



UNDERWRITING GUIDELINES

Businesses, Churches and Service providers can support LiFE:FM and receive on air recognition.

Support of LiFE:FM is tax deductible.

Who Can Underwrite:

Businesses, Churches, or organizations who want to support the Christian radio ministry of Calvary Chapel Kendall by underwriting or sponsoring a portion of our program can receive "on-air" acknowledgement of their support through an underwriting announcement.

What Underwriting DOES Include:

- Name of Your Business
- Address
- Telephone Number
- Years in Business
- List of products and/or services your business provides

What Underwriting CAN'T Include:

- No price can ever be given for tickets, merchandise or services.
- No call to action: come, go, see. You cannot invite people to a store.
- No superlative language: best, finest, only etc.

Sample of copy that meet's non-commercial criteria:

- "The following programming is sponsored by ..., home of the..., located at...."
- "Funding provided by ..." "This hour of music was made available by The Univ. of ..., The Robert Jones Singers will be appearing in concert at the Univ. of ... on Sat. night, April 15 at 8 pm. Admission is \$10. For reservations please call ..."
- "We appreciate the contributions of ..." "The sponsor of our program offers additional helps by inviting you to attend ..."
- "The Little Theatre downtown is putting on a series of two act plays featuring the work of Mary Beth Mather. For time and ticket information please call ..."
- "Our local Coca Cola Bottling Company sponsors this hour of programming and is also the host of this year's THREE STATE/ THREE MOUNTAIN CHALLENGE."