



WCOM is Your Voice in the Community

One of the first stations to go on the air under the FCC's low power FM program, WCOM has been serving Chapel Hill, Carrboro, and a worldwide Internet audience since November 2004. It provides a radio home for more than 5 dozen volunteer hosts creating original, outstanding talk and music programs. Guests on WCOM over the years have proven as diverse as Congressman David Price, retired ambassador Mike Cotter, the late Nobel Laureate Dr. Oliver Smithies, blues star Shemekia Copeland, then State Senator Ellie Kinnaird, Rock and Roll Hall of Fame members Jorma Kaukonen (Jefferson Airplane) & Chris Hillman (The Byrds), the late Elizabeth Edwards, Orange County commissioners, Chapel Hill & Carrboro officials and staff leaders, novelists, poets, and mentalist The Amazing Kreskin. WCOM has trained and given a first broadcast opportunity to countless area residents.

*Indy Week Best of the Triangle 2018

Best local radio station

WUNC 91.5 NPR

Finalists: *MIX 101.5*, **WCOM**



WCOM-LPFM 103.5

300-G East Main Street
Carrboro, NC 27510
www.wcomfm.org

Studio Phone: 919-246-9639

For underwriting inquires contact:

Art Menius

919-675-2787

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OR

Any of your customers, friends, or neighbors who host shows on WCOM

Become a Partner of WCOM-FM 103.5 Carrboro & Chapel Hill



Market your business while supporting one of the Triangle's three best local radio stations, a volunteer station serving the community since 2004.*

Community radio station WCOM is a project of the 501 (c)3 non-profit Public Gallery of Carrboro

WCOM IS YOUR COMMUNITY RADIO STATION

Volunteers create programming that reflects the needs and interests of Chapel Hill and Carrboro residents and beyond.



WCOM's broadcasts 24/7 from its studio in downtown Carrboro with:

- A variety of local talk shows ranging from science to sports
- Unique music programs created by your neighbors covering a broad range including Americana, jazz, blues, bluegrass, Spanish language, pop, and rock
- Carefully selected syndicated programs including "Democracy Now" Monday through Friday mornings

Thanks to Coastal Credit Union, see more at <https://youtu.be/yde6gind5s0>

ONE OF THE THREE BEST LOCAL STATIONS

Indy Week readers voted WCOM as **one of the three best local radio stations in the Triangle** for 2018. Finalist for best non-profit radio station (2012-2015).

WCOM **reaches** some 60,000 listeners in southern Orange County and internet listeners in six continents that we know about.

80% of WCOM donors live in the Triangle. 75% are repeat contributors. 58% live in Carrboro or Chapel Hill.

Our **mission** at WCOM is to educate, inspire, and entertain the diverse populations of Carrboro, Chapel Hill and nearby areas. We cultivate local music and facilitate the exchange of cultural and intellectual ideas, with particular regard for those who are overlooked or under-represented by other media outlets. We provide a space for media access and education by providing equipment and training to our community.

WHY UNDERWRITE WCOM

Underwriting is a way to market your business and support non-commercial radio. Underwriting announcements are factual and understated, and seek to inform listeners about a service rather than induce them to purchase a product. The cost of underwriting can be deducted as a business expense.

You have the opportunity to sponsor the entire station at three different levels and receive daily announcements or select the weekly show that reaches the audience you want. Because there is no commercial clutter, your message will always stand out. Your announcements will be heard and remembered by the show's listeners, who favor those businesses supporting their favorite station.

UNDERWRITING AT WCOM

WCOM offers several opportunities to support community radio:

Station Sponsor \$2000 per year

- Six announcements per day (91 cents per message)
- Prominent placement on home page
- Credited as sponsor at WCOM events

Platinum Underwriter \$1000 per year

- Two announcements per day (\$1.37 per message)
- Logo featured on WCOM's website
- Credited as sponsor at WCOM events

Golden Underwriter \$500 per year

- One announcement per day (\$1.37 per message)
- Logo featured on WCOM's website

Individual Show Underwriter

\$144 per year

- One announcement per week on a the same show (\$2.77 per announcement)
- Listing with link on WCOM website

Short Term Underwriter

\$100 per month

- Platinum benefits for a one or more months (\$1.90 per announcement)

Day Sponsor \$12 per day

- Four announcements on just one day (\$3 per message)