WCUW 91.3 FM
www.wcuw.org

Community
Radio At Its Finest!

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

Non-profits
WCUW is here to help give your mission a voice!

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

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
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 2,000 to 4,000 unique listeners in any given hour.*

*Based on listener feedback, membership and national averages.

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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 1920 broadcast!

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 create community of our founders still resonates with the 70 + volunteers that deliver the bouquet of sound you now hear 24/7 at 91.3 FM and wcuw.org.

The 70+ programs that air each week are programmed by real people with a desire to share their passion of music and culture. No scripts, no pre-determined play lists, just great spontaneous 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 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. And take note of their sponsors! Go to wcuw.org. Look under PLAYLIST and select CALENDAR. It’s also a great way to sample our full schedule in a short time.
Special Ways To Partner With
WCUW 91.3 FM / www.wcuw.org
508-753-1012 or underwriting@wcuw.org

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
<th>Fee (if applicable)</th>
</tr>
</thead>
</table>
| Full Day Sponsorship          | You choose the day!  
 Acknowledging a business or individual  
 Receive 16 top-of-hour mentions during all music programs on selected day | $150 - Weekdays  
 $200 - Weekends |
| Trade Agreement               | You donate items, services, or promotion in exchange for on air and Facebook 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. Acceptance of donated items or services must be approved | You receive an acknowledgement letter for IRS reporting |
| Non-profit Organizational Membership | Weekly on-air acknowledgement  
 Logo placement on wcuw.org Membership page | $100 Annual |

Special Opportunity for Non-profit Organizations

Six-month Partnerships of $200, or as your budget allows, include

- A scheduled “daily” 20-30 second announcement about your organization ~ *Recorded in your own voice if you wish*
- Promote up to four unique campaigns on-air and via our weekly e-newsletter The Lobe issued to over 800 contacts
- Announcements posted on our Facebook page
- Training in and use of the WCUW production studios

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### WCUW Commercial Underwriting Packages

#### Plan 1 - PRIMETIME Shows: Weekdays 6 am - 9 pm

<table>
<thead>
<tr>
<th>Number of announcements</th>
<th>Cost per announcement</th>
<th>Total cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>$5</td>
<td>$125</td>
</tr>
<tr>
<td>100</td>
<td>$4</td>
<td>$400</td>
</tr>
<tr>
<td>150</td>
<td>$3</td>
<td>$450</td>
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#### Plan 2 - Evening/Overnight: 9 pm-6am

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<th>Total cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
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<td>$300</td>
</tr>
<tr>
<td>200</td>
<td>$2</td>
<td>$400</td>
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</table>

#### Plan 3 - WEEKEND Specialty Shows: 9am-9 pm

<table>
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</tr>
</thead>
<tbody>
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</tr>
<tr>
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<td>$7</td>
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</tr>
<tr>
<td>200</td>
<td>$3</td>
<td>$600</td>
</tr>
</tbody>
</table>

Spots can air up to six times daily-. Combine any package and save 20%

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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: ____________________________
Contact Name: _____________________________
Address: __________________________________
City: __________________ St.: ____ Zip: _______
Telephone: ________________________________
Website: _________________________________
Email: ___________________________________
WCUW Representative: ____________________

Plan _____ Frequency _____  $ ___________
Plan _____ Frequency _____  $ ___________
Plan _____ Frequency _____  $ ___________
Plan _____ Frequency _____  $ ___________

Total: $ ___________

I would like my spot to only be heard on:

_________________________________
Start Date: _______ End Date: ________

Script:

Script must be in English. Spanish translation available.

Pay by check, charge card or PayPal:

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 Thursday e-newsletter!
The LOBE is home to WCUW news and 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.

Present and Past Partner Organizations

WORCESTER ART MUSEUM  
THE CENTER  
Fitchburg Art Museum  
MUSIC WORCESTER  
Worcester Community Housing Resources  
WORCESTER CHAMBER MUSIC SOCIETY  
REGIONAL ENVIRONMENTAL COUNCIL  
ASSUMPTION UNIVERSITY  
Worcester County Food Bank  
the Y

Underwriters also receive ad placement in our e-newsletter, on our website as well as Facebook mentions.

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