

Underwriting Agreement | WUFT



UNDERWRITER Visit Gainesville Alachua County (NPR Announcement Schedule)

CONTACT PERSON Jessica Hurov and Elizabeth Reyes E-MAIL jhurov@alachuacounty.us

ADDRESS 33 North Main Street ereyes@alachuacounty.us

CITY Gainesville STATE FL ZIP 32601

PHONE 363-8619 and 260-5786 FAX _____ ORDER DATE 9-17-19

BILLING ADDRESS (If different) _____

CITY _____ STATE _____ ZIP _____

CALENDAR BROADCAST OTHER :30 :15

WUFT's Agreement to Underwriter: Agency Yes No

STATION: WUFT NPR Announcement Schedule Tuesday October 1st through Monday September 28th

2 per day Monday through Friday 6am to 10am = 10 @ \$60.00 = \$600.00 paid per week
2 per day Monday through Friday 4pm to 7pm = 10 @ \$60.00 = \$600.00 paid per week
4 per day Saturday through Sunday 6am to 7pm = 8 @ \$30.00 = \$240.00 paid per week
28 per week airing Monday through Sunday 6am to 12midnight @ non-profit no-charge rate
Total of 28 paid announcements per week and 28 no-charge non-profit spots = 56 spots x 52 weeks = 2,912 spots
\$1,440.00 per week = \$74,880.00 Duplicate schedule will air on WJUF-FM

Underwriter's Agreement to WUFT:

\$74,880.00 payable to WUFT-FM NPR - Monthly Package Billing of \$6,240.00

Schedule START DATE 10-01-19 Schedule END DATE 09-28-20

Agreement Total NET \$ 74,880.00 GROSS \$ _____

Items of understanding between Underwriter and WUFT

1. WUFT is a noncommercial radio station operating under the Board of Trustees of the University of Florida, Gainesville. As such, it cannot and will not promote, advertise, or sell any goods and services in exchange for consideration. WUFT will broadcast acknowledgements of donation received from Underwriter as described below.
2. Underwriter acknowledgements may include the name or business name, location, value neutral descriptions for business products and/or services including name brands and value-neutral slogan. Underwriting copy will be prepared by WUFT from information furnished by the Underwriter. WUFT reserves the right to make final determination of the exact wording of the copy to assure compliance with FCC guidelines.
3. Underwriter understands and agrees that the Underwriter shall not have any control, rights of ownership, or privileges relating to the content of the underwritten program or the general operations and programming of WUFT. Beyond financial obligations expressed in this agreement, the Underwriter has no liability for circumstances which might arise from broadcast of underwritten programming.
4. In case of program pre-emption or technical difficulties, WUFT will, at its discretion, extend the date of this agreement or acknowledge the underwriting in other comparable time periods. WUFT will make its best good faith efforts to comply with the terms of this agreement; however, WUFT reserves the sole right to cancel the agreement and refund any unspent donations.
5. This underwriting agreement is subject to the laws of the State of Florida. This agreement shall become valid upon the signatures of all parties below.

UNDERWRITER/AGENCY Elizabeth Reyes/Jessica Hurov:

WUFT REPRESENTATIVE Mel Clark