



## Underwriting with Smile FM

Thank you for inquiring about underwriting with Smile FM.

Smile FM stations are licensed by the Federal Communications Commission as non-commercial educational stations. 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.

Smile FM 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 Smile FM 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
- 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 Speedy Lube, where you can now get a 10-point lube for the unbelievably low price of just \$12.99.

So come on down to 115 Main Street for fast, reliable service.

### **Example #2**

#### **Permitted Announcement:**

Smile FM thanks Speedy Lube technician John Doe, Providing oil changes and other types of car maintenance services. Located at 115 Main Street in Petoskey

#### **Analysis:**

The first example mentions price and contains two calls to action.

The second identifies the sponsor, provides an address, as well as establishes a relationship with Smile FM Radio without giving prices, a call to action or using qualitative language.

Please contact me if you have any questions and/or would like to setup a Partnership agreement.

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"Smile FM exists to build families, touch hearts and change lives!"