

FCC Underwriting Rules

& Regulations:

Since Divine Mercy Radio is a non-profit, tax-exempt radio station, we abide by the FCC underwriting rules and acknowledge that underwriting should be for identification purposes only and should not promote the contributor's products, services or company. For example, logos or logograms used by corporations of businesses are permitted so long as they do not contain comparative or qualitative descriptions of the donor's products or services. Similarly, company slogans which contain general product-line descriptions are acceptable if not designed to be promotional in nature. Visual depictions of specific products are permissible, but no more than three products can be mentioned. We also believe that the inclusion of a telephone number or web site in an acknowledgement is within these general guidelines, and therefore permissible.

Several examples of announcements that would clearly violate the rule may be helpful:

Announcements containing **price information** are not permissible. This would include any announcement of interest rate information or other indication of savings or value associated with the product. An example of such an announcement is:

"7.7% interest rate available now."

Announcements containing **an inducement to buy, sell, rent, or lease** are not permissible. Examples of such announcements are:

"6 months' free service."

"A bonus available this week."

"Special gift for the first 50 visitors."

"free Tire alignments here."

(FCC Regulations Continued)

Announcements that contain **comparative or qualitative descriptions**. Examples of such announcements are:

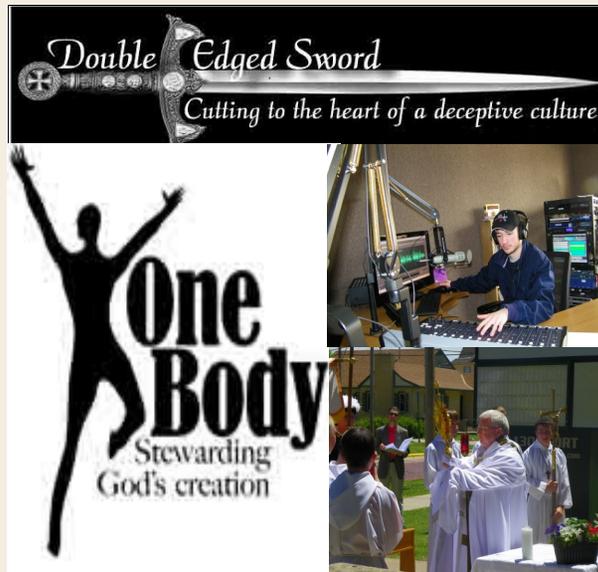
"Our [product] makes your vehicle unique."

"Beautiful [product] here."

"Hottest prices at [business name]."

"[Business] offers easy free credit."

Locally Produced Programming



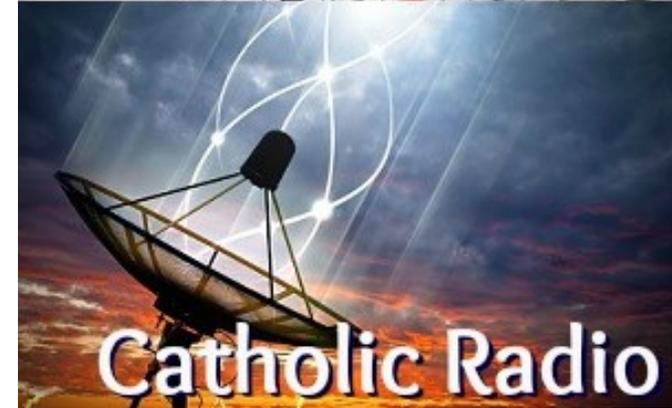
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*“If today you hear His voice,
harden not your hearts.”*

-Hebrews 4:7

1.) Business Sponsor

Your business/practice will receive time to say something (within underwriting guidelines) about your business/practice, no less than 5 times a day.

The announcement is :30 in length and will be in a play rotation.

\$300/month (\$250/month if sign up for 1 year)

The announcement is :15 in length and will be in a play rotation.

\$200/month
(\$150/month
if sign up for
1 year)



2.) Business Broadcast Bulletin

Your business/practice will be mentioned along with two other businesses in a rotation that will run five times a day. Example:

“Programming is brought to you by [business/owner] as well as the business owner’s name and either a phone number or web site or street address.”

\$100/month (\$75/month if sign up for 1 year)

Underwriting Options for Divine Mercy Radio

“The point is this: whoever sows sparingly will also reap sparingly, and whoever sows bountifully will also reap bountifully. Each one must give as he has decided in his heart, not reluctantly or under compulsion, for God loves a cheerful giver.”

-2 Corinthians 9:6-7

3.) Program Sponsor

(Sponsoring a Particular Program)

Your business/practice will be mentioned before and after a particular program as sponsoring that program. An example is:

*“Double-Edged Sword is brought to you by
[your business].”*

The announcement is :30 in length

Locally produced weekly program (ex: Double-Edged Sword & One Body); \$150/month

Syndicated weekly program (ex: Vocation Boom or Catholic Business Hour): \$75/month

Daily Program Sponsor (ex: Catholic Answers, Open Line etc.): \$300/month



4.) Phone App Sponsor



Divine Mercy Radio also has a phone app. The smart phone app allows users from around the world to listen to Divine Mercy Radio’s programming, as well as receive weekly updates for free.

As a sponsor of the phone app, your business or practice’s name will appear at the bottom of the screen and will be mentioned during our semi-annual Care-a-Thons.

\$50/month

5.) Day Sponsor

Day Sponsor can be used to honor someone’s birthday, a couple’s anniversary, anniversary of the death of a loved one, celebrating a new birth—the possibilities are endless!

The announcement is :60 in length & will run 1x per hour on select/available dates:

\$250/day for a :60 second spot

FREE—for those belonging to one of KVDM’s donor clubs