

WCOM IS YOUR COMMUNITY RADIO STATION

More than 60 volunteers from the Triangle create programming that reflects the needs and interests of Chapel Hill and Carrboro residents.

WCOM's broadcast schedule includes:

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

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
art@artmenius.com

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



Underwriting at WCOM-FM 103.5 Carrboro & Chapel Hill



Underwriting is the marketing that benefits non-profit community radio.

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



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 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 Bryds), 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.

WHAT IS WCOM

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.

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

WCOM is a project of **501(c)3 non-profit** the Public Gallery of Carrboro created in 1997.

WHY UNDERWRITE WCOM

Underwriting is a way to support non-commercial radio stations. 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 either as a business expense or as a charitable donation.

You can support the entire station and receive daily announcements or, with WCOM's eclectic fare, you can select the show or shows that reach 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 shows.

UNDERWRITING WCOM

WCOM offers three opportunities to support community radio:

Individual show underwriting is available for one announcement on that show each week plus listing with link on our website for \$144 per year.

For \$500 per year, WCOM's **Golden Voices** underwriters receive one announcement per week on an individual program, as well as one announcement per day elsewhere in the program schedule. Also, the supporter's logo is prominently featured on WCOM's website.

For \$1000 per year, WCOM's **Angel Voices** receive one announcement per week on two individual programs, as well as two announcements per day elsewhere in the program schedule. Also, the supporter's logo is prominently featured on WCOM's website.

