

WHQR UNDERWRITING Event Promotion Underwriting Package

\$180.00

 Total Donation

Promote your business or organization’s upcoming event through underwriting messages on WHQR! Complete this form, and e-mail it to underwriting@whqr.org no later than 10 business days prior to your event.

Underwriter will receive:

- Ten (15-second) underwriting announcements on HQR News 91.3 FM over 5 days leading up to the event.
- Announcements are scheduled to air between the hours of 5 a.m. and 10 p.m.

Business or Organization Name: _____

Contact Name: _____

Contact Phone & E-Mail: _____

Billing Address: _____

Event Name: _____

Event Date: _____

Event Website: _____

Event Details:
(What would you like people to know?) _____

You will be contacted by an Underwriting Representative to finalize your schedule and message.

More comprehensive underwriting options are available; please contact underwriting@whqr.org to discuss these options in detail.

Terms and Conditions:

Placement is subject to available inventory. Underwriting Message Guidelines: Messages are 15 seconds in length, and are read by a WHQR announcer. They begin with the preamble “Support for WHQR comes from our members and (underwriter)”. They may contain contact information, or other value-neutral descriptors of a business, event, or organization. FCC guidelines require that underwriting language not contain calls to action, references to price or incentives, qualitative or comparative language or claims, inducements to act, overstated or subjective or promotional language, endorsements, credentials, first or second person pronouns, music or jingles. For a full description of these guidelines, download our media kit at www.whqr.org/underwriting.

Underwriting credit content will be mutually agreed upon. Message must comply with federal and state laws, rules and regulations applicable to our broadcast services. In the event a program or credit is not aired for any reason, including equipment or power failures, or program interference beyond our control, you agree that we may reschedule your credit in the appropriate program when broadcasting resumes. WHQR reserves the right to refuse underwriting for which the message may be deemed a conflict of interest or controversial in nature, or from any advocacy issue or political candidate or issue. Please refer to our full policy at www.whqr.org/underwriting.