



Holy Spirit Radio · P.O. Box 798 · Doylestown PA · 18901 · 215-345-1570

Underwriting Guidelines

Holy Spirit Radio is Catholic lay apostolate dedicated to spreading the Gospel through Catholic Radio. As an affiliate of EWTN, Holy Spirit Radio is in communion with our Holy Father and seeks to promote the fullness of Truth in accordance with the Magisterium of the Catholic Church.

Holy Spirit Radio (WISP) broadcasts on 1570 AM at 5,000 watts daytime* covering 2,700 square miles of the Philadelphia and surrounding suburban area. This area has an estimated population of 2.3 million. A non-scientific formula (based on average that 4% of listeners donate) estimates about 35,000 regular listeners.

** 900 watts nighttime*

Why Underwrite?

Holy Spirit Radio seeks to educate and inspire people of all faiths to live up to their full potential as sons and daughters of God. Our culture today too often only celebrates material and worldly success, but the message of Catholic Radio is that of spiritual success.

It is a message that is changing hearts and minds every day, leading people to live fuller, richer, and happier lives. By supporting Holy Spirit Radio you are offering people a message of faith and hope, which is also the station's motto: "Inspired by the Holy Spirit, Communicating Hope."

How Does Underwriting Work?

WISP 1570 AM is owned by Holy Spirit Radio Foundation, Inc., a non-profit 501 (c)(3) and therefore all donations including underwriting are tax-deductible. The station is located in Doylestown, Pennsylvania.

As an alternative to advertising, underwriting is a way for you or your business (or non-profit organization) to gain community-wide recognition for your support of Holy Spirit Radio and its commitment to spreading the Gospel message through Catholic Radio. Underwriting Contract commitments begin at 1 month and an advance installment is required. Contact WISP at 215-345-1570 for rate and payment methods.



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What Content may I have in my Underwriting Announcement?

Holy Spirit Radio is committed to creating high quality, professional-sounding announcements. The station's Program Director will work with you to maximize your message within the parameters set by the FCC (see FCC Underwriting Guidelines).

We are confident that you will be satisfied with our representation of your business. To receive a complete Underwriting Packet or for information on pricing, contracts and other aspects of WISP sponsorship, please contact us today @ 215-345-1570.

FCC/ WISP Underwriting Regulations and Policies

Due to FCC regulations of non-commercial airwaves there are several rules we must abide by in any underwriting announcement. The following is a brief description of what can and cannot be used:

Any or all of the following may be used in acknowledgement copy:

- Telephone number, email address, web site and location of business or area served.
- Days of operation
- A listing of up three (3) products or services
- Product origin "Belgium Waffles" or "French Bread"
- Intended use of product, "Men's Suits" or "Breakfast, Lunch and Dinner"
- Product content, "Silk Blouses" "Leather Shoes"
- Form of delivery, or method of preparation, "made from grapes" or "cooked with herbs"
- The organization's mission
- Corporate *non-promotional* slogans may be used in underwriting acknowledgements if they are in well-established use by the business and the wording stays within the spirit of these guidelines and FCC regulations.

None of the following may be used in acknowledgement copy:

- Qualitative language, (handcrafted; homemade; great; wonderful)
- Comparative language, (better; most)
- "Calls to Action" (call today, come by)
- Location of business using another business as a reference, (located next to or near by)
- Price information, (including "free")
- First person statements, (I urge you...)
- Second person statements, (you can stop by...)



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Additional Information:

All underwriting copy, including corporate slogans, is subject to approval of the General Manager of WISP.

Underwriting is support for current programs at Holy Spirit Radio. Financial support does not in any way imply that sponsors may influence program content or programming decisions.

WISP Sample Underwriting Announcements

:30 Spot Announcements:

Support for Holy Spirit Radio is provided in part by Denise D'Amico of Re/Max Action Realty located at 1126 Horsham Road in Maple Glenn, PA listing and selling homes in Bucks and Montgomery Counties. Denise can provide a confidential market analysis of any home. Her number is 215-919-0366. That's 215-919-0366. Online at www.DeniseDamicoSells.com.

Support for Holy Spirit Radio is provided in part by Brian Allen, First Vice President- Financial Consultant at RBC Dain Rauscher, a wholly owned subsidiary of Royal Bank of Canada, serving individual investors and businesses with offices in Conshohocken. RBC Dain Rauscher, for all of your retirement planning needs. Brian's number is 484-530-2850. That's 484-530-2850. Member NYSE, SIPC.

Join Our Radio Family

Mother Angelica, the founder of EWTN, always referred to her viewers and supporters as family. Holy Spirit Radio emphasizes that same sense of shared values and goals with our listeners and donors and we invite you to join our Radio Family by becoming an underwriter today. Call 215-345-1570 or e-mail 1570AM@HolySpiritRadio.org.

The official registration and financial information of Holy Spirit Radio Foundation, Inc. may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.