

Underwriting Program Guidelines

Inspiracom's stations are listener supported, non-commercial, and 501 (C) 3 non-profit, Christian radio stations. Our license with the FCC does not allow us to sell advertising. However, we are allowed to say "Thank you" to Businesses and Ministries that financially support our stations through our "Underwriting Program".

In honor of your gift, we would like to say a Thank You to you on the air. We will Thank You once per day; Monday through Friday, between the hours of 6 am and midnight. Most months you can expect to hear at least 20 acknowledgments.

FCC Underwriting Guidelines do not allow us to:

- Use language that would give your business or Ministry an advantage over similar businesses or Ministries. *Example: best burgers/fastest service.*
- Give a call to action
- We **cannot** say "stop by today", "visit us on-line"
- We **can** say "their address", "their web address is"

Additional Guidelines

- All acknowledgments will be 30 seconds or less.
- All music and voice work will be done in-house.
- All content must be non-commercial and approved to be in keeping with the format established at Inspiracom, its ministries, radio stations and FCC guidelines for non-commercial radio as interpreted by the Inspiracom management.

If you are interested in becoming an underwriter please call for more information as donation tiers vary.