

THE BEST COLLEGE RADIO STATION IN AMERICA: WSUM AT THE UNIVERSITY OF WISCONSIN IN MADISON

Link: <https://www.youtube.com/watch?v=uHvWlsYsXFg>

WSUM knows their listeners are people who live in Madison, not just Badgers around the campus. Here is how WSUM describes its audience in its excellent underwriting brochure:

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

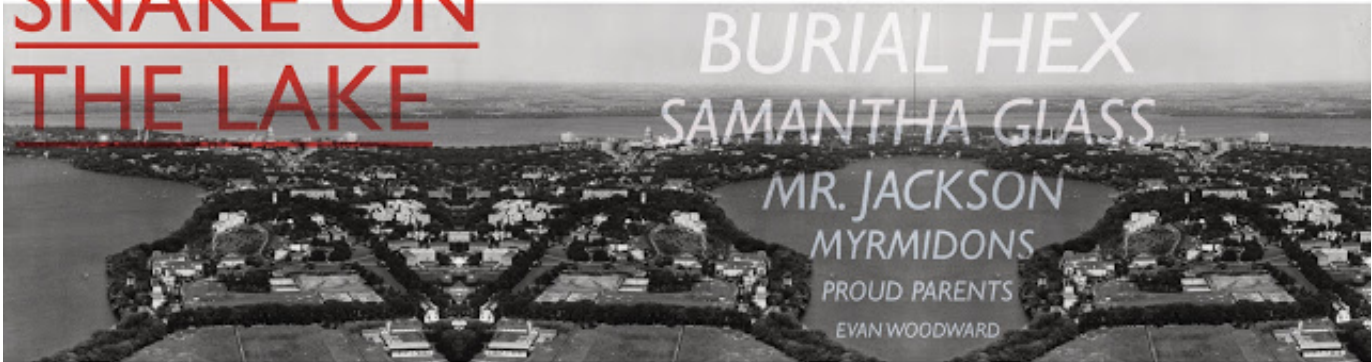
WSUM operates like a nonprofit business where sustainability is the goal. They have a very active “friends” 501c3 and use it to diversify their revenue sources. WSUM’s pledge drives are money-makers and their underwriting plans are more sophisticated than some CPB-funded public radio stations. Here is part of WSUM’s rate card:

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

SNAKE ON THE LAKE

WSUM 91.7 FM & WUD MUSIC
PRESENT

SNAKE ON THE LAKE



SEPTEMBER 11 6P THE SETT
FREE

WSUM is a co-sponsor the *Snake on the Lakemusic* festival that starts each new academic year in September. *Snake on the Lake* is an essential Madison experience and WSUM takes full advantage of opportunities to monetize the event:

	KING COBRA \$1,000	PYTHON \$5,000	ANACONDA \$2,500	VIPER \$1,000	BGA \$500
LOGO/SMALL 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	✗	✗
BANNER ON STAGE	✓	✗	✗	✗	✗
OFFICIAL STAGE NAME	✓	✗	✗	✗	✗



David Black, Radio Hero

The architect of WSUM's game plan is faculty adviser David Black. The students run the place and Black provides coaching and the template for continued success. WSUM matters in Madison.

91.7FM

WSUM

MADISON STUDENT RADIO

