ABOUT WZMB 91.3
WZMB plays the music of East Carolina University. Our university is the third largest in North Carolina. Station programming presents a variety of music styles to listeners all over thanks, to our online stream!

WZMB is a proud community partner with ECU and Pitt County. If you are looking to reach the ECU community, there is no better way than through WZMB.

GENERAL INFORMATION
Office Hours
Monday-Friday
8:00 AM- 5:00 PM
Telephone
Office: 252-328-4751
Fax: 252-328-4773
Request Line: 252-328-6913
Email: wzmb@ecu.edu

Address
WZMB 91.3 FM
East Carolina University
110 Mendenhall
Greenville, NC 27858

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SPONSOR ANNOUNCEMENT RATES

<table>
<thead>
<tr>
<th>STANDARD</th>
<th>PREMIUM</th>
<th>PLUS</th>
<th>THREE DAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30</td>
<td>$40</td>
<td>$50</td>
<td>$25</td>
</tr>
</tbody>
</table>

Standard Package
1 AM or PM Drive
1 Midday Spot
2 times a day - Total of 10 Spots per week
10 second message stating business name at address is a proud sponsor of programming on WZMB 91.3 FM”.

Plus Package
2 AM Spots
2 Midday Spots
2 PM Spots
6 times a day - Total of 30 Spots per week
Up to 30 seconds message stating business name, address, store hours and products or services.

Premium Package
1 AM Spot
1 Midday Spot
1 PM Spot
3 times a day - Total of 15 Spots per week
Up to 20 seconds message stating business name, address, store hours and products or services.

Three Day Package
1 AM Spot
1 Midday Spot
1 PM Spot
3 times a day - Total of 9 Spots
Up to 20 seconds message stating business name, address, store hours and products or services.

Notes:
• All sponsorships are prepaid unless credit had been established
• Sponsorships above $80 may be paid partially in products/services
• Prices are per week, excluding Three Day package
• Three Day Package must be consecutive days
• Rates includes live streaming
• Two-week deadline

Sponsor Information & Procedures
As a public, noncommercial, educational radio station WZMB does not sell advertising. The FCC however, does allow the station to acknowledge receipt of sponsor donations. On-air acknowledgments of sponsors may contain the business name, or its products. Sponsor acknowledgments may not contain prices, mention special offers, and make comparisons or qualitative statements about businesses, products, or services. WZMB will attempt to air sponsorships during desired time periods whenever possible, but FCC regulations prevent the station from changing, disrupting, or interrupting regularly scheduled programming to make such acknowledgments. The commission has become aware of significant uncertainty and controversy concerning various aspects of Commission and statutory policy relating to commercial underwriting on noncommercial stations. As a consequence, we have reviewed the existing policies, focusing on 5 areas.
After the Sponsor Agreement is secured, the Administrative Associate files the signed and completed form. The Production Manager will be informed that the sponsor has been accepted and he/she will not make the cart until the payment has been received. SPONSORSHIPS WILL NOT AIR UNTIL PAYMENTS ARE MADE IN FULL!

When the contract expires it becomes the job of the Student General Manager to make sure that sponsorships are removed from rotation. No sponsor can receive free airtime. When accounts expire we must remove them immediately.

The sponsorship contract is in three parts. Student Media Accountant will get the main copy with the deposit, the Sponsor will receive the second copy, and the Administrative Associate of WZMB will file the final copy for station records.

Sponsors Announcements are intended to be non-commercial acknowledgments of a business or individual that has contributed funds or goods and services to the station.

The intent of enhanced underwriting and donor acknowledgments as defined by the FCC is to allow public broadcasters to expand or “enhance: the scope of donor and underwriter acknowledgments to include: (1) logograms or slogans that identify but that do not promote, (2) location information, (3) value neutral descriptions of a product or service, and (4) brand and trade names and product or service listings.

Based upon FCC regulations, the following guidelines shall be followed in writing, producing, and airing sponsorship announcements at WZMB:

1) Business name, location, contact information, and the operating hours may be included but no call to action can accompany them.
2) Value neutral descriptions of a product line or service may be included. Announcements cannot have comparative or qualitative descriptions of products or service.
3) Brand and trade names and product or service listings can be included, but cannot contain descriptions that are comparative or qualitative.
4) Price information cannot be included. This would include any announcement of interest rate information or other indication of savings or value associated with the product.
5) A call to action is not permissible. An example is: “Come see band X.”
6) An inducement to buy, sell, rent, or lease is not permissible. Examples given of such announcements are: “Six months free service.” “Special gift for the first 50 visitors.”

Additionally, it is noted that FCC regulations, an East Carolina University Auditors report, and ECU Media Board policy prohibit members of the station’s staff from requesting or accepting any funds, services, or materials received by the station for sponsorship announcements for any personal use.

ALL SPONSORSHIPS MUST BE PAID IN FULL BEFORE THEY ARE BROADCAST OVER THE AIR!

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>70%</th>
<th>30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>$80</td>
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<tr>
<td>$250</td>
<td>$175</td>
<td>$75</td>
</tr>
</tbody>
</table>

TOP FIVE SPONSOR POLICIES

1) The broadcast announcements relating to goods and services for which consideration is received by the station
2) enhanced underwriting and donor announcements
3) the offering of program related materials
4) the related material
5) the airing of foreign language programs by public broadcasters and the degree of control necessary to ensure compliance with Commission requirements.

ANNOUNCEMENTS PROMOTING THE SALE OF GOODS & SERVICES

Section 399B of the Communications Act of 1934, as amended, and Sections 73.503(d) and 73.621(c) of our rules specifically proscribe the broadcast of announcements by public broadcast stations which promote the sale of goods and services of for-profit entities in return for consideration paid to the station. These rules, however, permit contributors of funds to the station to receive on-air acknowledgments. The Commission has articulated specific guidelines, which emphasize the difference between permissible donor and underwriter announcements and commercial advertising.