

UNDERWRITING POLICY
passed April 1997; amended 4/30/98

It is WORT policy to accept underwriting support from businesses located in the Madison area. WORT does not allow underwriters to affect news or music programming content in any way; however, like all members of the community, underwriters have the right to express opinions about any and all of WORT's programs. By station policy and according to FCC regulations, WORT programmers and engineers shall air no more than a total of one minute of underwriting announcements per hour. Announcement shall not contain references to third-party support.

Underwriting carts are to run no more than 20 seconds in length, with the exception of some non-profit agencies which may run 30 second messages. No music is allowed on underwriting carts. Only one voice is allowed per message. All underwriting messages must comply with FCC regulations. Her Infinite Variety and Her Turn will only run female-voiced carts.

FROM WHOM DOES WORT ACCEPT MONEY?

It is WORT policy to accept underwriting support from businesses located in Southern Wisconsin and grant monies from regional and national agencies. WORT will not accept financial support from businesses engaged in labor disputes. WORT will not accept financial support from businesses with financial interests in countries with oppressive regimes. WORT will not accept financial support from businesses which engage in discrimination on the basis of race, creed, religion, gender, skin color, sexual orientation, national origin or ancestry, disability, marital status, arrest or conviction record, political affiliation or membership in the armed forces of the United States.