



We are glad to see you're exploring the possibility of underwriting WZPP- LPFM. This information is designed to show how you or your business and our radio station can both benefit. Please take your time and read the information in this document. Feel free to direct any questions to the WZPP- LPFM staff who are ready to serve you at: (954) 524-8000.

What is Underwriting?

The Federal Communications Commission (FCC) allows businesses to underwrite or fund programs on stations like WZPP LPFM, but it does not allow commercial advertising. WZPP LPFM also known as _____ RADIO, depends on underwriting donations from businesses and individuals to defray operating costs, as well as equipment purchases and repairs. Unlike many other non-commercial stations, WZPP LPFM does not receive funding from the government. Underwriting is highly similar to commercial advertising, but differs in a few very important areas. **The FCC forbids announcements that issue a CALL TO ACTION. This means that statements like "stop in, shop here, call, call now, limited time only, mention WZPP LPFM", etc. are not allowed.**

Underwriter announcements also may not contain QUALITATIVE WORDS. Qualitative words such as largest selection, newest model, best in town, finest selection, and state of the art are prohibited.

Finally, announcements may not mention or give reference to PRICES. References such as free, sale, discount, clearance, reduced, going out of business sale, and liquidation , are also prohibited by the FCC.

Underwriting announcements on WEAK LPFM are required to follow all FCC regulations.

Our Underwriting Announcements:

- identify but do not promote.
- do not call to action.
- use value neutral language.
- do not mention prices.
- can be produced in 10 to 30-second pre-recorded announcements.

Enhanced Underwriting Announcements on WZPP LPFM are recorded by WZPP LPFM's production staff. Underwriter announcements that are not recorded by WZPP LPFM, are not accepted.

Announcements may include information which identifies but does not promote the underwriter including:

- the name of the underwriter.
- the underwriter's products and/or services
- the underwriter's corporate slogan (as long as it is not a promotional statement, like "Get Met, It Pays")
- the location of the underwriter's business.
- the underwriter's telephone number.
- the underwriter's web address.

Enhanced Underwriting Announcements on WZPP LP 103.9 FM may not:

- be a commercial.
- include a call to action.
- use qualitative language.
- mention any prices.
- endorse a product or service.

Why your business should underwrite WZPP LPFM...

Your support of non-commercial radio is vital to maintaining the quality of programming and services you and other listeners in Miramar, Hollywood and North Miami area have come to expect from 103.9 FM, LPFM.

How can underwriting benefit your business?

While underwriting is not commercial advertising, it can provide your firm with some of the same benefits plus some that commercial advertising can't offer. Research indicates that Low Power radio is an excellent public relations tool. Listeners have a positive image of companies that support Low Power radio and report their purchasing decisions are influenced by such underwriting support.

Target and reach a select audience...

Because of the wide variety of programming done on WZPP LPFM, the listeners are a diversified group of people who share many common interests and life-styles. WZPP LPFM provides programs for groups ranging from most all ages, many of these age groups are ignored by the commercial stations. Senior citizens have above-average disposable incomes. They support businesses that support them.

Kids and college students are still establishing their purchasing patterns. WZPP LPFM can help you reach all of these audiences.

Demonstrate your community concern...

Your support of WZPP LPFM shows you are interested in contributing to the quality of life in your surrounding communities.

Expand awareness of your name and presence...

Awareness of your business is expanded each time you are mentioned on WZPP LP 103.9 FM. Here's the best kept secret- with our diverse program offerings, you will be able to reach more types of listeners than any single format station!

Enhance your business image...

Your image is enhanced by your association with non-commercial local radio. You will be joining other fine businesses that support our quality radio programming.

Tax benefits...

WZPP LP 106.7 FM is a non-profit, non-commercial, radio station. . Any contribution is tax deductible. Consult your tax preparer.

WZPP LPFM GOALS-

WZPP LP, 103.9 FM is a non-commercial radio station. We have specific objectives:

(1) Serve the community with high-quality programming that is both entertaining and educational.

(2) In addition to serving the local community with information that the residents can use in their daily lives, the Non –Profit owner of WZPP-LPFM, Broward Jewish Alliance has a mandate to work on community programs that attempt to eradicate prejudice and racism for all races. Dade and Broward County are blessed with so many vibrant communities such as Israeli, Caribbean including Jamaica, Trinidad, Bahamas, South American. Our organization Broward Jewish Alliance and WZPP LPFM has an important goal and mandate of stimulating positive interaction between the local residents and the surrounding community. Races from every nation should get along and music from the various countries will help bring people together.

(3) Organize community events that promote cooperation and understanding between all races. All communities will be invited to community events and concerts for the purpose of showing our children that contrary to popular belief, it is possible for all races to get along in harmony and peace.

OUR PROGRAMMING-

WZPP LPFM is a block formatted station providing music and information unavailable on commercial radio. We are proud to be a source of popular seldom played music primarily of Caribbean and Israeli/Jewish music. However, we are not limited to those genres and will be adding all types of music as we get new hosts. (we are not limited to these styles): Classical, Jazz, Blues, Polka, Latino, Gospel and Folk music. WZPP LP FM highlights the works of local artists.

UNDERWRITING PLANS AT WZPP 103.9 FM

WZPP LPFM has three levels of underwriting or support:

1. SPONSORS are those listeners who wish to help us with their individual (not a business) donations. This rate is only \$_____ per month. If the supporter pays a year in advance, the total price is \$

2. UNDERWRITERS are individuals, organization or other entities who donate \$_____ per month or \$_____ per year if paid in advance.

3. Donors are contributors who wish to donate an amount that does not fall into the two other categories or contributors who donate any amount to WZPP LP-FM that want to be an anonymous contributor. We can tailor a specific sponsorship program for you based on your budget and sponsorship requirements.

Any donation amount is appreciated. If you wish to be an anonymous donor, simply include this information on your correspondence and we will not air your name or business name on the air.

Sponsorship of special Station Events can always be arranged. As you can see, WZPP LPFM can be a cost-effective alternative to newspaper classified ads, direct-mail and even commercial or public radio. All WZPP LPFM underwriters who receive On-Air sponsorships will also receive a link to their Internet website added to http://www._____, our Internet homepage. Please contact us at your earliest convenience, for complete sponsorship details.

Payments can be mailed to the address on the bottom of this page.

The following are examples of permitted and prohibited underwriting announcements for your reference:

PROHIBITED ANNOUNCEMENT: "Portions of the broadcast day on WEAK LPFM is underwritten by Speedy Lube, where you can now get a 10-point oil change and lube for the unbelievably low price of just \$12.99. So come on down to 115 Main Street for fast, reliable service and a free gift."

PERMITTED ANNOUNCEMENT: "This portion of WEAK LPFM's broadcast day is underwritten by Speedy Lube, located at 115 Main Street in Trucksville. Speedy Lube provides oil changes using Quaker State lubricants, tune-ups, and other minor vehicle maintenance services. Our thanks to Speedy Lube of Trucksville. 610-555-6565."

ANALYSIS: The first text mentions price and contains two calls to action. It contains statements which include qualitative statements. The second text identifies the sponsor, the sponsor's address, telephone number, product line, and establishes a relationship to the program. The second text is also permitted by the FCC.

Thank you for taking the time to learn about underwriting opportunities available at WZPP LP, 103.9 FM. For further information, feel free to contact us: 954.524.8000