

<<first>> <<last>>
<<company>>
<<address>>
<<city>>, <<state>> <<zip>>

12 September 2009

**On-air underwriting at WOOL is tax deductible.
Now your business can reach our audience.**

Dear <<first>>,

WOOL is a community radio station broadcasting in the Great Falls area. We are operated by the Great Falls Community Broadcasting Company and are a member-owned and volunteer-run non-profit organization. We can be heard in part or all of the following communities: In Vermont in Bellows Falls, Rockingham, Saxtons River, Westminster, Cambridgeport, Springfield, Putney, and Brattleboro. In New Hampshire in Walpole, Charlestown, Westmoreland, Alstead, Acworth, Langdon, Marlow, and Keene. On the web we are heard around the world.

We've been on the air since 2005 and have built a loyal and far-reaching following both on the airwaves and online. Our programming is supplied by the combined efforts of nearly forty on-air hosts as well as shows brought in from outside. Our funding, until now, has come from our members principally locally in these same towns, and from occasional fundraisers. We are now proud to begin a new offering of on-air underwriting on WOOL which we hope will benefit our station, our audience, and our underwriters.

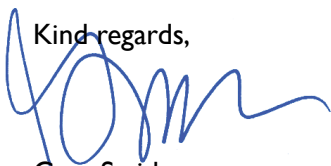
We're excited to offer this first opportunity for underwriting to the members of the Great Falls Regional Chamber of Commerce. We believe in the power of localism and opening this program to area business is in keeping with that philosophy. Underwriting contributions allow on-air access to our audience through crafted announcements of up to twenty seconds in length. Underwriting on WOOL is also tax-deductible.

WOOL volunteers will work with you to craft your message which will air at least ten times per week for a month at a charge of \$100.00 per month. On air announcements will run between 6:00 am and 9:00 pm which are the hours of our highest listenership. You can learn more about underwriting online at www.wool.fm/underwriting

If you have interest in this new opportunity please contact me at 802 460 9665 extension 111. You can also reach me by email at gary@blacksheepradio.org.

I look forward to hearing from you soon. Air space is limited and we are offering this program on a first-come, first served basis.

Kind regards,



Gary Smith
President, Great Falls Community Broadcasting Company



Underwriting at Black Sheep Radio

The more you underwrite, the less you pay.

		A. Monthly	B. Quarterly	C. Annually
	Announcements			
PLAN ONE	10 announcements / week	\$100.00	\$275.00	\$1,000.00
	Total Announcements	40	120	480
	Price per announcement	\$2.50	\$2.29	\$2.08
PLAN TWO	20 announcements / week	\$180.00	\$500.00	\$1,800.00
	Total Announcements	80	240	960
	Price per announcement	\$2.25	\$2.08	\$1.88

Why underwrite?

1. Underwriting shows support for community radio.
2. Underwriting brings your message to our listening audience
3. Underwriting is tax deductible

How is underwriting done?

1. You choose your budget from the table above. The more you underwrite, the less you pay per announcement.
2. The WOOL staff will work with you to craft an on-air announcement that suits your needs
3. Announcements tell the audience about your business and contain
 - **Your company name, location, telephone number, and web address.**
 - **Your established corporate slogan as long as it's not promotional.**
 - **A "value neutral" description of your products or services.**
 - **Trade names of the products and services you offer.**

Is this just advertising?

While serving a similar purpose, underwriting differs from advertising in the way it is regulated. The rules governing our broadcasting license prohibit messages from sponsors that contain calls to action, promotional or qualitative language, price information, or inducements to buy or sell.

When will my announcements air?

We will air each of your announcements between 6:00 am and 9:00 pm when most of our listeners are tuned in. At our sole discretion we may air additional repetitions of your announcements during other broadcast hours but we will not necessarily report these additional repetitions to you and make no guarantees of this additional repetition.

We greatly appreciate your support and will work with you to reach our audience with your message.

For more information visit us online at www.wool.fm or contact gary@blacksheepradio.org