

Starting (or Restarting) Your Underwriting Program from Scratch

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Step One

Determine viability of the product and program

- What is your reason for starting?
- What other on-campus markets exist?
- Is your station well listened-to?
- Do you have a stable product?
- Do you have stable staff and advising?
- Who will sell, produce, support, and administer the program?
- Who will train sales reps now and in the future?
- How will your sales reps be compensated?

Step Two

Obtain approval from your Licensee and/or faculty advisor

- Show them your business plan
- Tell them about any administrative support you will need from them
- Have a time line for implementation
- The more you can show them that you are serious about this, that you've thought about the process, and have thought through the steps, the more likely they are to approve your program

Step Three

Set up the Logistics of your program

- Determine avails and how spots will be logged
- Establish your underwriting guidelines
- Define what assets will be sold
- Establish your rate card
- Create your marketing materials
- Create contracts, invoices, and affidavits
- Determine your collections process
- Choose Customer Relationship Management Tracking Program

Step Four

Train your sales staff

- Research
- Prospecting
- Getting Appointments
- Meeting Clients
- Client Needs Analysis
- Creating and Presenting the Proposal
- Overcoming Objections
- Closing the Sale
- Writing the Copy
- Contracts, Invoices, Affidavits
- Collections
- Renewals and Upgrades
- Transition of accounts to new sales reps

Resources on the CBI conference website

Sample Underwriting Guidelines

Sample Media Kit Pages

Prospecting Categories Sheet

Client Needs Analysis Worksheet

Sample Proposal

Sample Insertion Orders

Sample Production Order

Sample Contracts

Sample Invoices

Sample Affidavits

Screen shot of info about the Public Radio Legal Handbook, produced by the National Federation of Community Broadcasters