

WADSWORTH COMMUNITY RADIO 97.1 FM

**Underwriter Information
& Rate Card**



WADSWORTH COMMUNICATIONS, INC.



About Wadsworth Community Radio 97.1

For years, it was the vision of Joe and Susan Arpad to have a radio station further connect the wonderful community of Wadsworth. Thanks to a generous donation by the Arpads in 2014, Wadsworth Community Radio was born! The gracious funding allowed us to purchase the needed equipment to begin broadcasting along with our license by the Federal Communications Commission (FCC). Our low-power community radio station in Grizzly Town also reaches surrounding neighborhoods within a 10-mile radius of our antenna site.

On Feb. 9, 2015, Wadsworth Community Radio began broadcasting online and on smart devices with a live morning show and classic tunes from the 70s, 80s and 90s, with a few currents mixed in. Three months later, our FM signal was up and our programming heard loud and clear on 97.1, WWWR-LP and worldwide via our website and apps for smart devices.

A project of the non-profit Wadsworth Communications Inc., we are a team of three part-time radio enthusiasts, some who have decades of experience and others who are just digging into the excitement of community radio. We program music, tell unique stories, do exciting interviews, run shows about area history, detail local events, have local bands perform acoustically, along with showcasing other expressions of local life.

Our volunteer team is well-known throughout Wadsworth for our commitment to professionalism, unique content and creativity. We are known for having a strong presence at local festivals, sporting events, causes and for bringing people together by the content we create and share. You are an integral part to keeping us able to tell the stories you love to hear, to share in the laughter, grief and love of our beautiful community, to cheer our sports teams on and highlight our academic scholars, to encourage residents to follow their dreams and give you – the community – a voice.

Our Mission

Our mission is to enhance the sense of community among residents in Grizzly Town by providing news and information about the community, for the community and by the community.

We are the place to find all Wadsworth High School sports scores and stories, professional photos from the games and interviews with the players and their coaches.

We are the place where local musicians showcase their talent and entertain listeners. We are Wadsworth Community Radio!



WADSWORTH COMMUNITY RADIO 97.1FM



Underwriting Opportunities

Wadsworth Community Radio's mission is to inform, educate and inspire through our specialty programming that exposes our listeners to the local world of news, music, sports & art.

Together, as a WCR supporter, we can offer local news, a family friendly morning show, premier sports coverage, live broadcasts, resources for those in need, happenings around town, a continued presence at local events, in studio concerts, specialty shows and beyond. Our signal reaches Wadsworth and surrounding communities. We are also streaming online in 34 countries. Support local. Team up with us today by contacting our underwriting sales specialist, Judy Powers, at 330-608-9339.



1

BEAR SPONSOR \$125

2 underwriting spots every day of the month, 1 on-air interview (if applicable), monthly Facebook promotion

2

GRIZZLY SPONSOR \$200

4 underwriting spots every day of the month, on-air interview, Facebook promo + mentions during sports broadcasts

3

MAJOR SUPPORT!

We have underwriting opportunities for news, sports, weather, specialty shows and studio naming. Ask for details!

UNDERWRITER GUIDELINES

Wadsworth Community Radio WWWR_LP

Underwriting is a cost effective way to get on-air and online exposure for your business or non-profit organization. It's also a great way for you to publicly express your support for your local radio station. Wadsworth Community Radio - FM 97.1 is the only community radio station in Wadsworth. We are entirely not-for-profit and commercial free.

What makes us unique at Wadsworth Community Radio is our family-friendly morning show staff and specialty programming led by volunteers who donate their time, talent and energy to create high quality programming directly relevant to our community.

As a non-profit radio station, Wadsworth Community Radio relies on support from listeners as well as businesses and organizations like yours. Underwriting is a financial gift your business or organization makes to Wadsworth Community Radio, a great way to express your support for all we do. In exchange, we acknowledge your gift on-air and online via underwriter messages -- or "thank you" announcements.

When you financially support Wadsworth Community Radio, you help keep the station on the air and help us continue to bring you the news, sports and community coverage you have come to love and expect!



UNDERWRITER GUIDELINES



Wadsworth Community Radio WWWR_LP

There are important differences between community radio underwriting and commercial advertising:

- Community radio underwriting creates a “golden halo effect” that conveys integrity, social responsibility, good corporate citizenship and high quality products.
- Because Wadsworth Community Radio is a non-profit organization (tax-exempt under Section 501(c)(3) of the Internal Revenue Code), your support can be tax deductible.
- Though the FCC limits what can be said in an underwriting announcement, your announcement will be heard in an uncluttered environment, not jammed in with 18-20 minutes an hour of commercial content.
- Announcements must be non-promotional.
- Messages cannot include calls to action.
- Underwriting rates on Wadsworth Community Radio are considerably lower than advertising rates on commercial radio stations.

Underwriting announcements are 15-20 seconds in length and may include any of the following:

- Your business name, address, phone number and website
- Value-neutral description of your products or services
- A non-promotional slogan, if you use one
- Historical information, such as length of time your establishment has served the area.
- For non-profit organizations, a specific event you wish to have mentioned (non-profit organizations are exempt from these FCC guidelines)

UNDERWRITER GUIDELINES RECAP



WHAT WE CAN SAY IN YOUR MESSAGE:

- Slogans that "identify but do not promote"
- Location of the underwriter
- "Value neutral" descriptions of products/services
- Brands, product services, trade names
- Phone numbers and websites

WHAT WE CANNOT SAY IN YOUR MESSAGE:

- Prices
- Qualitative claims such as "best" or most"
- Direct ***calls to action*** such as:
 - Stop by and see us today!
 - Call us for..

Your underwriting gift can be made in easy monthly payments or you may contribute all at once. When you do, you will receive:

- Underwriter identifications heard on the air and online
- Your logo, business or organization name and description, along with a link to your business may be included on www.WadsworthCommunityRadio.com.



Wadsworth Community Radio Underwriting Policies

All underwriting on Wadsworth Community Radio must comply with FCC rules pertaining to noncommercial broadcasting stations.

Acknowledgements must identify rather than promote.

Price information, calls to action, and inducements to buy, sell, or lease are not permitted under FCC rules.

Wadsworth Community Radio will edit and voice announcements and give final approval of all announcements.

Announcements will air between segments of a program or between songs played.

Wadsworth Community Radio reserves the right to NOT accept underwriting support from any entity deemed inconsistent with the station's image, not of general interest to its listeners, or potentially detrimental to the welfare and image of the station.

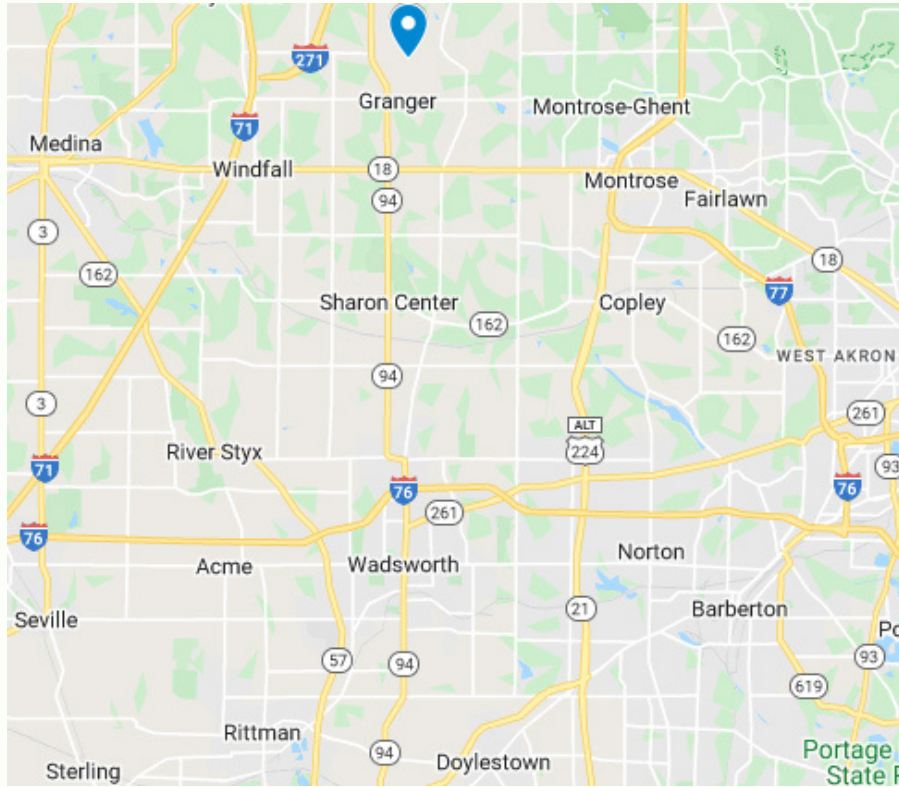
Your announcements may share a time slot with announcements of other Wadsworth Community Radio supporters. We will make all reasonable efforts to avoid scheduling a competitor's announcement in the same time slot as your announcement.

We will make all reasonable efforts to broadcast your announcements as scheduled. If technical difficulties prevent us from broadcasting announcements at the scheduled times, we will broadcast them at another time or extend your agreement.

Checks should be made out to Wadsworth Communications Inc. and mailed to:
Wadsworth Community Radio (Attn: Underwriting)
102 Main Street - Suite 101
Wadsworth, Ohio 44281

Listening Area

Towns/communities within low power FM 10-mile signal radius of Wadsworth Community Radio (roughly 40)



- Clark Corners (2.06 Miles)
- Doylestown (4.21 Miles)
- Blake (4.69 Miles)
- Easton (5.06 Miles)
- Paxton (5.15 Miles)
- Pigeon Creek (6.59 Miles)
- Seville (7.00 Miles)
- Youngs Corners (7.64 Miles)
- Stoney Hill (8.27 Miles)
- Clinton (8.57 Miles)
- Creston (8.96 Miles)
- Chippewa Lake Park (9.03 Miles)
- Lockwood Corners (9.18 Miles)
- Maple Valley (9.24 Miles)
- Western Star (2.18 Miles)
- River Styx (4.25 Miles)
- Norton (4.78 Miles)
- Bates Corners (5.08 Miles)
- Boneta (5.62 Miles)
- Copley (6.73 Miles)
- New Portage (7.21 Miles)
- Coddingtonville (7.78 Miles)
- Warwick (8.51 Miles)
- Copley Junction (8.73 Miles)
- Granger (8.98 Miles)
- Fairlawn (9.42 Miles)
- Hametown (3.85 Miles)
- Rittman (4.28 Miles)
- Johnsons Corners (4.93 Miles)
- Sharon Center (5.13 Miles)
- Barberton (6.56 Miles)
- Poe (6.77 Miles)
- Sterling (7.38 Miles)
- Windfall (8.19 Miles)
- Marshallville (8.53 Miles)
- Kenmore (8.90 Miles)
- Montrose (8.99 Miles)
- Gloria Glens Park (9.05 Miles)
- Halo (9.21 Miles)
- Chippewa Lake (9.43 Miles)

Most common Q's & A's



1

How long has Wadsworth Community Radio 97.1FM/streaming online been around?

Answer: Since Feb. 2015 It is a 4 person run operation with a reputation of success, giving back to the community and a source of excellent info.

2

If I pay for a year of underwriting (the non-profit verbiage for advertising) up front/in advance, do I get a discount?

Answer: We will happily give 1 extra month of underwriting for the cost of 12 months if paid in full.

3

What format is Wadsworth Community Radio?

Answer: Wadsworth Community Radio is a family-friendly news, sports and informational weekday morning show – highlighting all things Wadsworth! Following our morning show, we play classic B side hits from the 60s-90s – with a few currents mixed in. We get SO MANY compliments about our amazing music selection. Throughout the evenings and on weekends, we air a variety of specialty shows. We are looking for sponsors of these specialty shows! More information about each of the shows can be found on our website: www.WadsworthCommunityRadio.com under the SCHEDULE tab.

Common Q's & A's continued



4

Is my underwriting sponsorship/donation tax deductible?

Answer: Yes! Wadsworth Community Radio is a 501(c)3 radio station. Our EIN is: 46-1932159

5

Will the underwriting sponsorship bring business into my store/restaurant?

Answer: It very well could! Supporting us financially means you believe in our mission to enhance the sense of community among residents in Grizzly Town by providing news and information about the community, for the community, by the community. We are the place to find all Wadsworth High School sports scores and stories, professional photos from games and area events. We are the place where local musicians showcase their talent and entertain listeners. Supporting us means we can keep giving back to this amazing community!



STATS, STATS, STATS...

WadsworthCommunityRadio.com

People coming to our website have a purpose for coming. We see between 25-275 visitors a day, indicating people are coming to us for a specific purpose, story, update. We have been told by **NUMEROUS underwriters they have gained attention from being on our station** and being highlighted on our website and social channels.

Our home page on the website also highlights dozens of reviews (bottom right column) from listeners. **Every follower and listener is 100% organic** -- meaning we haven't paid a penny to gain any followers or get positive reviews.

At the present time, we have **more than 6,800 engaged social media followers!**

RADIO LISTENERSHIP:

Below is additional information and stats for Wadsworth Community Radio listenership. The numbers don't give a complete/accurate picture of our total number of listeners for a few reasons:

1. The numbers only show listeners via our online stream
2. The numbers don't take into consideration our FM listeners because we don't have Arbitron surveys (portable people meters - PPM) to track how many listeners we have on the FM dial

Note: We are streaming in 11+ countries consistently (34 countries in all) and Wadsworth has a population of roughly 22,000 people.



Radio listenership stats continued...

Average unique listeners PER WEEK:

- During live morning show: approx. 550+ listening via online stream only
- During sports broadcasts: approx. 1,000+ listening via online stream only
- During specialty shows: approx. 275+ listening via online stream only

Total average listenership per week = approx. 1,800+ people via online stream only

Average unique listener sessions PER WEEK:

About half (50%) of our weekly listeners listen to the stream for:

- 4+ hours (10%)
- 1-4 hours (20%)
- 90 minutes (20%)

Other stats of interest:

- Several downtown Wadsworth and other Wadsworth businesses have 97.1FM tuned in over their store speakers
- We play our station during some First Friday events downtown and other downtown Wadsworth events where event-goers are hearing our music and your underwriting spots while enjoying their downtown experience.



Specialty show sponsorship

We currently air the following specialty shows:

Monday

Love the Green Life (hosts Natalie Ringeis and Jess Taylor) - 12 p.m.

Tuesday

The Mixtape (host Chad Jenson) - 8 p.m.

Wednesday

Floydian Slip (host Craig Bailey) - 9 p.m.

Friday

Re-broadcast of The Mixtape (host Chad Jenson) - 10 p.m.

Major Underwriting Support Opportunities

We have several exciting opportunities for major underwriting support of Wadsworth Community Radio!

1) Studio naming rights:

Cost \$10,000/year with a 3 year commitment.



Studio naming rights would include:

- Company highlighted in partnership with Wadsworth Community Radio in recorded announcements as the exclusive Broadcast Studio Sponsor
- Prominent branding on photo backdrops and signage inside the Station's Broadcast Studios and at all remote events
- Prominent branding online and via streaming site
- Prominent branding for breaking news alerts
- Prominent mentions during high school sports games we cover

2) News, sports or weather underwriting: \$3/newscast x 20 newscasts a week x 50 broadcast weeks/year = \$3,000/year (1 year commitment)

(**Example:** Good morning, Wadsworth! This is your 7 o'clock check of news, sports and weather - brought to you by (company name). I'm Tina Heiberg!)

Wadsworth Community Radio Underwriting Agreement

This Agreement is entered into by and between Wadsworth Community Radio ("WCR") and _____ ("Underwriter").

Underwriter Name: _____
Attention: _____
Address: _____
City, State, Zip: _____
Phone: _____

Underwriting Package Plan: _____

	97.1 FM WCR	Total Contract
*Schedule START date:		
*Schedule STOP date:		
Number of spots per day:		
Agreement Total:		\$

Underwriting Copy: Underwriting copy will be prepared by radio station staff from information provided by Underwriter, and written within the Federal Communications Commission (FCC) guidelines for community radio station broadcasting. Underwriting spot will have music bed.

Billing Terms: Underwriter will be billed monthly unless otherwise arranged. Payment is due upon receipt of invoice. If an account becomes 30 days delinquent, at the discretion of WCR, underwriting announcements will be suspended until such time as the account is brought current.

Makegoods: Due to WCR's commitment to serve the community as well as the Underwriter, in case of spot pre-emption or technical difficulty, WCR will, at its discretion, extend the date of this agreement or give makegood airing in other comparable time periods.

Cancellation: WCR reserves the right to cancel this agreement, and exercise all other rights and remedies as allowed by law, in the event payment is not made within 90 days.

WADSWORTH COMMUNITY RADIO

UNDERWRITER

Signature _____ Date _____
Name: _____
Title: _____

Signature _____ Date _____
Name: _____
Title: _____

**Underwriter must agree to at least a 6 month contract, minus Underwriters committing to a Cub Sponsorship package*

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 24 2014

WADSWORTH COMMUNICATIONS INC
C/O JOSEPH J ARPAD
280 WOODLAND AVE
WADSWORTH, OH 44281

Employer Identification Number:
46-1932159
DLN:
17053078368013
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
February 4, 2013
Contribution Deductibility:
Yes
Addendum Applies:
No

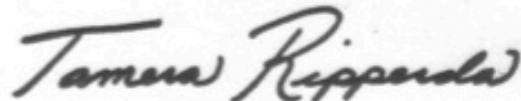
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Director, Exempt Organizations

Enclosure: Publication 4221-PC