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WDFH-FM 90.3 and WDFH.org

Community Public Radio for the Lower Hudson River Valley

*Serving central and northern Westchester,
eastern Rockland and southern Putnam Counties*

WDFH-FM 90.3 in Ossining, New York, is the only public radio station in the lower Hudson River Valley. We are entirely not-for-profit and commercial-free.

In 2009, we completed a long-awaited expansion of our broadcast signal, expanding our potential audience to 400,000. We have also just completed the relocation of our studio — so we're at the beginning of an exciting new era for WDFH and the communities we serve.

In the coming months, we'll be expanding our programming to provide our listeners with a freeform mix of rock, jazz, blues, folk, and local artists, along with local news, public affairs, and the arts. WDFH is affiliated with the Pacifica Radio Network and broadcasts in-depth programs, including the highly-regarded daily news programs *Democracy Now* and *Free Speech Radio News*, along with weekly in-depth news and public affairs shows.

WDFH broadcasts at 90.3 FM in the lower Hudson Valley from a tower site high above Mount Pleasant. Our coverage map is on page 3. We can also be heard worldwide at WDFH.org. Selected local programs are available on demand and as podcasts through our web site.

What makes WDFH unique is also how it's run: by volunteers. This makes WDFH a *community* public radio station whose staff volunteers donate their time and energy to the pursuit of creating quality programming directly relevant to our communities.



***As a public radio station,
WDFH relies on support from listeners and
local businesses and organizations like yours.***

Underwriting is a financial gift that your business or organization makes to WDFH. It's a great way to express your support for *local* public radio and for the expanding range of programming we'll be developing. In exchange, we acknowledge your gift through announcements that are broadcast on the air and online. Underwriting is similar to sponsoring commercial advertising — but with important differences:

- Public radio underwriting creates a **“halo” effect** that conveys integrity, social responsibility, good corporate citizenship, and high quality products.
- Because WDFH is a non-profit organization (tax-exempt under Section 501(c)(3) of the Internal Revenue Code), your support is **tax deductible**.
- Though the FCC limits what can be said in an underwriting announcement, your announcement will be heard in a **low key, uncluttered environment**, not jammed in with 18-20 minutes an hour of high-pressure commercial content.
- Underwriting **rates on WDFH are considerably lower** than sponsorship rates on commercial radio stations.

Your underwriting gift can be made in easy monthly payments or you may contribute your entire gift at once.

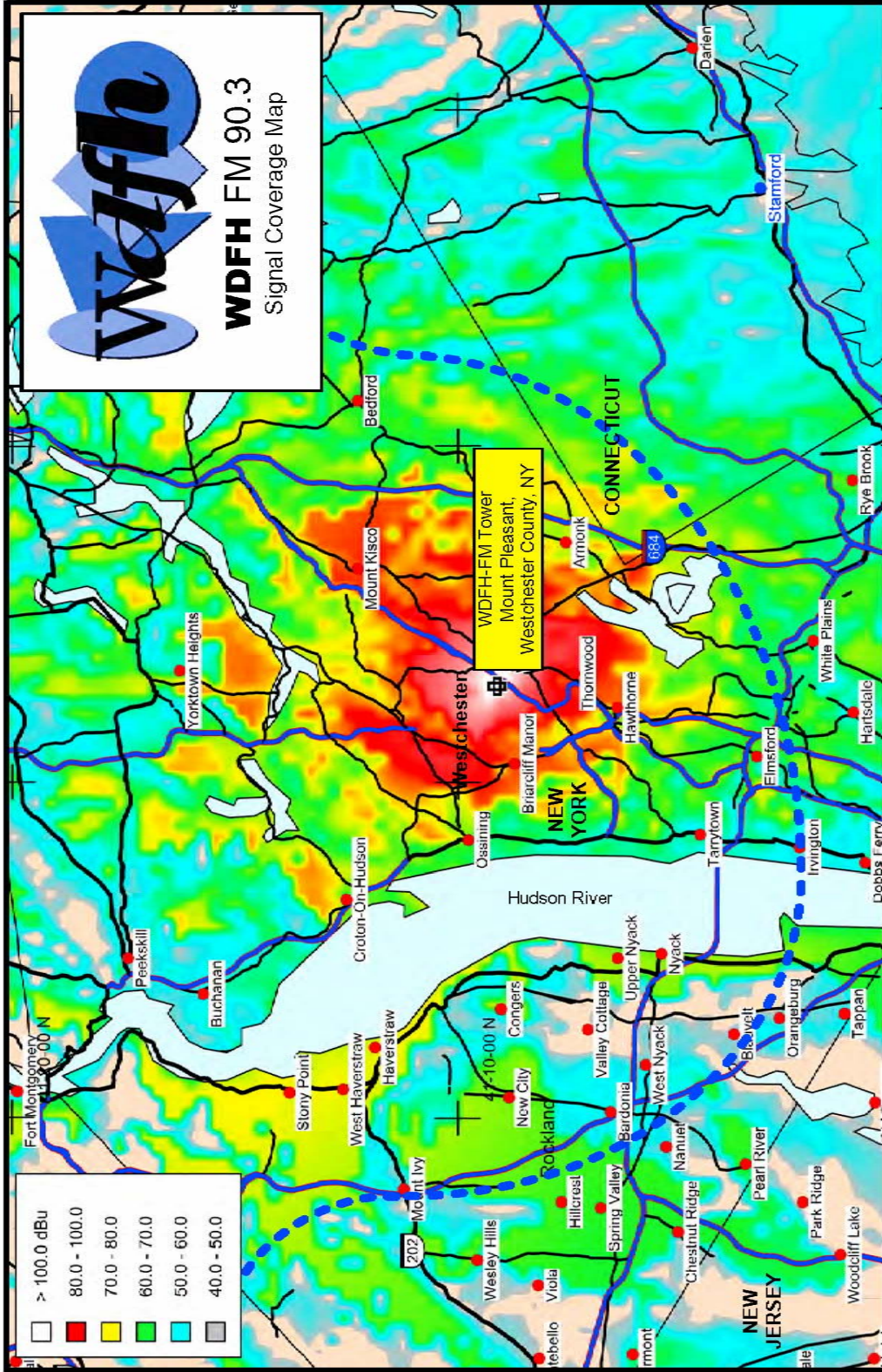
You will receive:

- Underwriter identifications heard on the air and online, and
- Your logo, business name and description, and a link to your business on the Underwriters page on WDFH.org.

Underwriting announcements are 15 seconds in length and may include any of the following:

- Your business name, address, telephone number and website,
- Value-neutral description of your products or services,
- A non-promotional slogan, if you use one, and
- Historical information, such as length of time your establishment has served the area.





WDFH's FM broadcast signal reaches central and northern Westchester, southern Putnam, eastern Rockland, and a small area of western Connecticut. Reception is affected by local terrain. Within the dotted blue arc, reasonably good coverage is expected wherever the signal strength is 50 dBu or higher (blue, green, yellow, or red areas). However, there is little coverage along the immediate eastern bank of the Hudson River except in Ossining and Croton and in areas where terrain causes shadowing (such as the off-white areas near Valley Cottage in Rockland County). Reception has been reported as far north as Rhinebeck, 54 miles away, and as far south as Yonkers.

Outside the arc, WDFH's signal can probably be heard only in areas where the signal strength exceeds 60 dBu, and in some areas only where it exceeds 70 dBu.

In all areas — but especially those outside the arc — an outdoor, directional (TV-style) antenna pointed toward WDFH's tower will result in stronger reception. In some areas outside the arc, perhaps even at some distance, reception may be possible with an outdoor directional antenna pointed toward the tower. The higher the antenna above the ground, the better. It is probably impossible to hear WDFH in most areas near Westport, CT, Garden City, LI, New York City, and Mahwah, NJ, where there are other stations broadcasting at 90.3 FM. Our transmitting antenna reduces our signal toward those stations; that is part of the reason that our signal coverage is more complicated than just drawing a circle around our tower.

WDFH can also be heard anywhere on the net at <http://wdfh.org>.

Underwriting Packages

We offer a variety of underwriting opportunities for your business. Our packages are based on a basic rate of \$25 per announcement.

Our Major Supporter packages offer a discounted rate. If you join WDFH as a Major Supporter, you may also choose to have your announcements associated with specific programs heard on WDFH, including Democracy Now, Free Speech Radio News, Recovery Talk, In Focus, and others. Information about these programs, including weekly topic listings, is available at <http://wdfh.org/listings.htm>. As we add new programming, we will make available more program-specific underwriting opportunities.

All packages require a minimum commitment of four weeks.

Major Supporter Packages:

- **Platinum Circle:** Join the Platinum Circle at WDFH for a contribution of \$2,000 per month. You will receive four underwriting announcements per day, seven days a week.
- **Gold Circle:** Support WDFH at the Gold level for a contribution of \$1,000 per month. You will receive two underwriting announcements per day, seven days a week.
- **Silver Circle:** At the Silver Circle level, your contribution is \$500 per month. You will receive one underwriting announcement per day, seven days a week.

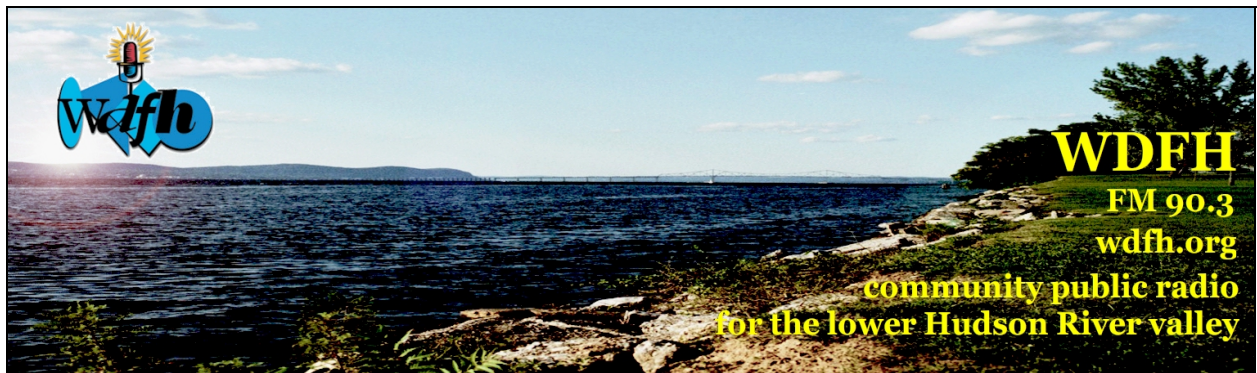
We can also create **custom packages** to fit any budget. The rate is \$25 per announcement, with a minimum of one announcement per week.



WDFH-FM Underwriting Policies

- All underwriting on WDFH must comply with FCC rules pertaining to noncommercial broadcasting stations.
- Acknowledgements must identify rather than promote.
- Price information, calls to action, and inducements to buy, sell, or lease are not permitted.
- WDFH will write, edit and voice announcements, and will have final approval of all announcements.
- Announcements will air at the beginning and/or end of a program. Airing between segments of a program may also be possible, depending on the program.
- WDFH reserves the right not to accept underwriting support from any entity deemed to be inconsistent with the station's image, not of general interest to its listeners, or potentially detrimental to the welfare and image of the station.
- Your announcements may share a timeslot with announcements of other WDFH supporters. We will make all reasonable efforts to avoid scheduling a competitor's announcement in the same timeslot as your announcement.
- Unless otherwise noted, a "week" is a calendar week, Monday through the following Sunday.
- All underwriting is subject to availability.
- WDFH may change the per announcement rate at any time. In the event of a change, we will maintain your current rate until the end of your current contract.
- We will make all reasonable efforts to broadcast your announcements as scheduled. If technical difficulties prevent us from broadcasting announcements at the scheduled times, we will offer to broadcast them at another time, extend your agreement period, or make a pro-rated refund.
- Checks should be made out to WDFH and mailed directly to WDFH at 21 Brookside Lane, Dobbs Ferry, New York 10522, Attn: Underwriting.
- Credit card payments, including automatic monthly charges, can also be arranged.

**The volunteer staff and crew of WDFH would like to
THANK YOU FOR YOUR SUPPORT!**





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