

WCUW 91.3 FM • www.wcuw.org UNDERWRITING INFORMATION

All Underwriters receive AD Placement in
THE LOBE



A WEEKLY DIGITAL PRODUCTION OF WCUW RADIO PROVIDING INFORMATION ON LOCAL LIVE MUSIC AND EVENTS.

THE LOBE

WCUW WORCESTER 91.3 FM NEWS & INFO

CONCERT LISTINGS

NOW THRU
NEXT
WEDS.

Ask about
sponsoring a
FRONTROOM or
POP-UP Event!

WCUW WORCESTER 91.3FM WCUW.ORG/LISTEN 910 MAIN STREET, WORCESTER, MA 01610 (508) 753-1012

WCUW 91.3 FM ~ www.wcuw.org
Community Radio At Its Finest!

Our audience really does listen and appreciate those who support us.



With WCUW
on your side,
there's no need
to scream to
be heard!

WCUW 91.3 FM

910 Main St. Worcester, MA 01610

www.wcuw.org • 508-753-1012

info only: underwriting@wcuw.org

The biggest Jukebox of BLUES • WORLD • ROCK • OLDIES • FOLK • CLASSICAL • ROOTS • NEWS & COMMUNITY AFFAIRS anywhere!

What Makes WCUW Unique?

WCUW as a call signal originated when Robert Goddard turned on the AM signal back in 1920!

91.3 FM has been your community station since John Levin turned on the FM transmitter in 1973!

Yes, we have some pretty serious roots, perhaps some of the deepest when talking radio in Worcester County.

Working with one paid manager, more than 70 volunteers (perhaps a neighbor of yours?) keep WCUW humming along 24/7 all year long! Holiday shows are our specialty.

WCUW is supported in part by the unique audiences of our 70 + programs. They, and their listeners, appreciate the businesses and organizations that support WCUW 91.3 FM.



The WCUW Reach?

WCUW 91.3 FM covers all of Worcester and the surrounding towns; over 1,200 square miles throughout Worcester County, reaching thousands of loyal listeners every day.

WCUW averages 4,000 + unique listeners in any given hour.*

*Based on Radio Research Consortium data



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***What's the common denominator between
a rocket ship and a microphone?***



That would be
Dr. Robert Goddard,
the father of modern rocketry
and founder of radio station
WCUW 91.3 FM!



WCUW celebrated its 100th anniversary of Dr. Robert Goddard's first radio transmission from Clark University in 2020. We thank Dr. Goddard for establishing the WCUW call sign with that first transmission.

Community radio, via the historic WCUW call sign was introduced in 1973 on the freshly minted 91.3 FM signal. The creative spirit and desire to learn and share the local cultures and traditions of our radio pioneers still resonates via the 70 + volunteers that deliver the bouquet of sound you hear 24/7 at 91.3 FM and wcuw.org.

WCUW is programmed by real people that are passionate about the music and culture that they share each week. No scripts, no pre-determined play lists, just great radio wrapped in a diverse, but coherent program grid. There's no other radio like WCUW on the planet!

Unblemished by commercials, extended music sets are the norm on 91.3 FM: all crafted by knowledgeable and seasoned programmers. Our Saturday speciality shows start at 9 am with the Irish program *The Four Green Fields* followed at noon by The Sounds of Scotia. At 2 pm it's *The Polka Party*, then it's *The Mop Tops and the King*, a Beatles and Elvis review starting at 4 pm. The Blues kicks in at 5 pm followed at 9 pm by the *Rock n' Roll Party*. And that's just Saturday!

Wcuw complements each hour of live programming (and most recorded shows) by making them available for two full weeks after airing. Enjoy your favorite show in 15 minute increments at your convenience. People do take note of their sponsors! Go to wcuw.org. Look under PLAYLIST and select CALENDAR and then the show of your choice.



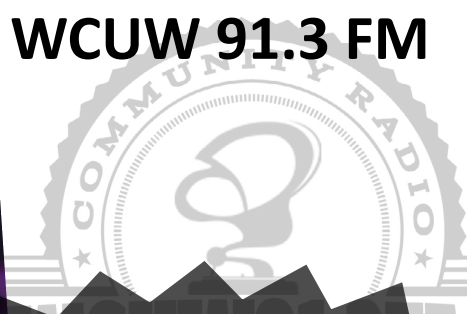
The main studio of WCUW 91.3 FM



Hallie and Bea working on a project in Studio A

Some of the amazing programs you can hear over

WCUW 91.3 FM



Your Business
Will BE
Listed In
The LOBE!



WCUW Commercial Underwriting Packages

DAY TIME Shows: Weekdays 6 am - 9 pm

Number of announcements	Cost per announcement	Total cost
25	\$7	\$175
100	\$5	\$500
150	\$4	\$600

WEEKEND Specialty Shows: 9am-9 pm

Number of announcements	Cost per announcement	Total cost
50	\$10	\$500
100	\$9	\$900
200	\$8	\$1600

Spots can air up to six times daily • Combine any package and save 5%

All arrangements will receive Ad placement in The LOBE and on www.wcuw.org.

Spanish Translations Available

Special Ways To Partner With WCUW 91.3 FM / www.wcuw.org

Category	Details	Fee (if applicable)
Trade Agreement	You donate items, services, or promotion in exchange for on air and LOBE acknowledgement	WCUW airs acknowledgements at an exchange rate based on the value of the donation
Donation of tangible or intangible goods	You donate items or services to WCUW	You receive an acknowledgement letter for IRS reporting
Non-profit Organizational Membership	On-air acknowledgement Logo placement on www.wcuw.org Community Partners page	\$100 Annual Scheduled announcements available

Invest where your message is not only heard, but appreciated!



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Underwriting Announcement Guidelines

Underwriting announcements identify businesses, individuals and organizations that sponsor programming on WCUW and describe the goods/services they provide. The Federal Communications Commission has established guidelines that distinguish underwriting messages from commercial advertising.

Sponsors crafting a message to be broadcast on WCUW should keep in mind that the noncommercial nature of WCUW's service is highly valued by listeners. A sponsorship announcement will create the most positive impression possible in the listener's mind if care is taken to reflect that value in the content and tone of the message.

Announcements generally include three sentences:

1. The first sentence includes WCUW's standard info identifying the name of the business or organization that is providing underwriting support.
2. The second sentence includes a value neutral description of the sponsor's products and/or services and may include up to four primary products and/or services.
3. The third sentence outlines the location of the sponsor and may include street address, phone number, web address and/or a slogan that identifies but does not promote the business.

Announcements may NOT include:

- Superlative, qualitative, or comparative descriptions designed to promote a company and/or its products or services
- A call to action
- Price or value information
- An inducement to buy, sell, rent, or lease (such as a sale)



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WCUW Underwriting

Choose the plan and frequency that works for you

WCUW Underwriting Partner Information:

Business Name: _____ Plan _____ Frequency _____ \$ _____
Contact Name: _____ Plan _____ Frequency _____ \$ _____
Address: _____ Plan _____ Frequency _____ \$ _____
City: _____ St.: _____ Zip: _____ Plan _____ Frequency _____ \$ _____
Telephone: _____ **Total: \$** _____
Website: _____ I would like my spot to only be heard on: _____
Email: _____
WCUW Representative: _____ Start Date: _____ End Date: _____

Script: _____

Script must be in English. Spanish translation available.

Pay by check, charge card or PayPal:

(Please consult with office before making a digital payment)

Charge Card: _____

Billing Zip Code: _____ / Exp. Date: _____

All Underwriters receive logo placement on wcuw.org!

Periodic posting to our Friends on Facebook!

Acknowledgement in "The LOBE," our weekly e-newsletter!

The LOBE is home to WCUW news and 100's of concert listings throughout Central MA!



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WCUW seeks to inform, entertain and enlighten. We seek to make a positive difference in the lives of the people of Central New England by providing responsible community members access to the facilities and training, regardless of race, creed, sex, lifestyle, or age. Educating the community about local issues, supporting local artists and providing an alternate source for news and information; that's WCUW 91.3 FM.

Partner Organizations



Look for our
Sponsors in
the LOBE, on
Facebook and at
www.wcuw.org



Ask about sponsoring a
FRONTROOM event!

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Worcester, MA 01610

May there
always be
mail carriers