



*Ta-Sean C. Murdock*, President and Executive Director  
*Larry Becker*, Underwriting Coordinator

***WCAA-LP 107.3 FM is a diverse, energetic, all-embracing community radio station for the Capital District, transmitting to over 120,000 potential listeners on 107.3 FM, and substantially more throughout the region and beyond via its online 24/7 live-streaming services through our website, [grandarts.org](http://grandarts.org), taking the news, creativity, and spirit of Albany global.***

***We are a community-run media project, re-envisioning radio as an innovative platform for local participation, with media training for our communities' youth and adults, special events, plus daily and weekly locally produced music, talk, and news shows. WCAA is a program of Grand Street Community Arts, Inc., a 501(c)(3) not-for-profit.***

### **YOUR UNDERWRITING ANNOUNCEMENT**

Your underwriting announcement must comply with FCC regulations and are crafted cooperatively by GSCA and each underwriter. Announcements are generally up to 30 seconds long, and GSCA reserves the right to edit all announcements to abide with the FCC requirements ... with your help.

*Underwriting announcements may include:*

Generally, announcement include the name, location, phone number, website of your business, as well as a "value-neutral" description of your business and product line, etc. Certain slogans or marketing themes that identify, but do not "promote the underwriter," may also be included.

***Grand Street Community Arts, Inc.***  
***PO Box 641, Albany, NY 12201-0641***  
***Underwriting Contact Phone: 518-364-1733.***

***[www.grandarts.org](http://www.grandarts.org)***

## **GRAND STREET COMMUNITY ARTS/WCAA UNDERWRITING PLANS**

Grand Street Community Arts/WCAA underwriting rates come in three packages: total underwriting plan, basic underwriting plan and event bursts. Contracts come in one-month, three-month, six-month, and twelve-month packages.

TOTAL UNDERWRITING PLAN (avg of 14 spots a week):

One-month packages \$200 for 50 spots

Three-month package is \$500 for 150 spots

Six-month packages \$900 for 300 spots

Twelve-month package is \$1,750 for 600 spots

THE BASIC UNDERWRITING PLAN (avg 7 spots a week)

One-month packages \$150 or 25 spots

Three-month package is \$350 for 75 spots

Six-month package is \$600 for 150 spots

Twelve-month package is \$1,500 for 300 spots.

EVENT BURSTS (Bunch'em up for greatest effect)

Book of 15: \$60 for one week (\$4 a spot)

Book of 30; \$90 for two weeks (\$3 a spot)

***To become an underwriter or find out more about Grand Street Community Arts Radio, contact [underwriting@grandarts.org](mailto:underwriting@grandarts.org) or call Larry Becker at (518) 364-1733.***

### **UNDERWRITING CONTRACT**

Name of Underwriter: \_\_\_\_\_

***Grand Street Community Arts, Inc.  
PO Box 641, Albany, NY 12201-0641  
Underwriting Contact Phone: 518-364-1733.***

***[www.grandarts.org](http://www.grandarts.org)***

Underwriter's representative: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Telephone/E-mail: \_\_\_\_\_

**UNDERWRITING PACKAGE DESCRIPTION**

Package/plan: \_\_\_\_\_ Total Cost \_\_\_\_\_

Contract start date: \_\_\_\_\_ Contract end date \_\_\_\_\_

Copy: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

GSCA/WCAA

Underwriter

By: \_\_\_\_\_

By: \_\_\_\_\_

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Printed Name and Title

**Payment:**

Checks should be made payable to "Grand St. Community Art, Inc." or "GSCA," and mailed to PO Box 641, Albany NY 12201-0641.

**Contact us if other methods of payment are required.**