

MCC RADIO

SPONSORSHIP

Keep Southern Gospel on the air.

WSGV - Online & LPFM

Marion, Ohio

mccradio.org

MCC Radio is a Southern Gospel internet radio station from Marion, Ohio — a ministry of My Community Church. We stream free, 24/7, and serve listeners locally and beyond. Sponsoring MCC Radio puts your name or business in front of a loyal, faith-minded audience through FCC-compliant on-air underwriting acknowledgments.

UNDERWRITING OPTIONS

INDIVIDUAL DAILY

\$25/day

Your acknowledgment plays every hour of the broadcast day, outside of The Non-Stop Drive, after any featured or monthly sponsors. Can include a name, family name, or a brief personal dedication.

Great for: Individuals, families, memorial tributes

MONTHLY BUSINESS

\$100/month

One play per hour, every day of the month, rotating among active monthly sponsors — including during The Non-Stop Drive when no weekly featured sponsor is active. Plays ahead of daily sponsors. Can include your business name, location, hours, and a plain description of your services.

Great for: Local businesses, churches, ministries

WEEKLY FEATURED

\$125/week

Your acknowledgment plays first in every hourly sponsor block, seven days a week, with exclusive placement during The Non-Stop Drive on weekdays.

Great for: Businesses wanting maximum reach

24/7

Streams around the clock

FREE

No subscription required

LPFM

Pursuing WSGV license

LOCAL

Marion, Ohio ministry

FOUNDING SPONSORS

Annual recognition options

Tier 1: Name Recognition

\$500 / year

- Typed name on sponsorship pamphlets
- Typed name on event banner at live events
- One year of underwriting spot playback on MCC Radio

Tier 2: Logo Recognition

\$1,000 / year

- Logo printed on sponsorship pamphlets
- Logo printed on event banner at live events
- One year of underwriting spot playback on MCC Radio

READY TO GET STARTED?

Contact us to reserve your sponsorship. We'll help you write FCC-compliant on-air copy and get your acknowledgment on the air within days.

Email: contact@mccradio.org

Web: mccradio.org/sponsorship

Download: *This sheet is available at mccradio.org/sponsorship*

UNDERWRITING COPY

COPY GUIDELINES & EXAMPLES

MCC Radio follows FCC non-commercial underwriting standards now and will be required to do so once WSGV is licensed. These rules apply to all sponsors regardless of tier. The good news: compliant copy still tells listeners exactly who you are and what you do.

WE CAN INCLUDE

- Your name, family name, business, church, or ministry.
- What you do or offer, stated neutrally — no quality claims. ("Home repair and remodeling" yes. "The best home repair in Marion" no.)
- Location, phone number, website, and hours.
- "Serving Marion since 2015" is fine; "Marion's finest" is not.

WE CANNOT INCLUDE

- Calls to action — phrases urging listeners to call, visit, or buy.
- Pricing, discounts, or incentives of any kind.
- Qualitative claims ("best," "highest quality," "unmatched service").
- Comparative claims ("better than," "the only," "Marion's #1").

SAMPLE ACKNOWLEDGMENTS

INDIVIDUAL

MCC Radio is supported by the Johnson Family of Marion, Ohio.

BUSINESS

Support for MCC Radio comes from Marion Hardware, located at 123 Main Street in Marion — serving the community with tools, supplies, and home improvement needs since 1987. Open Monday through Saturday.

BUSINESS WITH SLOGAN

MCC Radio is made possible by Grace Accounting Services — tax preparation and bookkeeping for families and small businesses in Marion County. Reach them at graceaccounting.com.

WHY SPONSOR MCC RADIO?

- > Reach a loyal, faith-minded audience tuned in for encouragement, not noise.
- > Your acknowledgment plays in a distraction-free environment — no competing ads, no shouting.
- > Support a local ministry that serves Marion and listeners far beyond.
- > FCC-compliant acknowledgments keep your message credible and trustworthy.

ABOUT MCC RADIO

MCC Radio is a 24/7 Southern Gospel internet radio station and a ministry of My Community Church in Marion, Ohio. The station carries beloved Southern Gospel music, teaching, service replays, and weekend features — all free, with no subscription required. MCC Radio is pursuing an LPFM broadcast license (WSGV) to extend its signal into the local community.

PROGRAMMING HIGHLIGHTS

The Non-Stop Drive

Weekdays, 4:30–6:30 PM — Peak drive-time block

Late Nights with Tyler

Weeknights, 10 PM–Midnight — Late-night Southern Gospel

Saturday Morning Uplift

Saturdays, 10 AM–Noon — Christian talk and music

Word of Truth Replay

Sundays, Noon — My Community Church service