



The Boring Nitty-Gritty of Underwriting a Radio Station

Help Support Grand Street Community Arts' Radio Station WCAA-LP 107.3 FM Albany, New York

A person, group, organization, or business can underwrite the station, or a particular show, or multiple shows. The underwriter's monetary gift is given in exchange for announcements that identify the underwriter's name and their support for the station, a product or service, and contact information.

Underwriting is a great opportunity for your business or organization to support local community radio.

To learn more about sponsorship opportunities, please email us at: underwriting@grandarts.org

Benefits of underwriting

Benefits include exposure to an ever-growing local audience, recognition as a supporter of local community radio, and tax advantages as a marketing expense. *(Consult your tax preparer for advice. Grand Street Community Arts, Inc. ("Grand Arts"), is a 501(c)(3) not-for-profit organization.)* Your underwriting spots will air through the day during music shows, news broadcasting, and public affairs programming, plus you or your business will be noted on our website as a valued underwriter.

- Show your patrons you support your local community
- Support greater awareness in the community through locally created radio

- Increase the community’s general awareness of you and your organization throughout Albany and within the Capital District area

What is Underwriting?

As a non-commercial, educational radio station, one of the ways Grand Arts and WCAA fund its programming and general operations is through underwriting support from local businesses, individuals, foundations, and corporations.

WCAA Radio Underwriting Guidelines

Certain underwriting guidelines are required by the FCC (Federal Communications Commission) and are designed to preserve the non-commercial nature of community radio. Our listeners value this as part of what makes our station unique in the way it sounds and presents itself.

In addition to providing programming that represents the community, we maintain a non-commercial, unadulterated, and intelligent environment, keeping mic breaks interesting and underwriting announcements consistent with our programming values, as well as with FCC requirements. Your underwriting support demonstrates your commitment to community service.

Underwriting Announcements May:

- Describe your business
- Identify facilities, services, and products (no more than four)
- Describe your mission
- Inform the public of events you sponsor
- Include a pre-existing slogan, if it’s not overtly promotional
- Include a website, phone number and street address for your business

Underwriting Announcements May Not Include:

- Qualitative language (“award-winning,” “leading,” etc.)
- Comparative language (“better,” “best,” “oldest,” “friendliest,” etc.)

- Any call to action (“don’t miss it,” “come on over,” “just go to,” “call,” etc.)
- An inducement to buy, sell, rent, or lease, including appearances at promotional events
- References to price or value, including discounts (“on sale,” “affordable,” “free”)
- Personal pronouns, including first-person references to business (“We serve seafood.” as opposed to “They serve seafood.”)
- Talking directly to the listener (“You’ll find our atmosphere comfortable.”)
- Subjective language, such as “convenient location.”
- Jingles or other promotional slogans

Length of Announcement

Neither live reads nor produced spots may exceed 30 seconds.

Underwriting Organizations

In the spirit of respecting the prohibition against accepting payment for the expression of any “views,” Grand Arts and WCAA cannot accept underwriting from political organizations, nor will it accept a message advocating a position with regards to a political party or a candidate for office.

Advocacy Groups

Underwriting by organizations that, as their primary business, seek to influence matters of public concern, either through public outreach and/or through the legislative process, is permitted under very specific circumstances.

The conditions by which “advocacy” underwriting is allowed depend on their proximity to the GSCA/WCAA missions, namely those committed to non-politically expanding the strength of community, bringing people together through the arts, advancing social justice, and making the community dialogue more robust.

Regardless, underwriting by “advocacy” groups will be taken on a case-by-case basis, applying a ‘reasonable listener’ standard.

Instrumentalities of Government

Underwriting by governments or instrumentalities of government is permitted under certain circumstances. Underwriting from politically or policy-oriented agencies of governments, including foreign countries, will not be accepted.

We do, however, encourage underwriting by government agencies or government-funded organizations that are engaged in commerce, tourism, cultural outreach, public health, social justice, or public education.

Editorial Control

The FCC requires that Grand Arts/WCAA exercise editorial control over underwriting or sponsorship announcements, and we will work with underwriters to craft messaging that fits within station and FCC guidelines. We reserve the right to edit, delete or rewrite copy to conform to these guidelines, ... with your input.

Grand Arts/WCAA accepts underwriting at its sole discretion and reserves the right to refuse business from an organization for any reason.

Underwriting is partially tax deductible, so you get more than a good feeling, ... you make the most cost-effective use of your discretionary “advertising” dollar, and you let the community know that you support them and us.

CONTACT

Underwriting underwriting@grandarts.org or the Underwriting Coordinator, Larry Becker at 518-364-1733.

LOCAL RADIO FOR OUR LOCAL COMMUNITY

As background, in February 2017, Grand Arts launched its radio station WCAA-LP 107.3 FM over the airwaves, fulfilling a longtime goal of our community.

Grand Arts, and its radio station, have operated as a volunteer-based, non-profit organization to create a community-based, non-commercial, independent radio station. Our service area covers more than a 100,000 people in both Albany and Rensselaer counties and reaches worldwide listeners streaming live on grandarts.org.

WCAA has a daily impact by creating and encouraging opportunities for our community residents to both create local media and to access local media – something as indispensable as a city park, a library, or a firehouse. And most of our programming is created by local members of the community.

BENEFITS OF UNDERWRITING

Craft your business's image by supporting local, grassroots, independent media! Our listeners will appreciate that your relationship with WCAA supports non-commercial, community-based radio. Underwriting will also directly associate your business with a desire to improve the quality of life in the Capital Region and to give a voice to those who call this area home. WCAA's broadcast will likely garner significant attention in the media and amongst the public-at-large. Your business' affiliation with WCAA's emerging and increasingly relevant position in the local media landscape will help maintain your brand as a contemporary and committed local business.

Underwriting fees can be mailed to GSCA, P.O. Box 641, Albany, NY 12201-0641, or dropped off in person at our organizational offices at 148 Central Avenue, 2nd Floor, Albany, NY 12206. Checks should be made out to GSCA.

Grand Street Community Arts and WCAA thank you for your time and hope that you will support us in the future, not only with your underwriting contributions, but by listening, ... and maybe even joining us as a station volunteer and producing or editing original content for our station!

Email us at underwriting@grandarts.com to set up your underwriting program. Long term or short term, every day or once weekly, large contract or small, we will tailor your underwriting campaign to meet your needs.

Underwriting Examples

This portion of WCAA is brought to you by Acme Arts. Acme Arts provides art installations to corporations and homes and works with area residents and businesses for cover art, posters and video. Acme Arts can be found online at [Acme Arts.com](http://AcmeArts.com).

WCAA is supported by IT IS US, a technology consulting firm based in Albany, NY. IT IS US offers advice and support to small businesses, creatives, and entrepreneurs seeking technical solutions and IT support. For more information ... ITISUS.com or at 518-111-1111.

WCAA is generously supported by the Amtrak Railroad Foundation, working to improve quality of life for thousands of communities across the states where Amtrak operates. For more information, including how to apply for a grant from Amtrak, ... Amtrakfoundation.org.

January 1, 2022

Dear Business Owner,

My name is Larry Becker and I'm writing to you from Grand Street Community Arts, Inc. ("Grand Arts"), and its community radio station, WCAA 107.3 FM, ... Albany's noncommercial, community radio station. We're a 501(c)(3) non-profit organization that was founded in Albany in 2003. Our radio station was granted a license from the Federal Communication Commission (the "FCC") six years ago in 2017

While we don't run "commercials" on WCAA, we do broadcast on-air "mentions" that identify our supporters and inform our listeners of their services. This is called underwriting.

We would like you to become an underwriter.

Underwriting with WCAA is a great, low-cost way to reach people in the community. Consider it an affordable marketing opportunity that also supports Albany's local, community-accessible radio station and art center.

We have specifically chosen [insert business name] because our show producers, volunteers and Board members believe your business is doing good work in the Capital Region.

Please review the enclosed materials and let me know if you'd like to add your voice to our station. I will be giving you a call soon.

We hope to partner with you.

Best,

Larry Becker, Underwriting Coordinator

Grand Street Community Arts, Inc.

PO Box 641

Albany, NY 12201

Mobile Phone: (518) 364-1733

Fax: (518) 462-6836
E-Mail: underwriting@grandarts.org