

## **The Bridge Radio (WRDR/WJUX) Sponsorship in Compliance with FCC regulations**

### **What are The Bridge Christian Radio Underwriter Spots?**

- Underwriter spots are brief identifying messages broadcast on The Bridge Christian Radio to recognize businesses and organizations that provide financial support for our Christian programming.
- The Bridge Christian Radio is a non-profit, non-commercial radio station and as such does not broadcast commercial advertisements.

### **Why underwrite on The Bridge Christian Radio? So that your business or organization can:**

- Receive radio exposure and support Christian programming at the same time.
- Enhance your reputation and gain public recognition as a supporter of The Bridge Christian Radio.
- Become well known to NYC, NJ, parts of PA area residents.

### **Script Guidelines for Announcements:**

- The content of underwriting credit announcements must comply with The Bridge Christian Radio and FCC regulations, and are crafted cooperatively by The Bridge Christian Radio and each underwriter.
- Announcements cannot exceed 30 seconds, and The Bridge Christian Radio reserves the right to accept or decline any announcement.

### **Announcements may include:**

- Underwriter's name, location, phone number, business hours, web site, etc.
- Factual, value-neutral description of the underwriter's business, product line, or service
- Identification of services, products, or brand names (without using qualitative or comparative language)
- Slogans or marketing themes that identify (but do not promote) the underwriter

### **Announcements may not include:**

- Qualitative, comparative or promotional language
- Calls-to-action, prices, or incentives to buy
- Viewpoints on public issues or political candidates
- Direct relation to program content

### **Sample Scripts for General Sponsorship:**

- Support for The Bridge Christian radio comes from XYZ of Queens, NY, offering x, y, and z since 1970. XYZ is open from 9 am to 6 pm, Monday through Saturday. You can reach them at 864-xxxx, or visit their website at: [www.XYZ.com](http://www.XYZ.com). The Bridge Radio thanks XYZ for their support in spreading the gospel.
- Support for The Bridge Christian Radio comes from XYZ, car specialist in XXX, providing the Poughkeepsie community news since 1985

### **Script Template/Sample for short term Special Event Sponsorships:**

- Support for The Bridge Christian Radio comes from XYZ restaurant in Jersey City, presenting a food festival of international food with ABC in concert on January 1 at 8 p.m. Ticket information at xyz.org. XYZ is a non-profit organization. The Bridge thanks XYZ for their support in Christian programming.
- Support for The Bridge Christian Radio is provided by XYZ, presenting ABC artist/performer, Wednesday, August 22nd. [info@XYZ.com](mailto:info@XYZ.com). The Bridge thanks XYZ for their support in spreading the gospel.