

2022-23 WGRE Underwriting and Sponsorship Information



WGRE 
91.5 FM | WGRE.ORG
YOUR SOUND ALTERNATIVE

Pulliam Center for Contemporary Media
609 S. Locust St.
Greencastle, IN 46135

(765) 658-4475
wgre@depauw.edu

Why WGRE?

By the numbers -

*Radio reaches 93% of the American population each week, more than any other medium.

*87% of people in the 18-34 demo regularly listen to radio. No other audio services come close:
Spotify 41%, Pandora 21%, Apple Music 18% and satellite radio 7%.

*Substantial listening is now done by streaming from radio stations' websites. Listening in cars continues to be a major source for audience as well.

*Nielsen, 2022

WGRE has 4 "department" specialty shows throughout the week: "New Tunes," "Sports Reporters," "State of the Castle," and "Tiger Talk."

WGRE has 18 DJ Specialty Shows on-average each semester, each catering to a particular audience.

WGRE was the first 10-watt, non-commercial, educational FM station in the United States! We now broadcast at 800 watts.



Choose the most cost-effective way to increase awareness of your business or event using the power of radio!



Promote your business or event on the air with **WGRE**.

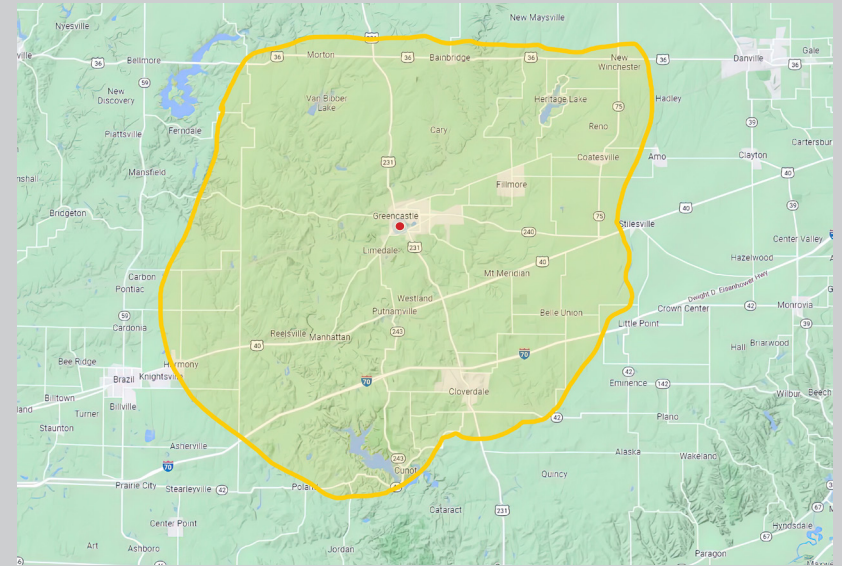


Reach an audience including County and Greencastle listeners, plus DePauw University students, faculty and staff.

WGRE is an FCC-licensed, non-commercial, educational radio station. Your support of **WGRE** through underwriting or program sponsorship contributes to our ability to fulfill our mission.

WGRE Coverage Area

WGRE's on-air signal, at 91.5 FM, covers the entire 483 square miles of Putnam County (*pop. 37,400 in 2020*), as well as parts of Clay, to the west, and Hendricks, to the east. The transmitter is located on the roof of the Julian Science and Math Center on the campus of DePauw University.



WGRE is also available world-wide on the internet, from www.wgre.org. Our online listeners include parents of current students, students who are off-campus studying, and prospective students. A sizeable group listens internationally, as well, especially to Depauw Sports!

Underwriting Rates

Sample Packages

Move-In Day	\$500.00
Semester-Long 1 hour Specialty Show	\$250.00
Semester-Long 2 hour Specialty Show	\$350.00
Semester-Long 3 hour Specialty Show	\$500.00
Semester Daypart Sponsorship (ex. 8-10a, M-F)	\$350.00
1-Week Event Sponsorship, announced 2x/hr (can be extended as needed)	\$200.00
DePauw Tiger Football Season	\$800.00
DePauw Tiger Basketball (Men's or Women's)	\$800.00
Monon Bell Game (stand alone, including 2 wk pre-promotion)	\$500.00

Packages are also available "a la cart," to fit your needs.



Move-In Day!

- In return for underwriting a show, your announcement will run twice an hour, live or recorded. Your logo will also be displayed on our website and social media. We will work with you to create an underwriting script that contains information about your business. We can update and change the scripts at any time. If necessary, prices can be pro-rated to reflect the actual number of weeks your announcements will run. ***We are flexible in terms of creating a schedule that works for you!***

- Another option is to underwrite a sports season. Broadcasts of DePauw sports have the highest listenership both on the air and on the web. The Putnam County Game of the Week boasts our highest county listenership. This package includes two announcements per hour, during each game of the season that we broadcast.

- WGRE is also on the air Move-In Day, when students are arriving. We are literally on the front lawn of the first-year dorm as the new students arrive! We build our student listenership from their very first day on campus.

Underwriting On-Air Copy Guidelines

The Underwriting Process:

1. Identify your promotions goal and budget.
2. Contact WGRE at wgre@depauw.edu or (765) 658-4475
3. WGRE will prepare your contract.
4. Approve language for on-air underwriting spot (see below for guidelines).
5. Determine the daypart or specialty show schedule.
6. Submit Payment

FCC Underwriting Guidelines

Underwriting Announcements may:



- Describe your business.
- Identify facilities, services, products or event.
- Describe your corporate mission.
- Inform the public of events you sponsor.
- Include a corporate slogan, so long as it is not flagrantly promotional.
- Include a street address, web address and phone number.
- Indicate the number of years you have been in business.
- Include the name of a non-profit organization you support, although it must be clear you are funding the announcement.

Underwriting Announcements may not:



- Use a "call-to-action." ("Visit our store")
- Use comparative language. (e.g., "better," "best," "oldest")
- Use qualitative language. (e.g., "award-winning," "leading," etc.)
- Use an inducement to buy, sell, rent or lease.
- Make reference to price or value. (e.g., "free," "discount specials," etc.)
- Use personal pronouns unless as part of a slogan.

All underwriting announcements will be produced by WGRE staff, as either live or pre-recorded announcements. WGRE has final discretion on all spoken and pre-recorded on-air copy.

Business Partners

Some of the Greencastle businesses that have underwritten with, or donated giveaway items to, **WGRE** in the past -

Marvins
Teachers Credit Union
Old National Bank
Prindle Institute for Ethics
Don Julios
Hendershot' Service Center
Neal Tire
Dairy Castle
DePauw Student Affairs
3D Tire
Eli's Books
Wasser Brewing Company
Scoops Ice Cream
Almost Home
Charlie's Beefcake Burgers



Winter Term, 2020

Our Staff for Fall, 2022



College Radio Day, 2015

Station Manager	Taylor Fleming
Program Director	Bella Zalewski
News Director	Ngan Tran
Asst. News Director	Hazel Nguyen
Asst. News Director	Caelan Moran
Sports Director	Taylor Richardson
Asst. Sports Director	Brianna Wagner
Promotions Director	Jude Hunter
Asst. Promo. Director	Fiona Sipple
Asst. Promo. Director	Qiang Lin
Production Director	Chi Pham
Asst. Prod. Director	Anne Gregg
Music Director	Tanner Jackson

For more information, contact WGRE at
765-658-4475 or wgre@depauw.edu.
Or, go to www.wgre.org.

We look forward to working with you!