

**CONTACT:** 914-674-0900 Ext. 60  
underwriting@wdfh.org  
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# Underwriting on WDFH-FM 90.3 and WDFH.org

## Westchester Public Radio

Underwriting is a cost effective way to get on-air and online exposure for your business or nonprofit organization. It's also a great way for you to publicly express your support for your local public radio station. WDFH-FM 90.3 in Ossining, New York, is the only public radio station in the lower Hudson River Valley. We are entirely not-for-profit and commercial-free.

WDFH's FM signal covers a population of 400,000 lower Hudson Valley residents. Additionally, our online audio services, including live streams, on-demand programming, and podcasts, can reach listeners anywhere on computers, tablets, smartphones, and other portable devices.

Our programming includes a freeform mix of rock, jazz, blues, folk, and local artists, along with local news, public affairs, and the arts. *OutCasting*, our program giving voice to LGBTQ youth, is thought to be the only program of its kind in public radio in the U.S. We regularly feature in-studio performances by musicians from nearby and far away. We cover local news and issues in depth. We are affiliated with the Pacifica Radio Network and broadcast the highly-regarded daily news programs *Democracy Now!* and *Free Speech Radio News*, along with weekly in-depth news and public affairs shows focusing on national and global perspectives and issues.

What makes WDFH unique is also how it's run: by volunteers. This makes WDFH a *community* public radio station whose staff volunteers donate their time and energy to the pursuit of creating high quality programming directly relevant to our communities.





***As a public radio station,  
WDFH relies on support from listeners as well as  
businesses and organizations like yours.***

Underwriting is a financial gift that your business or organization makes to WDFH. It's a great way to express your support for *local* public radio and for the expanding range of programming we are developing – especially at a time when huge corporations are taking over local media at an unprecedented rate. In exchange, we acknowledge your gift through announcements that are broadcast on the air and online. There are important differences between public radio underwriting and commercial advertising:

- Public radio underwriting creates a “**golden halo effect**” that conveys integrity, social responsibility, good corporate citizenship, and high quality products.
- Because WDFH is a non-profit organization (tax-exempt under Section 501(c)(3) of the Internal Revenue Code), your support is **tax deductible**.
- Though the FCC limits what can be said in an underwriting announcement, your announcement will be heard in a **low key, uncluttered environment**, not jammed in with 18-20 minutes an hour of high-pressure commercial content. Announcements must be nonpromotional, but they can certainly provide promotional value to your business.
- Underwriting **rates on WDFH are considerably lower** than sponsorship rates on commercial radio stations.

**Your underwriting gift can be made in easy monthly payments or you may contribute all at once.**

*You will receive:*

- Underwriter identifications heard on the air and online, and
- Your logo, business or organization name and description, and a link to your business on the Underwriters page on WDFH.org.



Underwriting announcements are 15 seconds in length and may include any of the following:

- Your business name, address, telephone number and website,
- Value-neutral description of your products or services,
- A non-promotional slogan, if you use one, and



- Historical information, such as length of time your establishment has served the area.
- For nonprofit organizations, a specific event you wish to have mentioned.

## Underwriting Packages

The rate for underwriting on WDFH is \$25.00 per announcement. A package can be assembled based on any budget. You can buy one announcement per month or many per day – it's up to you. We hope you'll sign up for a six month renewable commitment.

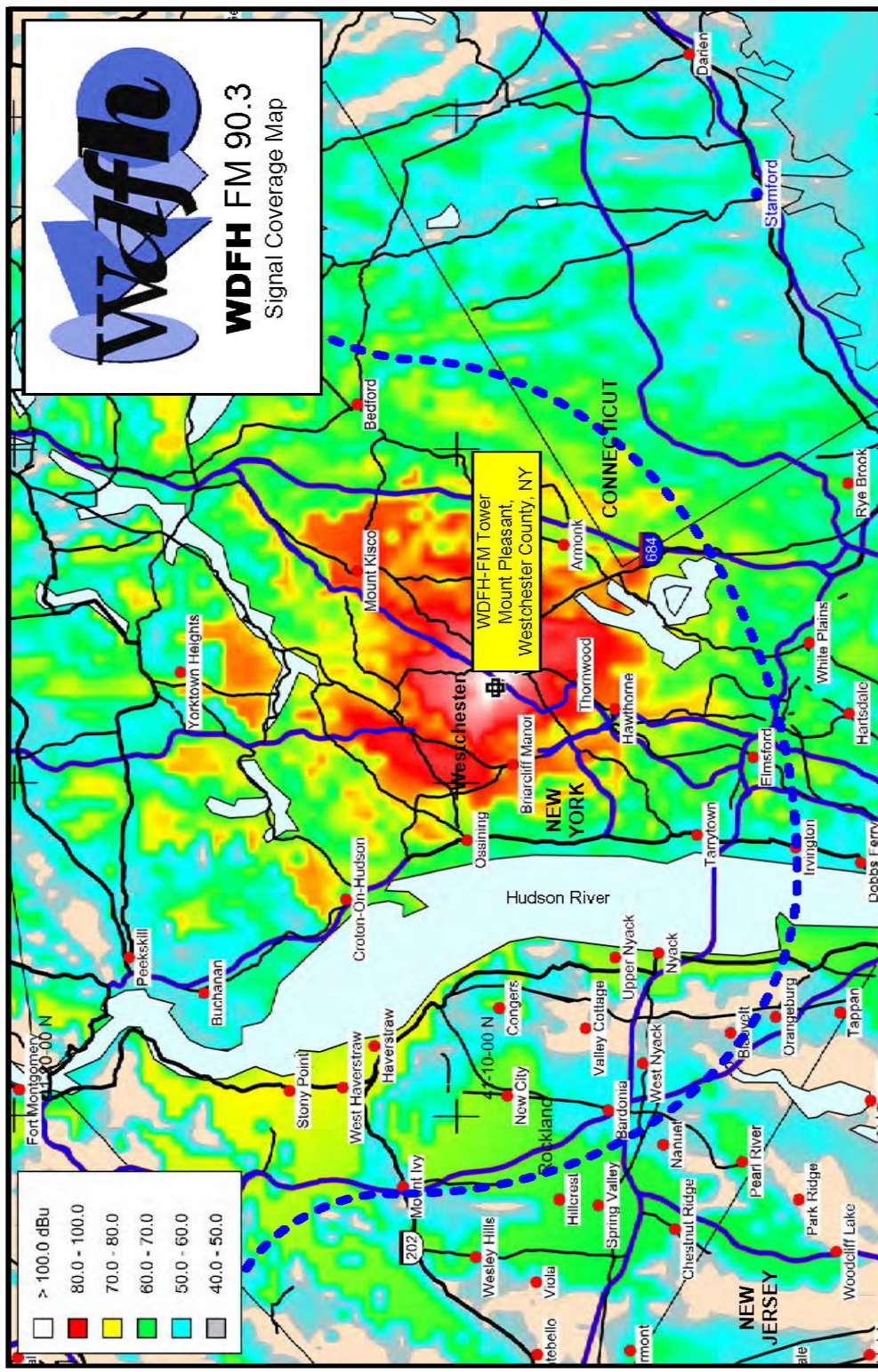
If you sign up for \$200 or more per month, you may also choose to have your announcements associated with specific programs heard on WDFH, including *Democracy Now*, *Free Speech Radio News*, *OutCasting*, *Recovery Talk*, *In Focus*, *For the Greater Good*, and others. Information about these programs, including weekly topic listings, is available at <http://wdfh.org/listings.htm>. As we add new programming, more program-specific underwriting opportunities will become available.

We also offer the following Major Supporter packages. Underwriters at these levels may request specific times as well as specific programs:

- **Platinum Circle:** Join the Platinum Circle at WDFH for a contribution of \$2,000 per month. You will receive four underwriting announcements per day Monday through Friday throughout the month.
- **Gold Circle:** Support WDFH at the Gold level for a contribution of \$1,000 per month. You will receive two underwriting announcements per day Monday through Friday throughout the month.
- **Silver Circle:** At the Silver Circle level, your contribution is \$500 per month. You will receive one underwriting announcement per day Monday through Friday throughout the month.







WDFH's FM broadcast signal reaches central and northern Westchester, southern Putnam, eastern Rockland, and a small area of western Connecticut. Reception is affected by local terrain. Within the dotted blue arc, reasonably good coverage is expected wherever the signal strength is 50 dBu or higher (blue, green, yellow, or red areas.) However, there is little coverage along the immediate eastern bank of the Hudson River except in Ossining and Croton and in areas where terrain causes shadowing (such as the off-white areas near Valley Cottage in Rockland County). Reception has been reported as far north as Rhinebeck, 54 miles away, and as far south as Yonkers.

Outside the arc, WDFH's signal can probably be heard only in areas where the signal strength exceeds 60 dBu, and in some areas only where it exceeds 70 dBu. In all areas — but especially those outside the arc — an outdoor, directional (TV-style) antenna pointed toward WDFH's tower will result in stronger reception. In some areas outside the arc, perhaps even at some distance, reception may be possible with an outdoor directional antenna pointed toward the tower. The higher the antenna above the ground, the better. It is probably impossible to hear WDFH in most areas near Westport, CT, Garden City, LI, New York City, and Mahwah, NJ, where there are other stations broadcasting at 90.3 FM. Our transmitting antenna reduces our signal toward those stations; that is part of the reason that our signal coverage is more complicated than just drawing a circle around our tower.

WDFH can also be heard anywhere on the net at <http://wdfh.org>.

## **WDFH-FM Underwriting Policies**

- All underwriting on WDFH must comply with FCC rules pertaining to noncommercial broadcasting stations.
- Acknowledgements must identify rather than promote.
- Price information, calls to action, and inducements to buy, sell, or lease are not permitted under FCC rules.
- WDFH will write, edit and voice announcements, and will have final approval of all announcements.
- Announcements will air at the beginning or end of a program. Airing between segments of a program may also be possible, depending on the program.
- WDFH reserves the right not to accept underwriting support from any entity deemed to be inconsistent with the station's image, not of general interest to its listeners, or potentially detrimental to the welfare and image of the station.
- Your announcements may share a timeslot with announcements of other WDFH supporters. We will make all reasonable efforts to avoid scheduling a competitor's announcement in the same timeslot as your announcement.
- Unless otherwise noted, a "week" is a calendar week, Monday through the following Sunday.
- All underwriting is subject to availability.
- WDFH may change the per announcement rate at any time. In the event of a change, we will maintain your current rate until the end of your current contract.
- We will make all reasonable efforts to broadcast your announcements as scheduled. If technical difficulties prevent us from broadcasting announcements at the scheduled times, we will offer to broadcast them at another time, extend your agreement period, or make a pro-rated refund.
- Checks should be made out to WDFH and mailed directly to WDFH at 21 Brookside Lane, Dobbs Ferry, New York 10522, Attn: Underwriting.
- Credit card payments, including automatic monthly charges, can also be arranged.