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

UNDERWRITING AND SPONSORSHIP WITH

WSLR 96.5 FM
SARASOTA'S COMMUNITY RADIO

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

<table>
<thead>
<tr>
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*Underwriter to supply graphic

### Annual Program Supporter

Full Year Program Underwriting

52 Announcements

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

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*Underwriter to supply graphic

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.

WSLR 96.5 FM
Sarasota's Community Radio

WSLR.ORG