

Northern Apostle Radio WNOA-LP 103.9 FM
P.O. BOX 476
Marquette, MI 49855
906-662-9005
northernapostle@gmail.com

BECOME AN UNDERWRITER

The Federal Communications Commission (FCC) allows non-commercial stations such as Northern Apostle Radio to thank businesses for tax deductible donations with short on-air acknowledgements. Recognition of those gifts on-air is referred to as an underwriting message.

Why Underwrite?

- By underwriting Northern Apostle Radio programming, you are doing something good for your business and the community.
- Underwriting at Northern Apostle Radio presents an opportunity for Catholic and non-Catholic business owners to actively and publicly lend their financial support before an audience that covers greater Marquette.
- Underwriters are afforded an enhanced public image. Loyal listeners greatly value, recognize and will support the investment made by local businesses in support of their Catholic radio station.

FCC Underwriting Guidelines

Clear guidelines make for a good message. A combination of FCC and Northern Apostle Radio guidelines ensure that the message brought forth is clear and concise.

FCC underwriting guidelines dictate that all public radio stations must refrain from using underwriting language which contains:

1. Calls to Action (words such as call, stop by, or phrases prompting action)
2. Reference to Price (e.g., actual price, free, on sale)
3. Superlatives (e.g., best, greatest, most reliable)
4. Inducements to Buy (rent, sell, or lease)
5. Comparative Language (e.g., award-winning, board-certified)

Northern Apostle Radio Underwriting Guidelines

1. Other than accepted slogans, words such as “you,” “your,” “our,” and “we” are not permitted. They may be interpreted by listeners as a personal statement on the part of Northern Apostle Radio.
2. Northern Apostle Radio will comply with all FCC underwriting guidelines without exception; non-compliance subjects the station and staff representative to severe penalties.
3. Northern Apostle Radio reserves the right to decline underwriting requests for any reason, at its sole discretion, in particular if the station perceives a conflict with the teachings of the Catholic Church or the mission of Northern Apostle Radio. All underwriting copy is subject to approval by the station.

Sample Message

Partial support for Northern Apostle Radio’s programming comes from Holy Cross Cemetery of Marquette. Holy Cross Cemetery can create a headstone or memorial marker to remember a loved one. Holy Cross Cemetery can be reached at 906-225-0191 or www.holycrosscemetery.com.

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Personal Information

Name:			
Address:			
City, State, Zip:			
Phone Number:	(work)	(cell)	(other)
Email Address:			

Business Underwriting
fee) \$50

Production Cost (one-time

Minimum six month

agreement.

Terms:

___ \$100/month-----30 :30 spots*/month

___ \$200/month-----60 :30 spots*/month

___ \$300/month-----90 :30 spots*/month

*Spot length subject to change.

Other:

TOTAL MONTHLY AMOUNT: \$ _____

Payment Options:	___ Pay in Full	Credit Card: ___ Visa
	___ Monthly Payments	
	___ Other: _____	___ Discover
		___ American Express
Payment Method:	___ Credit Card	Name on Card:
	___ Invoice	_____
___ Other: _____		
Start Date:		Credit Card Number:

End Date: (Leave blank for ongoing support.)		Expiration Date: _____ Code: _____	Security Code: _____
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Executed on this _____ day of _____, _____

FOR UNDERWRITER:
 RADIO:

FOR NORTHERN APOSTLE

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UNDERWRITING: HELP US CREATE YOUR SPOT

How do you want to be identified in the spot?

Describe your target audience.

Short description of your product or services.

What is your web site address?

Do you have a slogan you would like to use? (Must comply with FCC guidelines.)

Has Northern Apostle Radio had an impact on your life?

Why do you think supporting Catholic radio is important?

Msgr. Michael Steber, Chairman
Brian Boehmer, President
Tim and Fae Presley, WNOA-LP Station Managers

Claves Regni Ministries, Inc., dba Northern Apostle Radio is a 501 (c) (3) nonprofit organization.