



Underwriting Agreement

WRUU-Lp 107.5 FM
307-A East Harris Street (physical) or 311 East Harris Street (mailing)
Savannah GA 31401
912.712.5077

First Name _____ Last Name _____
Address 1 _____
Address 2 _____
City _____ State _____ Zip _____
Phone _____ Email _____

Business/Organization Information

Business/Organization Name _____
Website URL _____
Email a logo (.jpg or .gif at 300 pixels x 300 pixels) to underwriting@wruu.org

Terms of Agreement

Agreement Number or Name: _____

Time of announcement (choose one):

- 5a-9a morning drive time
- 9a to 4P Mid-day
- 4P to 7P Afternoon drive
- 7P to 12M Evening
- ROS

Preference of Show to Underwrite (if applicable, choose one): _____

(WRUU-Lp will work to accommodate your request to underwrite a specific show to the best of our ability. See Program Schedule at www.wruu.org)

Underwriting Package Value: _____

(Attach copy of payment)

Underwriter Preference of Start Date: _____

Underwriting copy/message (can attach):

Start and End Dates, Schedule, Total Number of Announcements (to be completed by WRUU): _____

WRUU-Lp is a community radio station of the Unitarian Universalist Church of Savannah, a 501 (c) 3 non-profit organization. Our federal tax identification number is 58-1091282. WRUU-Lp is licensed by the Federal Communications Commission (FCC) as a non-commercial broadcaster, and as such will comply with all FCC regulations.

Terms of Agreement

WRUU-Lp will air the agreed upon message at times and number of times outlined in the sponsor's order for this specified underwriting campaign.

Underwriting Announcements May Contain the Following:

- Name of the Underwriter
- Underwriter's address web site and phone number
- Brand or trade name of the underwriter's product or event
- Underwriter's slogan as long as it's not promotional
- Length of time underwriter has been in business
- Value-neutral description of an event, service, or product

Underwriting Announcements May Not Contain the Following:

- Language that is clearly promotional in nature
- Comparative or qualitative language
- Non-identifying verbosity
- Any reference of cost, discounts, or financial incentives (including "free")
- Calls to action (directly telling the listener to do something)
- Inducements to buy, sell, or lease

All underwriting announcements will be limited to 20 seconds, including the introduction (i.e. "support for WRUU-Lp comes from...")

Underwriters of WRUU-Lp do not have authority to exercise any control over the programming or policies of WRUU-Lp, or shared programs of WRUU-Lp.

WRUU-Lp reserves the right to decline underwriting opportunities to any business, organization, or individual.

WRUU-Lp Programs may have more than one underwriter.

WRUU and the Underwriter agree to these terms.

Underwriter Signature _____ Date _____

WRUU Approval Signature _____ Date _____