

# Underwriting on WHSN

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## Be recognized for your valued support of WHSN!

With underwriting on WHSN, your business will be recognized as a valued supporter of WHSN on-air as well as added including on the WHSN website, whsn-fm.com and through the station's social media accounts.

## What is an underwriting mention?

The FCC allows non-commercial, educational radio stations like WHSN to recognize sponsors/donors with factual statements on the business, including location & contact information, as well as the product, goods, or services offered.

## Sample underwriting mention:

*"This hour of music on WHSN is underwritten by the local family owned McDonald's Restaurant located at 1105 Union Street in Bangor. Now offering new McDelivery with the UberEats App for IOS and Android."*



### Underwriting Package 1

5 mentions per week  
for 1 year

Your underwriting mention will air 5 times each week, at a variety of times/dayparts or at specific parts of the day by request (when available).

**\$1000**

### Underwriting Package 2

10 mentions per week  
for 1 year

Your underwriting mention will air 10 times each week, 3 during morning drive (6-10am M-F), 3 afternoon drive (3-7pm M-F). With remaining 4 mentions scheduled at best-available or by sponsor's request (when available).

**\$1700**

### Underwriting Package 3

15 mentions per week  
for 1 year

Your underwriting mention will air 15 times each week, 4 during morning drive (6-10am M-F), 4 afternoon drive (3-7pm M-F). With remaining 7 mentions scheduled at best-available or by sponsor's request (when available).

**\$2000**

### Underwriting Package 4 - Husson University Sports Broadcasts

The 2021-2022 Husson Athletic Year will include roughly 48 games broadcast on WHSN 89.3 FM & WHSN-FM.com. Each game will include :15 second sponsor billboards & mentions throughout the game (to total no less than 6 mentions per game). This totals 288 during games, with mentions also included in promotional messages to air the week of each game. These mentions (both live and prerecorded) will total no less than 10 per game (480 total).

Total games played subject to change.

**\$2200**

## Convenient & Customizable

Looking for something special? Contact us for a customized underwriting package that fits your needs.

## What makes underwriting different from advertising?

Due to FCC regulation of non-commercial airwaves, there are several rules we must abide by in underwriting mentions.

The following is a brief description of what cannot be included:

- We cannot use qualitative statements like using words such as “best”, “freshest”, & “quality”
- We cannot mention anything that has to do with money, such as free items, discounts, sales, or comparative items.
- We cannot issue a call to action, using phrases such as “Come on down” and “stop by”
- We cannot refer to other businesses in describing the location.
- We cannot use recognizable corporate jingle music during the spot.

While these regulations must be kept in mind, you can include:

- Any tagline that is included on a company letterhead and or serves as a distinguishing byline. E.g. “Pete’s – Home of the Big Burger!”
- Three factual statements relating to your establishment.

WHSN must follow the following FCC guidelines in determining permissible descriptions:

- Value-neutral descriptions of products or lines of service.
- Brand and trade names, as well as product service listings.
- Logograms or slogans which identify and do not promote.
- Location information.

## Sample underwriting mention

*“This newscast is underwritten by Amatos 657 Broadway, Bangor. Established in 1902 on the docks of Portland’s Old Port”*



**Questions?**  
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