WSUM AND YOU!

UNDERWRITING REQUESTS 2017
WSUM 91.7 FM

AUDIBLY INNOVATIVE

WWW.WSUM.ORG
WHO IS WSUM?

WSUM 91.7FM Madison Student Radio is a non-profit organization providing 24-hour programming that helps fulfill our mission to incorporate community outreach, education in broadcasting, and alternative programming in media. We are a fresh, young station dedicated to revolutionizing Madison’s airwaves everyday with music and talk shows that no other single station can offer. WSUM showcases the best in rock, hip-hop, electronic, jazz, experimental, and local music, plus an array of news, sports, and entertainment talk shows on both an FM frequency, and online! We pride ourselves on transmitting innovative radio for independent minds.

WHO LISTENS TO WSUM?

- 40,000+ students, young teachers, and esteemed professors at UW-Madison
- 15,000+ students, young teachers, and esteemed professors at other local colleges
- Madison’s finest urban professionals, parents, and high school students
- Dane County and the greater metro area

WSUM listeners are an extremely loyal audience. They love supporting those who choose to sponsor the station!
OUR FREQUENCY RANGE

broadcast radius: 25 miles

population: 500,000

online streaming worldwide at WSUM.org
# 24 Hour Programming

<table>
<thead>
<tr>
<th>TIME</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 AM</td>
<td>Jazz Experience</td>
<td>Rock &quot;N&quot; Roll Over</td>
<td>Under the Covers</td>
<td>The SUM of All Parts</td>
<td>Freak Scene</td>
<td>The Morning Show</td>
<td>Roots of a Generation</td>
</tr>
<tr>
<td>7 AM</td>
<td>On Wisconsin</td>
<td>Stop Making Sense</td>
<td>Smoosh</td>
<td>Alors on Dance</td>
<td>Mood</td>
<td></td>
<td>Clear Water</td>
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<tr>
<td>8 AM</td>
<td>Ag Chat</td>
<td>My O’ My</td>
<td>Beyond the Breakwater</td>
<td>Phases of the Moon</td>
<td>Dance On Campus</td>
<td></td>
<td>Thamo Queen</td>
</tr>
<tr>
<td>9 AM</td>
<td>Moon Phase Update</td>
<td>Studio Maintenance</td>
<td>Mixture Mixture</td>
<td>Mad Town Time Machine</td>
<td>MELT</td>
<td></td>
<td>Under the Stars</td>
</tr>
<tr>
<td>10 AM</td>
<td>Dorm Room</td>
<td>Amplify</td>
<td>Rock ’n Soul Oasis</td>
<td>Live@WSUM</td>
<td>Interstellar Overdrive</td>
<td></td>
<td>Surf’s Up Chill Waves</td>
</tr>
<tr>
<td>11 AM</td>
<td>Block Party</td>
<td>Best of WSUM</td>
<td>Hectic Eclectic</td>
<td>Best of WSUM</td>
<td>Cheap Nihilism</td>
<td></td>
<td>Red Planet</td>
</tr>
<tr>
<td>12 PM</td>
<td>Bold and Brash</td>
<td>SpaceCase</td>
<td>Madison Happy Hour</td>
<td>One Two, Two!</td>
<td>The Ruling Off the Field</td>
<td></td>
<td>The Roots &amp; The Fruits</td>
</tr>
<tr>
<td>1 PM</td>
<td>Arts &amp; Leisure</td>
<td>Soul Food</td>
<td>Festival Message</td>
<td>The Semiotas Show</td>
<td>The Real Reflection Hour</td>
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<td>The Gaslight Cafe</td>
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<tr>
<td>2 PM</td>
<td>Air Jordan</td>
<td>Shootin’ the Breeze</td>
<td>Only Strings</td>
<td>Rock ’n Soul Oasis</td>
<td>Interstellar Overdrive</td>
<td></td>
<td>Tell Me in a Whisper</td>
</tr>
<tr>
<td>3 PM</td>
<td>Sarah Grace’s Jazz Party</td>
<td>Sports: Twin Talk</td>
<td>Over the Hump</td>
<td>Best of WSUM</td>
<td>xKONSCIPLEX.SQUAD</td>
<td></td>
<td>Drippin Space</td>
</tr>
<tr>
<td>4 PM</td>
<td>Riding the Pine</td>
<td>The Student Section</td>
<td>Effeminate Musique</td>
<td>The Hangover</td>
<td>Tasty Tones</td>
<td></td>
<td>Spirals</td>
</tr>
<tr>
<td>5 PM</td>
<td>One Game at a Time</td>
<td>Alien in America</td>
<td>Lost in the Music</td>
<td>The Black Backpack</td>
<td>Wall to Wall</td>
<td></td>
<td>Madtown Mondays</td>
</tr>
<tr>
<td>6 PM</td>
<td>My MP3s</td>
<td>Earthspeak Radio</td>
<td>The Manifold Curiosity</td>
<td>Contempo Spin City</td>
<td>The Weather Channel</td>
<td></td>
<td>Entropy</td>
</tr>
<tr>
<td>7 PM</td>
<td>No Man’s Land</td>
<td>The Mixtape</td>
<td>Our Hour</td>
<td>Moral Panic!</td>
<td>Keeps Repeating</td>
<td></td>
<td>Wall to Wall Free For All</td>
</tr>
<tr>
<td>8 PM</td>
<td>The Manifold Curiosity</td>
<td>Femme Fatale</td>
<td>Mad City Groove Cruise</td>
<td>The Shape of the Radio to Come</td>
<td>343 m/s</td>
<td></td>
<td>Heavy Petting Zoo</td>
</tr>
<tr>
<td>9 PM</td>
<td>Driver’s Choice</td>
<td>Breaking The Sixth Wall</td>
<td>The Breaks</td>
<td>Centempo Spin City</td>
<td>Instruments of Our Own Destruction</td>
<td></td>
<td>Gutter Ball</td>
</tr>
<tr>
<td>10 PM</td>
<td>The Huber Program</td>
<td>Black &amp; White</td>
<td>Yards Terrace Radio</td>
<td>Knobs to Eleven</td>
<td>The Go to Bed After This Show Show</td>
<td></td>
<td>Popp Music</td>
</tr>
<tr>
<td>11 PM</td>
<td>Only Time, All the Time</td>
<td>Blowout Comb</td>
<td>The Poetry Slam</td>
<td>The Shape of the Radio to Come</td>
<td>343 m/s</td>
<td></td>
<td>A Spectacular commodity</td>
</tr>
<tr>
<td>12 AM</td>
<td>Terminal Chill</td>
<td>Best of WSUM</td>
<td>East Campus A Bar</td>
<td>Artificial Nocturne</td>
<td>No Lev Deep Web</td>
<td></td>
<td>The Go to Bed After This Show Show</td>
</tr>
<tr>
<td>1 AM</td>
<td>Pleasure Cruise</td>
<td>Best of WSUM</td>
<td>Artificial Nocturne</td>
<td>Another Variation on a Theme</td>
<td>Gardenhead</td>
<td></td>
<td>Instruments of Our Own Destruction</td>
</tr>
<tr>
<td>2 AM</td>
<td>The Machine</td>
<td>Best of WSUM</td>
<td>Real Talk</td>
<td>Disambiguation</td>
<td>Bittersweetness</td>
<td></td>
<td>Two Brothers</td>
</tr>
<tr>
<td>3 AM</td>
<td>Hymnals from Across the Pond</td>
<td>May the Sound be with you</td>
<td>Best of WSUM</td>
<td>Understanding the Universe</td>
<td>The Shirt Show</td>
<td></td>
<td>The Shirt Show</td>
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<tr>
<td>4 AM</td>
<td>Best of WSUM</td>
<td>Best of WSUM</td>
<td>Best of WSUM</td>
<td>Waves Don’t Die</td>
<td>Best of WSUM</td>
<td></td>
<td>Go Deep With Bruce Rave</td>
</tr>
<tr>
<td>5 AM</td>
<td>Best of WSUM</td>
<td>Best of WSUM</td>
<td>Best of WSUM</td>
<td>Best of WSUM</td>
<td>Best of WSUM</td>
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HOW YOU SUPPORT WSUM

When supporting WSUM, you might be wondering how your contributions are used. Here are some of the many ways WSUM improves thanks to your generosity:

- Strengthening WSUM’s on-air signal
- Maintaining our online stream
- Having 24/7/365 music, news, talk, and sports for the Madison area
- Providing an opportunity for 150+ students and community members to engage in broadcasting
- Support in funding WSUM’s Snake on the Lake festival in September
- Create WSUM merchandise for the community, including WSUM t-shirts, hats, mugs, and more
- Support WSUM’s executive staff in preparing both community and student events
- Continuing media technical education through prerecorded and live audio
- Promotion of local music and events channeled through WSUM
- Establishment of pre-college education programs in broadcasting
OUR GOALS

Over the next year, WSUM would like to raise a total of $20,000 for the station with your support. Here are some specifics that we would like to improve on:

- Funding WSUM’s Snake on the Lake Festival in September
  – Goal: $10,000
- Funding WSUM’s Birthday and annual Trivia Contest in February
  – Goal: $5,000
- Creation of new WSUM merchandise for students and the community
  – Goal: $3,000
- Extracurricular events for the DJ’s, providing a better experience with WSUM
  – Goal: $1,000
- Participation in local and national events in serving as a media outlet
  – Goal: $1,000
What is Friends of Madison Student Radio?

FoMSR is WSUM’s 501(c)(3) fundraising board that serves in good faith for the needs and interests of WSUM contributors. All donations should be made out to Friends of Madison Student Radio. And is tax deductible. Friends has eight members currently serving the board. The General Manager and the Station Manager serve as liaisons to the board. Every other month, the board will get together to discuss budget proposals, upcoming events, and more. Each year the General Manager presents FoMSR with a proposed budget, and the board adjusts and/or approves it. Once approved, it is up to the General Manager and the Station Manager to utilize the funds in a responsible manner. If for any reason WSUM wants to go over a category or total budget, they must get approval from FoMSR. All underwriting involving money is between FoMSR and you. **Friends can only give money to WSUM. Any money generated will go directly to FoMSR in support of WSUM.**
WHAT IS UNDERWRITING?

Because WSUM is licensed by the Federal Communications Commission (FCC) as a non-commercial educational station, we are prohibited from airing commercials. Underwriting, however, is allowed under these FCC and station guidelines.

Underwriting May:

- Broadcast up to a 30 second message
- Describe your business (products or services)
- Use a business address, website address, or phone number. ("For more info…")
- Provide location information
- Include a company slogan (that complies with FCC Underwriting guidelines)
- Use instrumental music and/or sound effects that are NOT product related

Underwriting May Not:

- Use comparative station (i.e. “the best”, “finest”, “largest”, etc.)
- Use a call to action or inducement to buy (i.e. “Come to our store”, “Call for an estimate”, etc.)
- Include price or value information (i.e. “low prices”, “no down payment”, etc.)
- Use a sound effect to evoke an impression for the product in use

With Underwriting, your message stands out! WSUM runs no more than 2 underwriting credits per hour. Plus, your business will be recognized by our loyal listeners as contributing to the purpose of student-run
WHO PRODUCES UNDERWRITING

Each calendar year, WSUM hires a Production Director to create and edit Legal ID’s, PSA’s, Underwriting, and more. WSUM looks for students with a strong knowledge of audio engineering and can be “The Voice of WSUM.” Over the past few years, WSUM has transformed the production department, creating award winning, professional material. Perfection is our guarantee. Here are some of the many awards WSUM has won or been nominated for since 2014, putting us in the top 10% of college radio stations in Wisconsin and the U.S. for that specific category.

- 2015 Won: CBI Student Media Website: wsum.org
- 2016 1st Place: WBA Promo/PSA: “Beatlemania Promo”
- 2016 1st Place: WBA Aircheck: “CRAzy For You”
- 2016 1st Place: WBA Sports Story: “Wisconsin Sports Update”
- 2015 1st Place: WBA Public Affairs: “What Ello is Trying to Do”
- 2014 1st Place: WBA Public Affairs: “AgChat Radio”
- 2014 1st Place: WBA News Story: “Antibiotic Resistant Bacteria”
- 2014 1st Place: WBA Sports Play by Play: “Badgers at OSU”
- 2016 2nd Place: WBA Promo/PSA: “Music Influences”
- 2016 2nd Place: WBA News Story: “Russ Feingold Comments”
- 2016 2nd Place: WBA Newscast: “5PM Newscast March 9th”
- 2016 Nominated: IBS Public Affairs Promo: “CEO Promo”
- 2016 Nominated: IBS Promo Series: “Evan Boyd”
- 2016 Nominated: IBS Most Innovative Programming: “WSUM Restaurant”
- 2016 Nominated: IBS Specialty Show: “Beatlemania”
- 2016 Nominated: Best Station Imaging: “WSUM Show Promos”

Want to hear a sample? Let us know!
We understand that your marketing budget is important. That’s why we will work with you to develop a customized package that fits your needs at a negotiable price. All underwriting is run during peak drive times, or centered around your favorite WSUM program.

**Discounts:** A 10% discount is applied for non-profit organizations. Discounts and complimentary website advertising may apply to underwriting bought in bulk.

**Individual Spots:**
Our standard price per credit is $30 for a 30 second spot.

**Weekly Packages:**
Once per day (7 spots): $100 [[$14.29/spot]]
Twice per day (14 spots): $190 [[$13.57/spot]]

Weekly packages can be reiterated as many weeks as you want. These

**Semester packages**

<table>
<thead>
<tr>
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<th>15 weeks (1 semester)</th>
<th>30 weeks (2 semesters)</th>
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</thead>
<tbody>
<tr>
<td><strong>Once per day</strong></td>
<td>$1,400 [[$13.33/spot]]</td>
<td>$2,700 [[$12.85/spot]]</td>
</tr>
<tr>
<td><strong>Twice per day</strong></td>
<td>$2,700 [[$12.85/spot]]</td>
<td>$5,000 [[$11.11/spot]]</td>
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</tbody>
</table>
Looking for more than just a 30-second underwriting piece? Then check out all of our special packages that we offer! Sponsor us in music, news, sports, or for our special events.

**Website Only Sponsorship - $50/month**
- Have your logo on WSUM’s front page at wsum.org.
- Our website won “Best Student Media Website” at the 2015 CBI Awards
- Website Sponsor not regulated by the FCC!

**WSUM Newscast Sponsor - $1000 (2 available)**
- 30-second underwriting, once a day throughout the given semester.
- Be the official sponsor of WSUM’s weekday 5 PM or 6 PM newscasts for the 2017 fall semester.

**Sponsor Any Show - $200**
- 30-second underwriting, once a week during the sponsored show throughout the given semester.
- A 30-second show promotion with your company mentioned.
- You pick any WSUM show to sponsor (with approval from the DJ host) for one semester.
- Combine with daily underwriting package for a total of $1600.
WSUM SPORTS SPONSORSHIPS

WSUM Sports broadcasts live play-by-play of Wisconsin Badgers games from football, to men’s basketball, to a number of the non-revenue athletic programs on campus on the wsum.org sports stream. Seen as a training experience for aspiring sportscasters, WSUM Sports holds itself to the same high standards that the other departments in the station expect of their DJs. Your company can sponsor in-game broadcasts while our announcers bring Wisconsin sports fans closer to the team and players that they love.

In-Game Sponsorships

Each sponsorship comes with:
• 30-second underwriting, once a day throughout sponsored season
• 2 30-second underwriting during in-game breaks on sports stream
• Social media posts on game days via Facebook and Twitter

Pre-Half-Post Sponsor - $1000
• Be the official sponsor of the WSUM pregame, halftime, and postgame analysis
• “Welcome to WSUM’s pregame show, presented by [your company]”

Player of the Game Sponsor - $1000
• Be the official sponsor of the WSUM “Player of the Game”
• “Our Player of the Game presented by [your company] is Nigel Hayes!”
• You Pick any WSUM show to sponsor (with approval from the DJ host) for one semester

The Student Section, Sponsored By… You! - $2500
• 30-second underwriting, once a day for the fall and spring semester
• Be the official sponsor of WSUM’s longest-running show, The Student Section
• Three Live Reads on the show, mentioned at the top of each hour
Snake on the Lake is WSUM’s annual music festival. Held at the beginning of the Fall semester as students return to campus, Snake on the Lake is a way for the station to showcase its diverse programming and nationally recognized artists to the Madison community. The show is free and open to the entire community. Previous headliners include the White Stripes, Andrew W.K., and Whitney.

As a sponsor, you will help support this dynamic community event. You will be recognized for this **support with:**

<table>
<thead>
<tr>
<th></th>
<th>KING COBRA $4,000</th>
<th>PYTHON $2,500</th>
<th>ANACONDA $1,000</th>
<th>VIPER $500</th>
<th>BOA $300</th>
<th>GARDEN SNAKE $150</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOGO ON ALL PROMO ITEMS</strong></td>
<td>Large Logo</td>
<td>Large Logo</td>
<td>Medium Logo</td>
<td>Medium Logo</td>
<td>Small Logo</td>
<td>Small Logo</td>
</tr>
<tr>
<td><strong>MENTSIONS</strong></td>
<td>At event &amp; on social media</td>
<td>At event &amp; on social media</td>
<td>At event &amp; on social media</td>
<td>At event &amp; on social media</td>
<td>At event &amp; on social media</td>
<td>At event &amp; on social media</td>
</tr>
<tr>
<td><strong>UNDERWRITING CREDITS</strong></td>
<td>50/Weeks 30 sec/1 per day &amp; mention in SOTL spots</td>
<td>30 Weeks 30 sec/1 per day</td>
<td>10 Weeks 30 sec/1 per day</td>
<td>3 Weeks 30 sec/1 per day</td>
<td>2 weeks 30 sec/1 per day</td>
<td></td>
</tr>
<tr>
<td><strong>WEBSITE</strong></td>
<td>2 Semesters</td>
<td>2 Semesters</td>
<td>1 Semester</td>
<td></td>
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</tr>
<tr>
<td><strong>BANNER ON STAGE</strong></td>
<td><img src="https://via.placeholder.com/15" alt="Check" /></td>
<td><img src="https://via.placeholder.com/15" alt="Cross" /></td>
<td><img src="https://via.placeholder.com/15" alt="Cross" /></td>
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<tr>
<td><strong>PRICE PER SPOT</strong></td>
<td>$11.42 +</td>
<td>$11.90+</td>
<td>$14.29 +</td>
<td>$17.86+</td>
<td>$21.43+</td>
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</tr>
</tbody>
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**SNAKE ON THE LAKE SPONSORSHIPS**
LOGO
- Your logo will be posted on all promotional materials including posters, t-shirts, banners and more!

MENTIONS
- Each time we post about SOTL via social media, we will tag you and thank you for your support.
- At the event, we will thank our sponsors before the headline.

UNDERWRITING
- On-air spots promoting, but not advertising your business.
- See guidelines (see page 9)
- For “King Cobra” package, your company will be mentioned as “supporting” SOTL for self-promotional spots.

WEBSITE
- Your logo and link on our home page of wsum.org for a given time.
- Every post on wsum.org featuring SOTL will have links to your website.

ADDITIONAL
- Your banner posted inside the venue.

The underwriting for the Boa, Viper, and Anaconda packages are centered around Snake on the Lake, i.e. the Viper package will take place 2 weeks before the event and two weeks after.

Want to create your own package? Let us know! WSUM is flexible and would love to work with whatever amount you are willing to spend in order to create the perfect package for your organization.
CREATE YOUR OWN PACKAGE

Not interested in any of our packages? Feel free to create your own package! Whether it is with underwriting, our name on your promotions, or a bundle of our packages, we are happy to adjust for your need. Values of these packages will vary upon discussion. These can consist of (but is not limited to):

- 15-second underwriting pieces
- Website advertising
- Donation of gift cards
- Sponsored Podcast
Just How Positive Is Underwriting at WSUM?

“I’ve been pleased that a number of customers have mentioned they heard our spots. Business has increased since we started on WSUM, which I have to attribute at least in part to our advertising on your station.”

- John Leemkuil, Owner, Capitol Centre Foods

“It’s been very important to us to support independent media, and WSUM was an excellent fit for us because of their downtown/college location and audience base. I really appreciate the excellent communication and customer service provided by my representative, and the regular updates on the status of our underwriting contract.”

- Day Host-Jablonsky, Advert. Team, Community Pharmacy
What Does WSUM Mean to the DJs?

“There are few places on campus where I am fully comfortable being myself; WSUM is one of those places. Whenever I come in to the station, I always feel at home. I’ve made so many friends who accept me for who I am, which I appreciate deeply. WSUMers are dedicated, not only towards on-air content they create but also towards how the station can make a difference in the community. From hosting my own music show, to writing news stories and even writing trivia questions for a fundraiser, I’m grateful for the opportunities I have had to be a part of WSUM. The station has given me a home creatively and socially, and I couldn’t see myself fitting in better anywhere else.”

-Jack Claiborne, WSUM DJ and News Team Member

“When I walked into the station for the first time freshman year, I knew it was the place for me. But I didn’t know at the time just how much it would mean to me. I’ve met lifelong friends at WSUM. It is a station filled with incredible people who care about one another and work hard to make the station the best it can be. WSUM gave me opportunities I could only dream of on that night when I first walked in. I served as News Director, Assistant Sports Director, broadcast numerous Badger sports, including nationally for the Big Ten Network, was part of two sports shows, & won several awards and scholarships. None of this would have been possible without the station. The experiences alone were more valuable than any paycheck or internship. I am thankful for the people and the opportunities- it has changed my life in so many ways. Forever On W(SUM)isconsin!”

-Scott Memmel, former WSUM News Director and Assistant Sports Director
WSUM
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