

Urban One – Telephone Consumer Protection Act Text Message Policy

Last Updated: February 20, 2026

This policy applies to Urban One and its family of affiliate and subsidiary entities (“Urban One”) The federal Telephone Consumer Protection Act (“TCPA”) (47 U.S.C. § 227) and its implementing regulations place certain restrictions on the use of text messages for marketing purposes, and prohibits the use of an automated telephone dialing system (“ATDS”) (popularly referred to as an “autodialer”) to send unsolicited text messages to wireless numbers without prior express written consent of the recipient.

When a consumer sends an affirmative text message to Urban One to join a text club, that constitutes “prior express consent.” When a consumer gives prior express consent, Urban One is permitted to send non-marketing related messages to the consumer, *e.g.*, confirmation of a purchase or other purely informational messages.

To send marketing-related messages (including sweepstakes related messaging), Urban One must get prior express *written* consent, which is distinct from prior express consent. Prior express written consent must be clear and conspicuous, and include all of the following elements:

- The consumer must take some affirmative action to indicate consent;
 - Ex. Replying “Y” or “Yes” to indicate consent.
 - Consent through text message is sufficient for federal regulatory purposes
- The message must include clear authorization for the seller to deliver or cause to deliver advertisements or telemarketing messages;
- The message must include the telephone number which the signatory authorizes advertisements or telemarketing to be delivered;
- The written agreement must include a clear and conspicuous disclosure informing the consumer that they are authorizing the delivery of telemarketing or advertising text messages and the consumer is not required to sign the agreement as a condition of purchasing any goods or services.

Consumers must be permitted to opt out at any time using a reasonable method of opting out (ex. STOP 2 end). Urban One must respond to these revocation requests within a reasonable time period, not to exceed ten (10) business days. Urban One must also send a one-time message replying to the consumer’s revocation request confirming that consent has been revoked.

When a consumer initiates a text message exchange with Urban One, Urban One is permitted to send a one-time text message to the consumer that does not require prior express written consent. However, any subsequent messages must be sent with prior express written consent.

Marketing Messages Sent on Behalf of Third-Party Advertisers

Urban One may send advertisements in the form of a text message to consumers on behalf of third-party advertisers using the below text message workflow. The initial opt-in message must inform the consumer that they will receive advertisements from “3rd party advertisers”, but is not

required to include the name of the specific advertiser. Upon opting to receive advertisements from third parties, any advertisements sent to the consumer must include the name of the sender (Urban One or the appropriate affiliate/station) and the name of the specific advertiser.

Quiet Hours

State and federal law prohibit sending marketing-related text messages during certain hours. These “quiet hours” can vary state by state. **Text club messages (that are not automated confirmation messages requiring only prior express consent) cannot be sent before 9 A.M. local time, or after 8 P.M. local time Monday through Saturday. On Sundays, text messages cannot be sent before 12 P.M., or after 8 P.M. local time.**

The below workflow illustrates Urban One’s text message process for communicating with consumers:

		Call To Action	
Flow		Broadcast: Text KEYWORD to SHORTCODE for info on joining [call letters] text club	Broadcast: Text KEYWORD to SHORTCODE for info on how to enter [promo name] and join [call letters] text club. See station contest page for non-text entry & Rules.
Consumer Action		Texts KEYWORD to SHORTCODE	Texts KEYWORD to SHORTCODE
Station Message	Opt-In	Reply Y to join [call letters] txt club & rec’v up 2 ___/week autodialed station/3d party ads from [call letters] <u>txt club</u> 2 this #. Consent not req’d 4 purchase. <u>Reply STOP 2 end.</u>	Reply Y 4 [promo] entry & 2 join [call letters] txt club & rec’v up 2 ___/week autodialed station/3d party ads from [call letters] <u>txt club</u> 2 this #. Consent not req’d 4 purchase. <u>Reply STOP 2 end.</u> AMOE & Rules: https://urban1.com/esign-and-text-policy/
Consumer Action		Y	Y
Station Message	Confirm	Tx 4 joining [call letters] text club; Terms https://urban1.com/esign-and-text-policy/ ; reply STOP 2 end HELP 4 help; max [#] msg/wk; msg&data rates may apply	Congrats! You entered [promo name]. Tx 4 joining [call letters] text club; Terms [URL]; reply STOP 2 end HELP 4 help; max [#] msg/wk; msg&data rates may apply
Station Alternate (1) (Already Entered Promo)			Oops! You already entered [promo name]. Tx 4 joining [call letters] text club; Terms [URL]; reply STOP 2 end HELP 4 help; max [#] msg/wk; msg&data rates may apply