common interests and life-styles. WVUD provides programs for groups ranging from kids to senior citizens and targets audiences, including ethnic minorities, that are ignored by commercial broadcasters.

Senior citizens have above-average disposable incomes. They support businesses that support them. Kids and college students are still establishing their purchasing patterns. Ethnic minorities respond to culturally sensitive programming. University of Delaware students and alumni respond to firms that support their university. WVUD can help you reach all of these audiences.

## **Demonstrate your community concern**

Your support of WVUD shows you’re interested in contributing to the quality of life in Newark and surrounding communities. It also demonstrates that you support the training of University of Delaware students who will be among the nation’s future broadcasters.

## **Expand awareness of your name and presence**

Awareness of your business is expanded each time you are mentioned on WVUD.

## **Enhance your corporate image**

Your image is enhanced by your association with noncommercial community radio and the University of Delaware.

## **Receive tax benefits**

WVUD is part of the University of Delaware. WVUD is a nonprofit, noncommercial radio station. Your underwriting support is tax deductible. *Consult your tax preparer.*

## **Increase your opportunities for advertising**

Advertise your association with WVUD, The Voice of the University of Delaware, in other media (newspapers, etc.; our logo is available). Advertising that your business is the sponsor of a popular program on WVUD is an excellent way to increase the public's awareness of your firm. It is a strong statement about your company's contribution to the community's well being.

### **WVUD PROFILE**

#### **The Voice of the University of Delaware**

#### **Mission Statement**

WVUD, the Voice of the University of Delaware, is a noncommercial public radio station. We have a triple mission: (1) Serve the University of Delaware with high-quality programming that is both entertaining and educational. (2) Serve Newark, our city of license, with information that citizens need in their daily lives and that stimulates positive interaction between the university and the surrounding community. (3) Train University of Delaware students and interested community members in the field of broadcasting.

#### **Audience**

WVUD reaches a broad audience in the Wilmington metro area ranging from children to senior citizens. WVUD's 12+ metro cume is 14,900 and the average quarter hour (AQH) is 500 (Arbitron, Fall 1996).

Due to Arbitron methodology, WVUD's audience is under-counted. University of Delaware residence hall students (7,800) are considered nonpermanent residents and therefore not counted. In addition, WVUD is carried on the University of Delaware cable system. The station is used as audio on Channel 9, behind the University of Delaware calendar; Channel 47, behind the University of Delaware viewing guide; on

UDTV 48, the university's official channel; and on SLTV 49, the university's student channel, when programs are not being aired. The University of Delaware cable system has a potential audience of 20,000, who access the system via 3,200 cable connections in campus buildings.

WVUD's campus and community audience is loyal, active and responsive. The good will directed toward the station can benefit your business.

### **Coverage Area**

Depending upon terrain, WVUD has a primary coverage area of nine miles and a secondary coverage area of 15 miles from its point of origin in Newark, DE (see coverage map).

### **Programming**

WVUD is a block formatted station (see schedule) providing music and information unavailable on commercial radio. We are Delaware's only source for Classical, Jazz and Folk music and the only source of programming for several ethnic minority groups. University of Delaware students and alumni respond to WVUD's schedule of sports broadcasts.

## **UNDERWRITING AT WVUD**

WVUD's flat rate is \$15 per on-air credit, with a minimum of five credits. Just \$75 gets your business or service mentioned on WVUD. We can put together custom packages that let you target the audiences you want to reach.

### **Package Plans**

#### **Voice Plan**

- \$1560 per year, 104 on-air credits.  
2 per week for 52 weeks.

#### **Strong Voice Plan**

- \$3900 per year. 260 on-air credits.  
5 per week for 52 weeks.

#### **Full Voice Plan**

- \$5460 per year. Daily on-air credit.  
for 52 weeks.

Other on-air credit schedules can be arranged. Packages for sports broadcasts, exclusive sponsorship of specific programs and sponsorship of Earth & Sky (syndicated astronomy and earth science program which airs at 10 am, 2:57 pm & 10 pm) can be arranged.

### **Examples of permitted and prohibited announcements**

#### **PROHIBITED**

**LOGOGRAM:** "Get MET, it pays."

#### **PERMITTED**

**LOGOGRAM:** "GE, we bring good things to life."

**Analysis:** The MET logogram is a call to action. The GE logogram does not call upon the listener to do anything.

#### **PROHIBITED**

**ANNOUNCEMENT:** "A portion of this show is underwritten by Speedy Lube, where you can now get a 10-point oil change and lube for the unbelievably low price of just \$12.99. So come on down to 115 Main Street for fast, reliable service."

#### **PERMITTED**

**ANNOUNCEMENT:** "A portion of this program is underwritten by Speedy Lube, located at 115 Main Street. Speedy Lube provides oil changes and other car maintenance services." Speedy Lube 555-6565.

**Analysis:** The first text mentions price and contains two calls to action. The second text identifies the sponsor, the sponsor's address, telephone number and product line, and establishes a relationship to the program.

