

Delgado *Dolphin Radio*

COMMUNITY COLLEGE

It is the mission of Dolphin Radio to serve in “the public interest, convenience, and necessity”, the traditional bedrock principles of broadcasting since the inception of the art.

Dolphin Radio will:

- Provide students of Delgado Community College with the facilities and learning environment by which they may take part in a professional-quality broadcasting experience.
- Provide the Delgado community—its students, faculty, staff, alumni, and supporters—and neighbors with a radio outlet that reflects the rich diversity of the college and the city.
- Provide a promotional showcase to highlight the academic excellence and artistic accomplishments of the various programs and courses of study at the college.
- Serve as a conduit to keep the Delgado community informed of relevant campus information and events.
- Offer a source of entertainment, camaraderie and spirit to and for the Delgado community.

Predicted WXDR Coverage



Please note: actual coverage may vary due to terrain, buildings, atmospheric conditions and interference from out-of-market radio stations. WXDR-LP is a Low Power FM station with 100 watts Effective Radiated Power and by definition, outside our Grade “A” coverage zone will not be as strong as commercial stations.

Dolphin Radio

WXDR

New Orleans **98.9FM**
dolphinradio.org



Delgado

COMMUNITY COLLEGE

WXDR-LP 98.9FM Dolphin Radio



In August of 2011, *Delgado's Dolphin Radio* signed on--first as a super-low-power AM station broadcasting on 1610 kHz, then shortly afterward as an Internet streaming station. Operating under Part 15 of the FCC Rules and Regulations, the AM signal covered an area within about 2 miles of the City Park campus, but when a nearby station on 1600 kHz increased its power, reception of Dolphin Radio became challenging, even on campus. Broadcasting efforts were redirected solely to the Internet until--for the first time in a decade--Congress and the FCC opened up a window for new Low Power FM (LPFM) station applications. Delgado Community College applied for and was granted permission to build its own 100 watt FM station, becoming one of only approximately ten community colleges nationwide to receive an LPFM grant. Now, Dolphin Radio is on the air as WXDR-LP, 98.9 MHz with coverage through much of New Orleans, and throughout the world via dolphinradio.org!

**The Radio Voice of
Delgado Community College**

Underwriter Guidelines

As a non-commercial broadcaster, Delgado's Dolphin Radio must abide by FCC policies regarding paid sponsorships. In essence, we cannot air commercials, but we can broadcast "underwriter" messages--on-air "thank you" announcements. When you support Dolphin Radio with your donation, you help keep the station on the air and help us train the next generation of broadcasters.

What we can say in your message:

- Slogans that "identify and do not promote"
- The location of the underwriter
- "Value neutral" descriptions of products and services
- Brands and product services and trade names
- Phone numbers and websites

What we can't say in your message:

- Prices
- Qualitative claims such as "best" or "most"
- Direct **calls to action** such as:
 - "Stop by and see us today!"
 - "Call us now!"

Your Underwriter Message will be approximately 20 to 30 seconds long.

Underwriter Packages

The Dolphinator

- Minimum 3 messages a day, every day for a full year.
- Messages will run between 7 a.m. and 10 p.m.
- Additional bonus spots may run overnight **\$1800**

The Full Semester

- Minimum 3 messages a day, every day for a semester (approximately 110 days).
- Messages will run between 7 a.m. and 10 p.m.
- Additional bonus spots may run overnight **\$600**

Short Course

- Minimum 3 messages a day, every day for a full month.
- Messages will run between 7 a.m. and 10 p.m.
- Additional bonus messages may run overnight **\$300**

Per Week

- Minimum 3 spots a day, every day for a full week.
- Messages will run between 7 a.m. and 10 p.m.
- Additional bonus messages may run overnight **\$100**

Show Sponsorship

- Minimum 1 message a week, during specific show.
- Minimum term for Show Sponsorship is a month.
- Messages will run between 7 a.m. and 10 p.m.
- Rate does not include live sports coverage **\$100**

Single Spot Rate

- Ten message minimum purchase
- Messages will air *Run of Station* **10 @ \$6.00 / \$60.00**