



RETRO 104-7
60S 70S 80S HITS
WMRP-LP

Business Partnership Announcements on Retro 104-7 WMRP-LP

Retro 104-7 WMRP-LP is licensed by the Federal Communications Commission as a Low Power non-commercial educational station. As such, we are not permitted to raise funds through conventional advertising. We can, however, acknowledge contributions made by businesses. These acknowledgements are referred to as Business Partnership Announcements or Underwriting.

Business Partnership Announcements differ from advertising in some important legal aspects, but beyond that, our Business Partnership Announcements have a distinctly different feel and appeal to our listeners.

Retro 104-7 WMRP-LP listeners value the fact that our Business Partnership Announcements DO NOT sound like the commercials that they may hear (and tune out) on other radio stations. We don't use yelling, gimmicks or hype in producing our announcements. Instead, our announcements are intended to THANK and ACKNOWLEDGE important ministry partners for helping to keep Retro 104-7 on the air. Our listeners value our programming, and therefore are grateful to know which area businesses are helping to make it possible.

What can be included in a Business Partnership Announcement?

Creating a Business Partnership Announcement

Business Partnership Announcements can include:

- The name of your business (unless it contains a call to action or qualitative statement)
- Street Address
- Web site (if easily remembered)
- Hours of operation
- General products and services provided

*** Total length must be 10 seconds or less ***

The announcements **cannot** include:

- A call to action:
stop by, call now, visit our showroom, etc

- Qualitative statements about products, prices or promotion of sales event:

largest selection, newest model, best in town, finest styles, state of the art, liquidation, prices reduced

Samples of Business Partnership Announcements

Example #1

Prohibited Announcement:

A portion of today's programming is underwritten by Bell Tire, where you can now get a 10-point lube for the unbelievably low price of just \$12.99.

So come on down to Miller Rd across from the Genesee Valley Mall for fast, reliable service.

Example #2

Permitted Announcement:

Retro 104-7 thanks Bell Tire technician John Doe, Providing oil changes and other types of car maintenance services. Located on Miller Rd across from the Genesee Valley Mall .

Analysis:

Example # 1 mentions price, contains three qualitative statements and one call to action .

Example # 2 identifies the sponsor, provides a location, as well as establishes a relationship with 104.7 WMRP without giving prices, a call to action or using qualitative language.

Please contact Retro 104-7 if you have any questions and/or would like to setup a Business Partnership agreement.

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