



UNDERWRITING AND SPONSORSHIP WITH

# WSLR 96.5 FM

SARASOTA'S COMMUNITY RADIO

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*"A center for creative expression and community engagement that  
amplifies the voices of our diverse community"*



# PROGRAM UNDERWRITING PACKET

## Show your support for Community Radio



### WHAT IS WSLR COMMUNITY RADIO?

Sarasota's community radio station **WSLR 96.5 FM** is a hyper-local, non-profit, listener-supported community radio station broadcasting in Sarasota, Florida.

Our airwaves feature a diverse mix of music, talk shows, and nationally-syndicated programs and work in tandem with **Fogartyville** to serve as a center for creative expression + community engagement that *amplifies the voices* of our diverse community.

Our location in the Rosemary district is also home to **Fogartyville Community Media and Art Center**; a 100-seat listening room and performance space with a newly renovated listening patio.

### WHO LISTENS TO WSLR?

*With **10,000+ weekly listeners**, our audience is loyal, educated and community-minded.*

*With **60+ volunteer programmers** appealing to their own community of support, **WSLR** reaches many different demographics but our listeners share certain characteristics.*

- **ENGAGED:** Many of our listeners participate in local initiatives and are highly active in the community. 1100+ have become contributing members of WSLR.
- **CULTURALLY ACTIVE:** Listeners are culturally engaged in the community, attending arts and music events, including events at our own performance venue – Fogartyville, which saw 6000+ visitors last year.
- **COMMUNITY-MINDED:** Our audience loves local and seeks out locally-owned establishments to support.



# HOW UNDERWRITING WORKS

Because **WSLR** is classified as **noncommercial radio** by the Federal Communications Commission, advertising is not allowed on **WSLR**. Businesses or other organizations can show their support for community radio through **20-second underwriting announcements** with language that is “non-competitive in nature.”

## YOUR "SPOT" CAN INCLUDE:

- Your business name, address, phone number, and website
- Name of your products or services
- A non-promotional slogan
- Description and history of your business and products



***WSLR is supported by ABC Company, located at 1 Main Street. Offering letters of the alphabet, 24 hours a day. More information at [abccompany.com](http://abccompany.com) and 941-526- 5555***

## SPONSOR MESSAGES MAY CONTAIN

- + Name of sponsor
- + Sponsor's address, website, and phone number
- + Length of time the sponsor has been in business
- + Brand or trade name of the sponsor's product or event
  - + Sponsor's product or event
- + Sponsor's slogan as long as it's not promotional in a competitive or exclamatory way
- + Value-neutral description of an event with a date, service, or product

## SPONSOR MESSAGES MAY NOT CONTAIN

- Overtly promotional and competitive language
- Comparative, qualitative or hyperbolic language
  - Repetition of information
- First person statements (“I urge you...”)
- Any reference or allusion to cost (including “free”), discounts, or sales
- Calls to action (directly telling the listener to do something)
  - Inducements to buy, sell, or lease
- + Pre-produced announcements or music beds.

# BECOME A PROGRAM SUPPORTER



*The Program Supporter Package offers the ability to support a **favorite show** on WSLR or to **target an audience segment** that may be in alignment with your specific offerings. These packages are designed as quarterly sponsorships, however, the length of the term can be adjusted to fit your organization's needs.*

## Weekly Program Supporter

Quarterly Program Underwriting - 13 Announcements

Tile ad on Program's web page (200 x 200px)\*

\*Underwriter to supply graphic

Business

**\$195**

**\$100**

**\$295**

Non-Profit

**\$156**

**\$80**

**\$236**



## Annual Program Supporter

*For the whole year!*

Full Year Program Underwriting  
52 Announcements

Tile ad on Program's web page  
(200 x 200px)\*

\*Underwriter to supply graphic

Business

**\$725**

Non-Profit

**\$580**

**WSLR** can help customize sponsorship and underwriting packages to fit your organization's needs. for more information contact our Underwriting Manager at **info@wslr.org** or by calling **(941) 894-6469**.

Scan QR CODE to  
become an  
underwriter



**WSLR 96.5 FM**  
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