



Underwriting with Wolfeboro Community Television, Inc.

Underwriters Receive:

- Underwriting credit announcements are broadcast at the beginning of each assigned program with a maximum of 20-seconds.
- **Content must comply with WCTV, PEG Access, and FCC guidelines.**
- The announcement will be designed and implemented cooperatively with WCTV staff and the underwriter.
- Listing on WCTV Program Underwriter Bulletin Board pages.
- Underwriter's name/business on the screen each time the supported program plays and multiple times per day on the Bulletin Board.
- Assistance from WCTV staff with audio/Video recording and production of the acknowledgement announcement.

Announcement May Include:

- Underwriter's name address, phone number, business hours, website
- Factual, value-neutral description of business.
- Slogans or marketing theme that identify (not promote) the Underwriter (this is often tricky, WCTV staff will help as needed).
- Information re: special events, such as concerts, fairs and non-profit fundraising.

Other

- An Underwriter or representative may not appear on the program being underwritten.
- The Underwriter must understand there is a "no-strings attached" contribution to WCTV.
- If the underwriting announcement contains graphics or sound created by WCTV personnel, there will not be any additional generation charges.
- Additional acknowledgements may or may not be made during the program; However, additional acknowledgements should not be expected.
- The completed announcement and copy must be received a minimum of 2 weeks in advance of the show date of the sponsored program.
- WCTV reserves the right to accept or decline any announcement or contribution.

Announcement May NOT Include:

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

Studio located at Lakes Region Technology Center
396 South Main Street
Wolfeboro, New Hampshire
603-569-0219
www.wctv25.com

**WOLFEBORO COMMUNITY TELEVISION
UNDERWRITING AGREEMENT**

Date: _____
Underwriter: _____
Address: _____
Town: _____
Contact Person: _____
Phone: _____
Email: _____

Term Of Underwriting:

Start Date: _____

Specific Program Package(s) to Underwrite (if none are specified, a generic acknowledgement will be made stating that your business is a supporter of local programming on WCTV and will be played multiple times each week):

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

**Program Packages Available For Underwriting
Each Program Appears at least 4 Times Per Week**

- Wolfeboro Selectmen Meetings (2 meetings monthly)
 - Wolfeboro Police Commission Meetings (1 meeting each month)
 - Wolfeboro Planning Board Meetings (2 meetings monthly)
 - Governor Wentworth Regional School District Programs (School Board Meetings/monthly, HS Sports, etc.)
 - WEDCOeconomic\$ (a bimonthly program/video podcast for small business development)
 - Next Week in Wolfeboro with Kristin Cooper & Zach Pickle (weekly all year)
 - LRHS Animals of the Month (monthly)
 - Wright Museum Lecture Series (weekly during museum schedule)
 - Church Services (St Katherine Drexel Catholic, First Baptist, First Congregational (UCC), First Christian, All Saints Episcopal, Calvary Wolfeboro, First Congregational Church of Ossipee. Each church service is played weekly on Sundays & Mondays)
 - Coffee and Connections (With the Police Chief, Librarian, and the Parks and Recreation Director. Monthly)
- (Check with WCTV for additional program underwriting opportunities for new programs.)

Invoices can be created to help remind you of your commitment. Please choose how you would prefer to make your annual contribution to WCTV:

Please send an invoice every: () 1 Month () 3 Months () 6 Months () 1Year

Suggested Program Underwriting Invoicing preference:

- _____ \$ 100 each month
- _____ \$ 400 every three months
- _____ \$ 600 every six months
- _____ \$1,200 annually
- _____ OTHER: _____

The Bulletin Board listing may contain only the name of the underwriting business/organization.

Underwriter signature as accepting terms Date

WCTV signature as accepting Underwriter Date

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