



TWO THOUSAND FOURTEEN
WSUM 91.7 FM
UNDERWRITING

AUDIBLY INNOVATIVE

P 03

WSUM PROFILE

P 06

RATES AND PACKAGES

P 07

TESTIMONIALS

P 08

UNDERWRITING CRITERIA

P 10

EVENT SPONSORSHIPS

P 12

CONTACT

Appendix

SAMPLE UNDERWRITING CONTRACT

WSUM PROFILE

WHY 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 IS SERVED BY 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

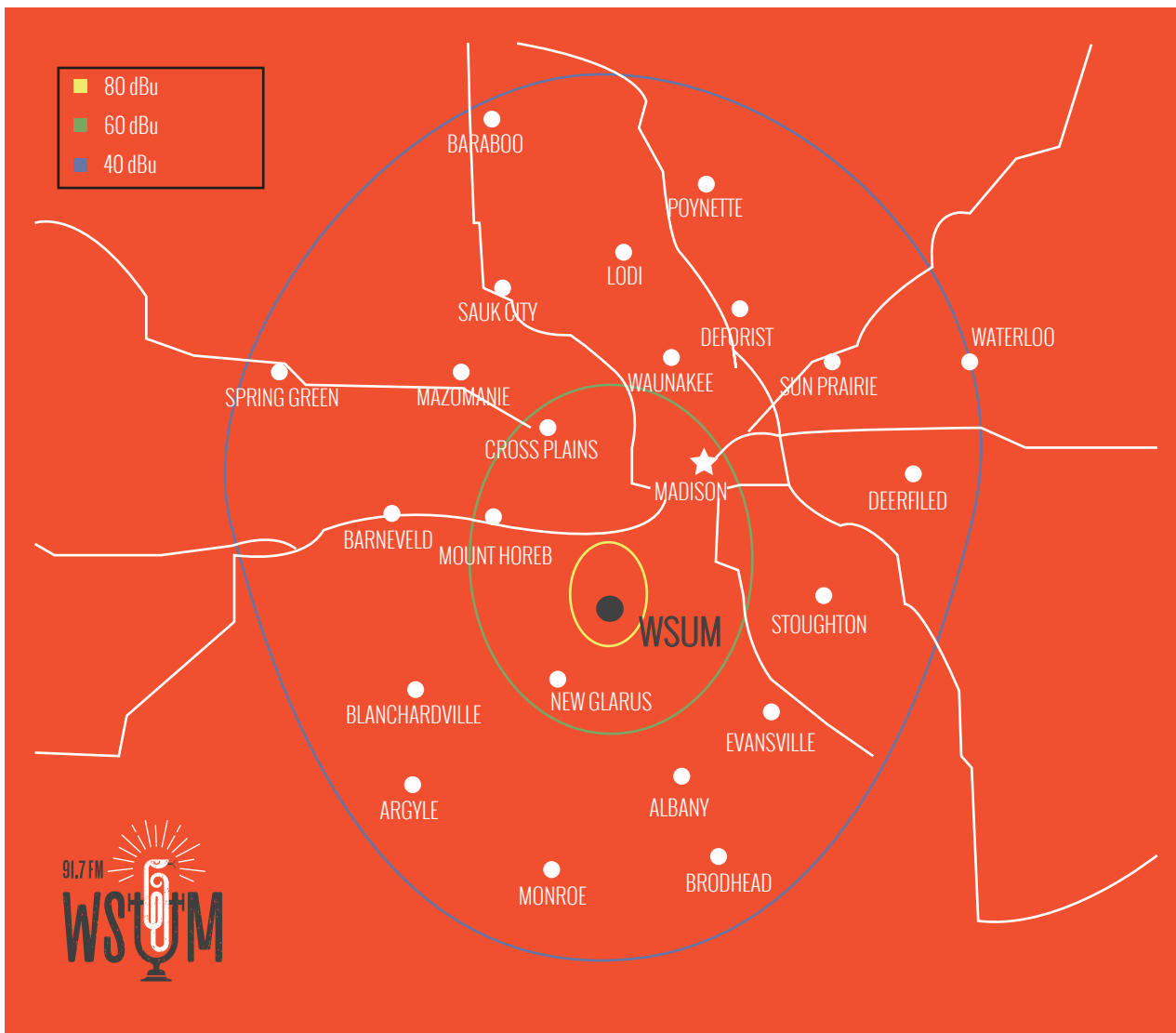
WSUM listeners are an extremely loyal audience. They love supporting those who choose to sponsor the station!

WSUM PROFILE II

BROADCAST RADIUS: 25 MILES

POPULATION: 500,000

ONLINE STREAMING **WORLDWIDE** at WSUM.org



SHOW SCHEDULE

24-HOUR PROGRAMMING

WSUM SHOW SCHEDULE: SUMMER 2014

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6 AM	Echo Location	Pattern Recognition	Under the Covers	The SUM of All Parts	Freak Scene	The Morning Show	Best of WSUM
7 AM							
8 AM	Indie Life Soundtrack	The Daily Soup	One, Two, Twee!	Beyond the Breakwater	Best of WSUM		
9 AM	The Music Forum	The New HaPPY HoUr Mix!	Best of WSUM	El Monde E Musiv	A ClusterCuss	greenarrowradio	Youth on Assignment
10AM	College for Kids	College for Kids	College for Kids	College for Kids	College for Kids		The Rhythm Method
11 AM	Beats for the Bibliophile	Best of WSUM	Best of WSUM	Fundamental Pete's Ass-Jammery	The Artscast	TMI with Aldous Tyler	Buried in Sound
12 NOON	Dim the Lights	The Long Division			Best of WSUM	Best of WSUM	The Stone Age
1 PM	Best of WSUM	Best of WSUM	Sobremesa	Only Strings	Bandlands	Roger that!	Best of WSUM
2 PM			Night Cheese	Best of WSUM			
3 PM	Cloud Slab	Juicy Tunes 4 U	Robbie G & The Snake	Rock 'n' Soul Oasis	Live@WSUM	The Soundtrack	Professor Penguin and The Pez
4 PM	Full Court Press	Sideline Savants	Contents May Be Hot!	Heyyy Brother ...		Best of WSUM	Best of WSUM
5 PM	Verb the Noun	WhiMN	All Songs Reconsidered	SpaceCase	The Painting Box	The Not-Quite-Folk Folk Hour	On Wisconsin
6 PM	The Study Lounge	Rocket 88	WSUM News & WISDOM	AleVida	Rust Belt Soundtrack		Quiet Hours
7 PM		No Man's Land	U DUB	An Hour With the Ladiezz	EMP Summer Sessions	Heavy Petting Zoo	The Sound
8 PM	Totally Tubular	The Wow and Flutter Hour	Modestly Mediocre	THRILL			Feminist Music Geek Presents...
9 PM	Wiigy's Audio Dreamsicle	The Witching Hour	Light Chasers	Best of WSUM	Feel Good Music	cooler than you.	
10 PM	The Danger Zone	Minor Disturbance	Black Box Radio	The Way Out			The Prophet Funktion
11 PM	The Pit	World Clique	Dirty Money		Best of WSUM	Funknional Knowledge	Blue Notes
12 MIDNIGHT	Hippity Hoppity Electricity	A-Side/B-Side	Radio! The Musical	Ready, Aim, Fire!!!!			
1 AM	Best of WSUM	Best of WSUM	Poetry Power W/ Capitol Swizzle	Best of WSUM	Best of WSUM	Best of WSUM	Best of WSUM
2 AM							
3 AM							
4 AM							
5 AM							

WSUM RATES & PACKAGES

WHAT ARE THE STANDARD TERMS FOR SPONSORSHIP?

We understand that your promotional budget is important. That's why we will work with you to develop a customized package to fit your needs at a negotiable price.

Our standard price per credit is \$15/15 seconds, \$30/30 seconds, \$60/60 seconds, and so on. All underwriting is run on schedule, which means that your underwriting is aired at peak drive times. Or, you can choose to exclusively underwrite your favorite program at a negotiable price.

Discounts: A 10% discount is applied with advanced payment. Non-profit organization receive an additional 10% discount. Discounts and complimentary website advertising may apply to underwriting bought in bulk.

We understand your underwriting needs may not be met by the following packages. To estimate your own underwriting package, use this formula:

$$\left(\begin{array}{c} \# \text{ of} \\ \text{weeks} \end{array} \right) \times \left(\begin{array}{c} \text{spots} \\ \text{per week} \end{array} \right) \times \left(\begin{array}{c} \text{length of spot in seconds,} \\ \text{not to exceed 60} \end{array} \right) = \$$$

LENGTH OF CONTRACT	2 SEMESTERS (30 weeks: summer, fall, spring)		1 SEMESTER (15 weeks: summer, fall, spring)		TWO WEEKS		ONE WEEK	
	15 seconds	30 seconds	15 seconds	30 seconds	15 seconds	30 seconds	15 seconds	30 seconds
10 SPOTS PER WEEK	\$4500	\$9000	\$2250	\$4500	\$300	\$600	\$150	\$300
	with advanced pay \$4050	\$8100	\$2025	\$4050	\$270	\$540	\$135	\$270
5 SPOTS PER WEEK	\$2250	\$4500	\$1125	\$2250	\$150	\$300	\$75	\$150
	with advanced pay \$2025	\$4050	\$1012	\$2025	\$135	\$270	\$67	\$135

WSUM TESTIMONIALS

UNDERWRITING IS POSITIVE FOR EVERYONE!

• Underwriting is not advertising. Underwriting is an acknowledgement of funding for WSUM programming on a temporary or ongoing basis. WSUM will produce announcements to acknowledge your support of the station, allowing your business to communicate with listeners throughout Dane County. Your announcements can be aired any available place in our schedule that would benefit YOU!

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.”

- Mitch Eveland, Owner, Capitol Centre Market

WHO HAS SPONSORED WSUM 91.7 FM?

Arwuelle & Associates

Ben & Jerry’s

Capitol Centre Foods

Community Car

Community Pharmacy

Dane101

Educational Media Group

Ian’s Pizza

Knupp & Watson

Milio’s

The Majestic Theater

Mother Fool’s Coffee

The Onion

Paradigm Gardens

Pepsi

Pinkus McBride

Schwinn

Smart Studios

Sponsorship Trades

STA Travel

Strictly Discs

Summerfest

Ten Lakes Fest

Union Cab

Union Theater

UW Credit Union

Visitdowntownmadison.com

Wait Chiropractic

Willy Street Co-Op

Wisconsin Broadcasters

Association

Wisconsin Film Festival

Zimbrick Auto Zone

WSUM COPY CRITERIA

WHAT WILL A SPOT INCLUDE?

WSUM underwriting messages may be up to 60 seconds in length and may include the following information:

- Company name
- Location information
- Phone number/Web address
- Brief description of product or services

WHY NOT USE COMMERCIAL ADVERTISING?

- With underwriting, your message stands out! WSUM runs no more than 2 underwriting credits per hour.
- You receive name recognition with an audience of students, parents, young professionals, and esteemed businesses in and around Madison.
- Your message is delivered in a cost-effective manner; our rates are extremely reasonable.
- You help support a local, independent voice in a world of increasingly corporate, non-locally owned media.
- Your business will be recognized by our loyal listeners as contributing to the purpose of student-run radio, showing and sharing an interest in: enhanced community participation, educational promotion, and an embrace of cultural diversity!

WSUM COPY CRITERIA II

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, and/or phone number
- Convey reasons for funding the program and/or make an association between the sponsor company and the programming
- Include a company slogan (Slogan must comply with FCC Underwriting guidelines.)
- Use instrumental music and/or sound effects that are NOT product related

UNDERWRITING MAY NOT:

- Use comparative statements (i.e. “the best”, “finest”, “largest” etc.)
- Use a call to action or inducement to buy (i.e. “visit our showroom” or “call for an estimate”, etc.)
- Include price or value information (i.e. “high quality”, “low prices”, “no down payment”, etc.)
- Use sound effect to evoke an impression for the product in use
- Use music with lyrics

SNAKE ON THE LAKE SPONSORSHIPS

WHAT IS SNAKE ON THE LAKE?

WSUM's Snake on the Lake is a music festival for all types of music fans. Held on the first Saturday of the semester as a welcome-back and listener appreciation event, SOTL 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 RJD2.

PACKAGES:

	KING COBRA \$7,000	PYTHON \$5,000	ANACONDA \$2,500	VIPER \$1,000	BOA \$500
LOGO ON ALL PROMO ITEMS	Large Logo	Large Logo	Medium Logo	Small Logo	Small Logo
UNDERWRITING CREDITS	10/Week (2 Semesters)	10/Week (2 Semesters)	10/Week (1 Semester)	10/Week (1 Month)	5/Week (1 Month)
WEB ADVERTISEMENT & SOCIAL MEDIA PROMO	2 Semesters	2 Semesters	1 Semester	X	X
BANNER ON STAGE	✓	X	X	X	X
OFFICIAL STAGE NAME	✓	X	X	X	X

FREAKFEST SPONSORSHIPS

WHAT IS FREAKFEST?

Freakfest is Madison’s annual Halloween celebration, bringing together thousands of students and guests for a night filled with music, costumes, and fun. Freakfest stages run up and down State Street, with the main stage and headlining artists entertaining right in front of the Capitol. Headliners in years past have included Matt & Kim, Mac Miller, Chiddy Bang, OK Go, and Neon Trees.

PACKAGES:

	SKELETON KING \$7,000	GHOST BUSTER \$5,000	WEREWOLF \$2,500	BLACK CAT \$1,000	PUMPKIN \$500
LOGO ON ALL PROMO ITEMS	Large Logo	Large Logo	Medium Logo	Small Logo	Small Logo
UNDERWRITING CREDITS	14/Week (2 Semesters)	14/Week (2 Semesters)	14/Week (1 Semester)	14/Week (1 Month)	7/Week (1 Month)
WEB ADVERTISEMENT & SOCIAL MEDIA PROMO	2 Semesters	2 Semesters	1 Semester	X	X
BANNER ON STAGE	✓	X	X	X	X
OFFICIAL STAGE NAME	✓	X	X	X	X

CONTACT INFO

Chali Pittman - Development Director

WSUM 333 EAST CAMPUS MALL MADISON, WI
WSUM@WSUM.WISC.EDU - (608) 262 - 1864

Anna Batz - Promotions Director

WSUM 333 EAST CAMPUS MALL MADISON, WI
PROMO@WSUM.WISC.EDU - (608) 261 - 9786





This Sponsorship Agreement ('Agreement') is by and between the Friends of Madison Student Radio (FoMSR) on behalf of WSUM Radio ("WSUM") at the University of Wisconsin-Madison ("University"), and _____ ('Sponsor').

WHEREAS, WSUM is the student radio station at the University; and

WHEREAS, FoMSR is a non-profit corporation with a mission to support student radio at the University of Wisconsin, and in particular WSUM; and

WHEREAS, WSUM and FoMSR have entered into a memorandum of understanding, under which FoMSR is granted the right to conduct fundraising activities for the benefit of WSUM including securing sponsorship for WSUM programs and activities; and

WHEREAS, such grant of rights to FoMSR includes the right to offer radio air time on WSUM for purposes of sponsor acknowledgement as well as other forms of sponsor acknowledgement contemplated by this Agreement; and

WHEREAS, Sponsor desires to support WSUM; and

WHEREAS, WSUM, through FoMSR, desires to provide recognition of Sponsor's support;

NOW THEREFORE, in consideration for the mutual promises contained in this Agreement, the parties to this Agreement agree as follows:

(1) Sponsorship. Sponsor will provide to WSUM the following [cash/goods/services]:
_____. First payment is due on _____. Final payment is due on or before
_____. Checks should be made payable to Friends of Madison Student Radio.

(2) Recognition of Sponsorship.

(a) FoMSR will provide to Sponsor the following recognition of sponsorship: _____ semester(s) underwriting package, consisting of _____ underwriting acknowledgments. Acknowledgment schedule will run approximately _____ announcements per week 6am and 12 midnight (weighted toward the beginning of semesters).

Acknowledgments will be Run of Schedule (best times available at discretion of station management) unless specified otherwise in this Agreement. Any failure, interruption, or delay in presenting the Sponsor's acknowledgments will be made good within the Term of the Agreement, and shall not constitute a breach of this Agreement. All announcements will be _____ seconds and subject to FCC regulations and WSUM station policy. Sponsor understands that FCC regulations and WSUM station policy place limitations on the content of sponsorship acknowledgements, and agrees that all on-air sponsorship acknowledgements under this Agreement will be consistent with these limitations, as determined solely by FoMSR. Accordingly, Sponsor shall bear no responsibility for any violation of FCC regulations or other laws and regulations pertaining to radio broadcast of the acknowledgments of Sponsor's support.

(b) The nature of the recognition of sponsorship, including the content of any signage or other promotional material, must be consistent with University policies including the "UW-Madison Policies Governing Advertising, Commercial Use, Incentives, Acceptance of Gifts, Sponsorships and the Use of University Names and Marks", and is subject to approval by the University at its sole discretion. Sponsor hereby grants WSUM permission to use its name and/or trademark or logo solely in connection with the recognition of sponsorship described above.

(3) No Right to University Marks. This Agreement shall not be construed as providing Sponsor with any rights to use names, trademarks or logos of the University, unless specifically provided for in this Agreement.

(4) Term of Agreement.

(5) Hold Harmless and Insurance.

(a) Sponsor agrees to protect, indemnify and hold harmless the Friends of Madison Student Radio and the University of Wisconsin, its officers, employees, agents and students, from any and all liability, including claims, demands, losses, costs, damages and expenses of every kind and description or damages to persons or property arising out of or in any way connected to the use of or by any person or Sponsor's services or products.

(b) Friends of Madison Student Radio (FoMSR) agrees to protect, indemnify and hold harmless Sponsor, its officers, employees, and agents from any and all liability, including claims, demands, losses, costs, damages and expenses of every kind and description or damages to persons or property arising which arise out of the negligent act or omission of an employee, officer or agent of the University while acting within the scope of their employment where protection is afforded by ss. 893.82 and 895.46(1), Wisconsin Statutes.

(6) Termination. In the event that either party defaults on their responsibilities under this Agreement, either party shall have the right to terminate the Agreement upon 15 days written notice, provided that each party shall have the right to cure such default within the same 15 day period. If FoMSR is in default and fails to cure within said 15 day period, Sponsor shall be relieved of all responsibilities under this Agreement, and shall be entitled to a refund of a pro rata share of any sponsorship payments made under this Agreement. If Sponsor is in default and fails to cure within said 15 day period, FoMSR shall be relieved of all responsibilities under this Agreement, and shall be entitled to retain any and all cash or other forms of sponsorship provided under this Agreement. The University of Wisconsin is relieved of all responsibilities under this Agreement in all cases.

(7) Notices. All statements, notices, and mailings of any nature relating to this Agreement shall be sufficient if mailed U.S. Mail, postage prepaid, addressed to the respective parties at the addresses set forth below, unless a party notifies the other by such notice of a new address, in which event such new address shall be employed for all subsequent mailings.

To Sponsor:

To Friends of Madison Student Radio:
PO BOX 260020
Madison, WI 53726-0020

(8) No Endorsement. This Agreement shall not be construed as an endorsement by FoMSR, WSUM, or the University of Wisconsin-Madison of Sponsor or Sponsor's goods or services.

(9) No Partnership or Joint Venture. This Agreement does not constitute and shall not be construed as constituting a partnership or joint venture between the parties, and the parties shall be treated as independent contractors in all respects.

(10) Entire Agreement. Upon execution by the parties, this Agreement shall embody the entire agreement between the parties and no modifications, amendments, or variations shall be of any effect unless in writing and signed by duly authorized officers of Sponsor and FoMSR.

(11) No Assignment. This Agreement is specific to the parties, and may not be assigned or sublicensed by Sponsor without the prior written permission of the FoMSR board chair.

Controlling Law. This Agreement shall be construed under the laws of the State of Wisconsin.

Mission Statement. WSUM's mission is community service and outreach, hands-on broadcast education, and alternative information and music programming. It is our hope that this relationship will strengthen the image and visibility of both organizations.

IN WITNESS HEREOF, the parties have executed this Agreement.

By Sponsor: _____ Date: _____

(Title)

By FoMSR: _____ Date: _____

Chali Pittman, Development Director- Friends of Madison Student Radio