



## **Corporate, Foundation, and Small Business Underwriting**

### **Why Underwrite?**

An important contribution to quality radio is made by foundations, corporations, small businesses and individuals like yourself who provide funds to underwrite the presentation of a program or series of programs broadcast on No Lies Radio. No Lies Radio is nonprofit, non commercial and broadcasts 24\*7 music, news, and talk and carries such informative and educational programs as Democracy Now, The Thom Hartmann Show, Exploration with Dr. Michio Kaku, New Dimensions Radio, Al Jazeera English News, Ecoshock, Economic Update with Richard D. Wolff, Guns & Butter, Flashpoints, The Project Censored Show, The Pacifica Evening News, and many more! No Lies Radio is Worldwide Community Internet Radio and is an affiliate member of the nationwide Pacifica Radio Network.

### **Underwriting singles you out**

Underwriting on No Lies Radio places you, your product or service in a unique position by clearly separating your name from the clutter inherent in commercial advertising. Just as you, the underwriter, supports No Lies Radio, our loyal listeners will support you. A great majority of community radio listeners say their opinion of a company is more positive when they discover the company supports non commercial nonprofit radio.

### **You can reach a large audience**

By underwriting, you can reach over 2500 listeners/visitors per day<sup>1</sup> on No Lies Radio at far below what it would cost to reach a comparable audience with commercial radio. No Lies Radio offers you the unique chance to contribute with one or more of our various packages starting at only \$5 per *on air mention* of your company and which also includes a uniquely designed post on our website (which averages more than 200,000 page views per month<sup>1</sup>) that will link to your website.

### **Underwriting identifies your company as socially aware**

An association with No Lies Radio identifies your company as a civic and community-minded organization with an interest in the public that goes beyond simply selling a product or service.

### **The full amount you pay is a tax-deductible contribution.**

Because No Lies Radio is a non-profit tax exempt 501(c)(3) organization, your underwriting contribution is 100% tax-deductible<sup>2</sup>.

<sup>1</sup> Source: average of last 12 months ending 11/29/2012 Webalizer on Cpanel

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<sup>2</sup> *No Lies Radio* is an alternative media project of the *No Lies Foundation*, a California nonprofit public benefit corporation. No Lies Foundation has been granted tax exempt status by the Internal Revenue Service under 501(c)(3) of the Internal Revenue Code as a nonprofit organization.

## **Why Internet Radio?**

Internet Radio can reach qualified potential customers in more places, more frequently and more consistently than any other medium including broadcast radio. We virtually have listeners and visitors from all over the world on every continent with the majority located in the US and Canada. You will reach potential customers on their computers or laptops at home or in the office and on their smart phones in the car or out running errands. Studies have shown that Americans spend an average of three hours a day tuned in to the only medium that has become their constant travel and leisure companion – radio. Qualified candidates will hear your message no matter where they are in the country or in the world.

Send a one-on-one message: Radio underwriting creates a more intimate relationship between your business and the listening audience than print or television messages. You can personalize your message to continually stay "in the minds" of the market.

No Lies Radio is a cost-efficient medium for your business: Packages start at only \$5 per *on air mention* and includes a website post with a link to your website. And we will produce your underwriting announcement and website post for free and you will be able to take your total expense as a tax-deductible donation.

## **Underwriting Guidelines:**

The following are the FCC guidelines for underwriting language on non-commercial radio stations<sup>3</sup>. Underwriting announcements on No Lies Radio are 15 seconds in length and can be worded including information about your business or service.

### **What You Can Announce**

The name of your business, store, service or event.

Your businesses' location(s) and hours of operation.

Brand names and descriptions of services that are sold.

Value-neutral, qualitatively neutral descriptions of your product lines and services.

A telephone number, as stated as a fact (as in "their telephone number is...") or web address.

### **What You Can't Announce**

Qualitative or comparative language. Do not compare similar businesses by saying that one is better than the other is; don't mention anything pertaining to the competition.

Promotional statements. No "try them out", "I was there last week and...", or "They have great food and values".

References to pricing information, sales, or discounts.

Calls to action. No motivational language, such as "Call now", "Stop in and see", "Tell them No Lies Radio sent you..."

## **Please support the Underwriters that support No Lies Radio**

**For more information about Underwriting Donations to NO LIES RADIO, contact the Station Manager, Allan Rees at 510-275-1002 or via email at: [underwrite@noliesradio.org](mailto:underwrite@noliesradio.org)**

[www.NoLiesRadio.org](http://www.NoLiesRadio.org)

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<sup>3</sup> No Lies Radio is expected soon to apply for a Lo Power FM license from the Federal Communications Commission (FCC) and to re-broadcast their radio on licensed FCC radio stations. As a soon to be non-commercial radio station, underwriting announcements on No Lies Radio must follow certain FCC rules.