

## BACKGROUND

WFHB is a local, non-commercial educational radio station that serves approximately 15,000 listeners through its broadcast signal and a virtually unlimited number of national and international listeners through its streaming service at [www.wfhb.org](http://www.wfhb.org). WFHB has won more than 45 awards for journalistic excellence.

## WFHB's Objectives

- Inform listeners of local and state events and community happenings
- Entertain and engage the public by offering a broad mix of programming that celebrates and increases local cultural diversity
- Provide a forum open to all residents to discuss public issues and ideas
- Teach the art of broadcasting and the production of original programming

## WFHB's Coverage

WFHB's main transmitter emits a 1600-watt signal that spreads to ten counties across south central Indiana via four FM frequencies: 91.3, 98.7, 100.7 and 106.3. Shown on the map, below, are Brown, Greene, Lawrence, Monroe, Morgan, and Owen. In addition, we broadcast to Jackson, Johnson, Orange, and Washington. WFHB also live streams all across the globe via [wfhb.org](http://wfhb.org).

## Audience Snapshot

According to national surveys, the majority of radio listeners:



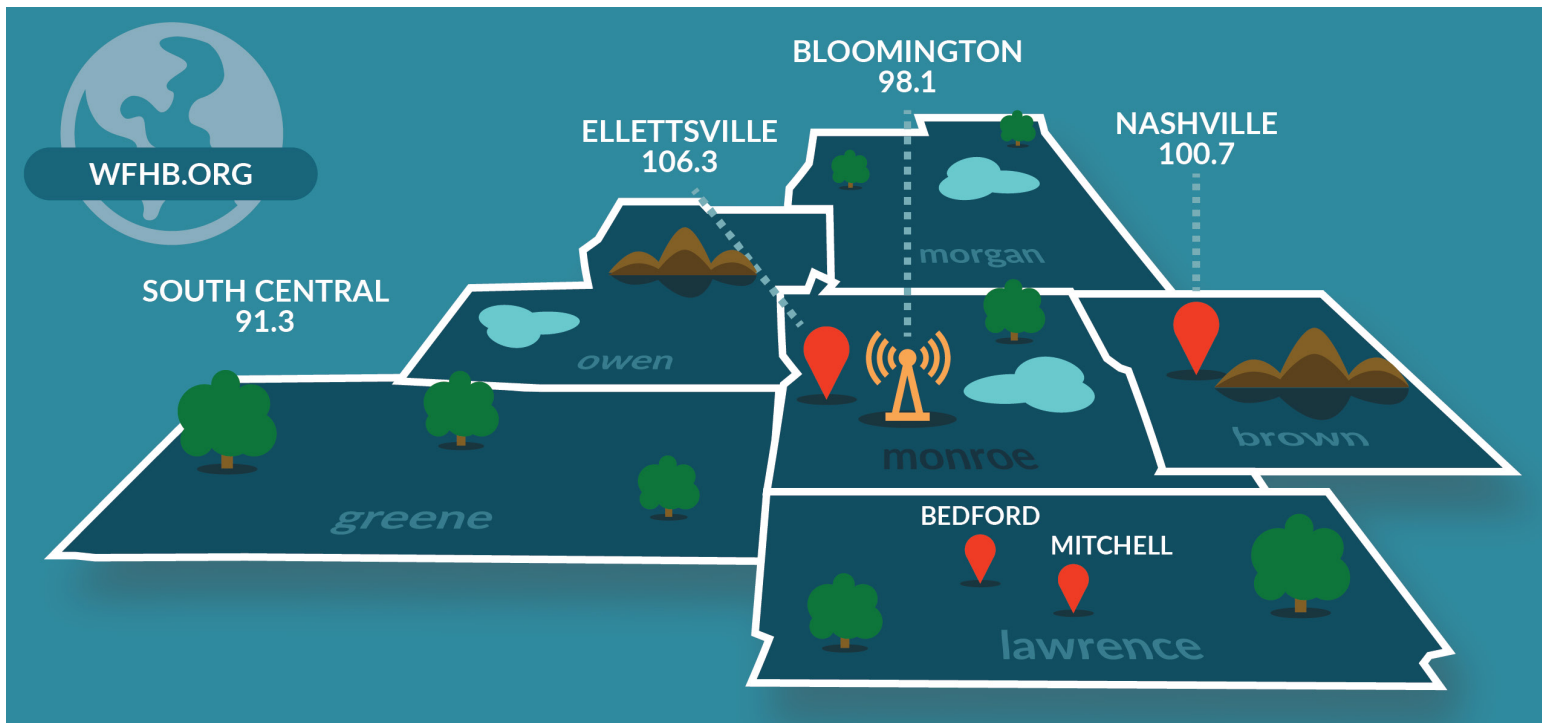
- Tune in on a daily or weekly basis
- 50% of listeners tune in for 5-15 hours a week



- Are 29-49 years old and have a bachelor's or graduate degree
- The ratio of male to female listeners is even



- 37% of listeners earn between \$30k and \$80k a year



## UNDERWRITING

WFHB reaches an estimated 15,000 listeners in south central Indiana. In addition, WFHB has unlimited global reach on its live stream at [www.wfhb.org](http://www.wfhb.org).

WFHB is a non-commercial community radio station supported by contributions and NOT advertising. When you make a business contribution, your support is acknowledged on air; this is called “underwriting”.

Underwriting will enhance your image as a participant in and supporter of the community. Establish a top-of-mind awareness with listeners and the area’s discriminating community minded consumers and decision makers. WFHB is a non-profit station, which means your underwriting support is tax-deductible. Your philanthropic dollars demonstrate your support of a valued community asset. Your clients, employees and prospective employees will appreciate the active and vital role your business plays.

## Underwriting Rates

Flat or Standard rate for mentions	\$12.00
Contract for one year with 100 or more mentions	10% discount, \$10.80
Pre-pay	10% discount, \$10.80
Combination of the above	20% discount, \$9.60

*Special Rates for Fund Drive Day Sponsors in September and April*

## Examples of Underwriting

### RETAIL

“Support for WFHB comes from Hopscotch Coffee, featuring specialty coffee roasted in-house daily, biodynamic teas, and hand-crafted sodas. Hopscotch Coffee is located on the B-Line trail at Dodds and Morton, with dedicated parking in back and on the street.”

### EVENT

“Support for WFHB comes from the Buskirk Chumley Theater presenting Hasan Minhaj: Homecoming King. Humorist Hasan Minhaj of The Daily Show and The Moth Radio Hour shares stories about being “brown in America” Sunday, September 11, at 8 pm. Tickets and information available at [Buskirk Chumley dot org](http://BuskirkChumley.org).”

## To Become an Underwriter

Contact WFHB’s Underwriting Director at [underwriting@wfhb.org](mailto:underwriting@wfhb.org).

## Partial List of Underwriters

ABR Imagery  
 Bikesmiths  
 Bloom Magazine  
 Blueline Media  
 Bloomingfoods  
 Buskirk-Chumley Theater  
 Community Access Television Services  
 Darn Good Soup  
 Hopscotch Coffee  
 IU Arts & Humanities Council  
 Karen Pitkin RE/Max Realty  
 Mann Plumbing/MPI Solar  
 Relish  
 Sahara Mart  
 Smithville Fiber  
 South Central Community Action Program  
 Uptown Cafe

## MUSIC PROGRAMMING

Traditional radio continues to present limited musical playlists with heavy repetition. WFHB has always presented a wide variety of genres and songs. WFHB devotes significant airtime to local and lesser-known musical artists and genres and is widely respected as a national tastemaker. WFHB is by far the best place for music discovery to be found on the radio in South Central Indiana.

Monday through Friday (6 a.m. – 5 p.m.), WFHB airs 8 hours of eclectic genre-hopping music mix. Each week, our music mix crew brings you 40 hours of music with the combined musical expertise of 20 different volunteer DJs. The variety heard on our weekday music mix matches the musical interests of our diverse community. WFHB DJs always feature new releases from the station's library, but they are also free to bring in their own musical selections. WFHB's creative music mix approach often corresponds thematically to time of day, important events, special periods like Black or Women's History Month, local, regional, national and world events, and even the weather.

WFHB's music specialty shows (on evenings and weekends) offer a focused approach to exploring specific musical genres. Our specialty shows are presented by experts who are excited about the music they play for you - giving you deep exposure to a wide variety of genres including jazz, blues, local music, reggae, country, bluegrass, Celtic, electronic, folk, funk and more. WFHB's overnight programming brings you a more free-form approach to music mixing, prioritized for a late-night audience.

WFHB connects you to the music scene in South Central Indiana. Our Local Music Show (Wednesdays, 9 p.m.) features an all-local mix. Our "Local Live" series of studio performances and live concerts bring the sounds of live local music to the airwaves. Local and regional music can also be heard throughout our music mix and specialty music programs.

WFHB's Firehouse Sessions regularly bring you live in-studio performances from touring artists. In the past few years we've featured Glen Hansard, Amanda Shires, Iron and Wine, Eleni Mandell, Eilen Jewell, Dale Watson, Hot Rize, Robert Earl Keen, Syd Straw, Will Johnson, M. Ward, Austin Lucas, Craig Finn, HoneyHoney, Heartless Bastards, R. Ring, Marlon Williams, Martin Courtney, Daniel Martin Moore, Joan Shelley and Justin Townes Earle.

Syndicated programs like E-Town, American Routes, Sound Opinions, Beyond a Song, Music City Roots and Deep Threes, present great music from an outside perspective, with excellent production values, great interviews and exclusive live performances. Many artists heard on these programs can already be heard on WFHB. These shows also expose us to exciting new artists.

WFHB is regarded as a "musical tastemaker" in the Midwest, and around the country. WFHB is a rare source of fresh musical variety on the FM dial, with a strong emphasis on local music and new music. WFHB plays more local music, more new music, and more genres of music than any other radio station in our area.

American roots music superstar Gillian Welch says, "I only care about three radio stations, and one of them is WFHB." Paste Magazine declared WFHB "one of the 40 best little radio stations in the U.S."

## NEWS PROGRAMS

### **Activate!**

5:25-5:30p.m

Activate! is a first-person narrative from local volunteers and activists describing the work they do and how others can get involved.

### **bloomingOUT**

5:30-6:30 p.m., Thursdays

bloomingOUT is a weekly news and public affairs show that presents issues of note to the LGBTQI community.

### **Better Beware**

5:25-5:30p.m., Wednesdays

A consumer watchdog segment alerting WFHB listeners to schemes and scams of all kinds.

### **Bring It On!**

6:00-7:00 p.m., Mondays

Bring It On tackles issues of importance to the African-American community.

### **Brown County Hour**

9:00-10:00a.m. on the first Sunday of every other month, plus the following Wednesday from 6:00-7:00p.m

Variety show highlighting the arts culture entertainment and history of Brown County.

### **Daily Local News**

5:00-5:30 p.m., Monday through Friday

Daily Local News is a new program featuring local headlines, in-depth interviews, on-location reports, and more.

### **EcoReport**

11:30a.m.-12:00p.m., Thursdays

EcoReport is a weekly environmental news program that investigates ecological and environmental issues from a local perspective.

### **Everyday People**

5:55-6:00p.m., Tuesdays

Everyday People helps connect older people and people with disabilities to resources in our community.

### **Hola Bloomington**

6:00-7:00p.m., Fridays

Hola Bloomington is a Spanish-language news and public affairs show covering issues of note to the Latino community.

### **Interchange**

5:30-6:30p.m., Tuesdays

Interchange is an in-depth interview-style show covering a wide range of topics of concern to the WFHB listening area.

### **Kite Line**

5:30-6:00p.m., Monday and Friday

Kite Line reports on issues in Indiana's prison system and beyond.

### **Mental Health Minute**

7:40-7:41a.m., Monday, Wednesday and Friday

Quick tips and research related to mental health issues.

### **Standing Room Only**

5:30-6:30p.m., Wednesdays

Standing Room Only is an audio presentation of local lectures and public forums.

### **Voices in the Street**

5:25-5:30p.m., Thursdays

Voices in the Street is a public opinion segment featuring opinions from local people on local issues.

## PROGRAM GUIDE

WFHB's programs offer a diverse mix of music and news. WFHB volunteers produce 24 hours of programming every single day, creating a rich broadcasting experience with something for everyone.

Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
6:00 AM	Morning Music Mix					Morning Music Mix	Music City Roots <i>Live Variety</i>	The Fire Escape <i>Southern Gospel</i>
6:30 AM	Morning Music Mix					Morning Music Mix	Music City Roots <i>Live Variety</i>	The Fire Escape <i>Southern Gospel</i>
7:00 AM	Morning Music Mix					Morning Music Mix	Music City Roots <i>Live Variety</i>	The Fire Escape <i>Southern Gospel</i>
7:30 AM	Morning Music Mix					Morning Music Mix	Music City Roots <i>Live Variety</i>	The Fire Escape <i>Southern Gospel</i>
7:55 AM	Activate!	Ins & Outs of Money	Better Beware	Voices in the Street				
8:00 AM	Democracy Now!							
8:30 AM	Democracy Now!							Sounds of Inspiration
9:00 AM	Morning Music Mix				Golden Age Radio	Morning Music Mix	Roots for Breakfast	New Dimensions
9:30 AM	Morning Music Mix				Golden Age Radio	Morning Music Mix	Roots for Breakfast	New Dimensions
10:00 AM	Morning Music Mix				Golden Age Radio	Morning Music Mix	Roots for Breakfast	New Dimensions
10:30 AM	Morning Music Mix				Golden Age Radio	Morning Music Mix	Roots for Breakfast	New Dimensions
11:00 AM	Shortwave	Reveal	Alternative Radio	Making Contact	Economic Update	Old Time Train 45	Native Spirit	
11:30 AM	Counterspin			EcoReport		Old Time Train 45	Native Spirit	
12:00 PM	Democracy Now!							
12:30 PM	Democracy Now!							
1:00 PM	Afternoon Music Mix						Rural Routes	Reggae Children
1:30 PM	Afternoon Music Mix						Rural Routes	Reggae Children
2:00 PM	Afternoon Music Mix						Rural Routes	Reggae Children
2:30 PM	Afternoon Music Mix						Dark End of the Street	Planetary Caravan
3:00 PM	Afternoon Music Mix						Dark End of the Street	Planetary Caravan
3:30 PM	Afternoon Music Mix						Dark End of the Street	Planetary Caravan
4:00 PM	Afternoon Music Mix						Dark End of the Street	Planetary Caravan
4:30 PM	Afternoon Music Mix						Beyond a Song	Off the Charts
5:00 PM	Daily Local News				EcoReport	Music City Roots <i>Live Variety</i>	Off the Charts	
5:30 PM	Kite Line Radio	Interchange	Standing Room Only	bloomingOUT	Kite Line Radio	Music City Roots <i>Live Variety</i>	Off the Charts	
6:00 PM	Bring It On!	Counterspin	Shortwave	Making Contact	Hola Bloomington	Music City Roots <i>Live Variety</i>	Off the Charts	
6:30 PM	Bring It On!	Counterspin	Shortwave	Making Contact	Hola Bloomington	Music City Roots <i>Live Variety</i>	Off the Charts	
7:00 PM	American Roots	Jazz Menagerie	All That Jazz	The Jazz Suite	Hora Latina <i>Latin</i>	Youth Radio	eTown	
7:30 PM	American Roots	Jazz Menagerie	All That Jazz	The Jazz Suite	Hora Latina <i>Latin</i>	Youth Radio	Sound Opinions	
8:00 PM	American Roots	Jazz Menagerie	All That Jazz	The Jazz Suite	Hora Latina <i>Latin</i>	Youth Radio	Sound Opinions	
8:30 PM	American Roots	Jazz Menagerie	All That Jazz	The Jazz Suite	Hora Latina <i>Latin</i>	Youth Radio	Firehouse Theater	
9:00 PM	American Roots	Jazz Menagerie	All That Jazz	The Jazz Suite	Hora Latina <i>Latin</i>	Youth Radio	Firehouse Theater	
9:30 PM	Blue Monday <i>Blues</i>	The Celtic Road / The Old Changing Way	Local Music Show	Womenspace	Crawfish Fiesta	Youth Radio	Firehouse Theater	
10:00 PM	Blue Monday <i>Blues</i>	The Celtic Road / The Old Changing Way	Local Music Show	Womenspace	Crawfish Fiesta	Youth Radio	Firehouse Theater	
10:30 PM	Blue Monday <i>Blues</i>	The Celtic Road / The Old Changing Way	Local Music Show	Womenspace	Crawfish Fiesta	Youth Radio	Firehouse Theater	
11:00 PM	Blue Monday <i>Blues</i>	The Celtic Road / The Old Changing Way	Local Music Show	Womenspace	Crawfish Fiesta	Youth Radio	Firehouse Theater	
11:30 PM	Terminal Jive / Public Records	Maybe Partying Will Help	For the Record	Fast N Bulbous	32 Hertz	Beat Party	Melody Unasked For	
12:00 AM	Terminal Jive / Public Records	Maybe Partying Will Help	For the Record	Fast N Bulbous	32 Hertz	Beat Party	Melody Unasked For	
12:30 AM	Terminal Jive / Public Records	Maybe Partying Will Help	For the Record	Fast N Bulbous	32 Hertz	Beat Party	Melody Unasked For	
1:00 AM	Dancin' Don's Art Party	Beach House Muzik	The Ron Midnight Show / The Road to Nowhere	Fast Forward	Metalmorphic	Deep Threes	Podcast Shuffle / A Paradigm Redefined	
1:30 AM	Dancin' Don's Art Party	Beach House Muzik	The Ron Midnight Show / The Road to Nowhere	Fast Forward	Metalmorphic	Deep Threes	Podcast Shuffle / A Paradigm Redefined	
2:00 AM	Dancin' Don's Art Party	Beach House Muzik	The Ron Midnight Show / The Road to Nowhere	Fast Forward	Metalmorphic	Deep Threes	Podcast Shuffle / A Paradigm Redefined	
2:30 AM	Dancin' Don's Art Party	Beach House Muzik	The Ron Midnight Show / The Road to Nowhere	Fast Forward	Metalmorphic	Sound Opinions	Podcast Shuffle / A Paradigm Redefined	
3:00 AM	Sound Opinions	Zombie Radio	The Road to Nowhere	Bring It On!	eTown	eTown	In Search of a Song	
3:30 AM	Sound Opinions	Zombie Radio	The Road to Nowhere	Bring It On!	eTown	eTown	In Search of a Song	
4:00 AM	Sound Opinions	Zombie Radio	The Road to Nowhere	Bring It On!	eTown	eTown	In Search of a Song	
4:30 AM	American Roots	Zombie Radio	The Road to Nowhere	bloomingOUT	Sound Opinions	American Routes	Music City Roots	
5:00 AM	American Roots	Zombie Radio	The Road to Nowhere	bloomingOUT	Sound Opinions	American Routes	Music City Roots	
5:30 AM	American Roots	Zombie Radio	The Road to Nowhere	Hola Bloomington	An Organic Conversation	American Routes	Music City Roots	

Volunteer Powered Music Mixes
  Volunteer Powered Speciality Music
  Volunteer Powered News & Pubic Affiars
  Nationally Syndicated