



**UNDERWRITING AT WFHB,**

**YOUR COMMUNITY RADIO STATION**

**2015**

WFHB 91.3 FM | Bloomington Community Radio, Inc. | 812-323-1200  
108 W. 4<sup>th</sup> St., Bloomington, IN 47404 | [www.wfhb.org](http://www.wfhb.org)

**Your Underwriting Support  
Strengthens Our Community...**

**And Builds  
Your Business!**

# Background

In 1994, the support of Cecilia Waldron and Herman B. Wells enabled the station to acquire the use of an old fire station in downtown Bloomington.

In 1997, WFHB became one of the first radio stations in the country to launch a web stream of its broadcasts enabling volunteers to share the sound and spirit of south central Indiana with people all over the world.

WFHB took another giant step forward when it launched its News Department in 2003. Since then, the station has won more than 40 awards from the Indiana Society of Professional Journalists and has often been the most award-winning broadcast operation in the state at their annual awards ceremony.

In 2010, *Paste Magazine* named WFHB one of the best little radio stations in the nation in recognition of the quality of its music programming.

## Technical Information

WFHB's main transmitter is 195 feet tall. It emits a 1600 watt signal to broadcast to Brown, Greene, Lawrence, Monroe, Morgan, and Owen Counties. Translators help boost the signal in downtown Bloomington, Ellettsville, and Nashville.

## Funding Sources

WFHB is listener-supported and has consistently received thousands of pledges of support through annual fundraising efforts each of the last five years. That support comprises more than 40% of WFHB's total revenue. Another 30% comes from grants and 20% from corporate support.

Underwriting is a critical piece of WFHB's funding. It aligns your business with values important to the community in which it operates and helps give members of that community a voice in the media. Please consider underwriting WFHB programming.



WFHB 91.3FM 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).

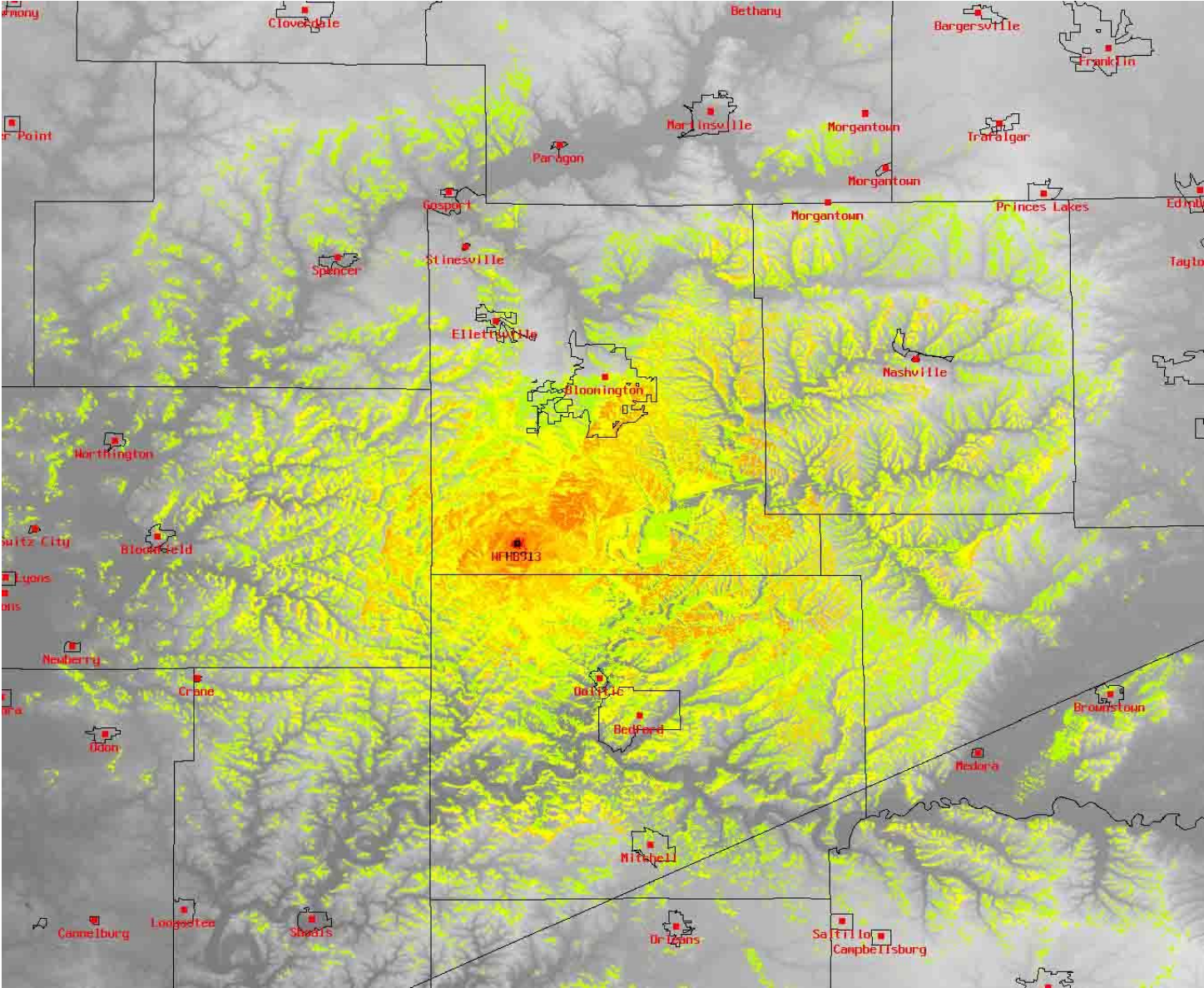
WFHB is owned by Bloomington Community Radio, Inc., a 501(c)3 nonprofit, was incorporated in 1975 and broadcast its first program in 1993.

WFHB's mission is to provide an open community forum for the exchange and discussion of ideas and issues, and to celebrate and increase the local cultural diversity.

## History

When WFHB first aired in 1993, it became Indiana's first community radio station. For the first year, around 40 volunteers made the trek out to "Radio Ridge" to broadcast their shows from a shack at the base of WFHB's transmitter 11 miles southeast of Kirksville.

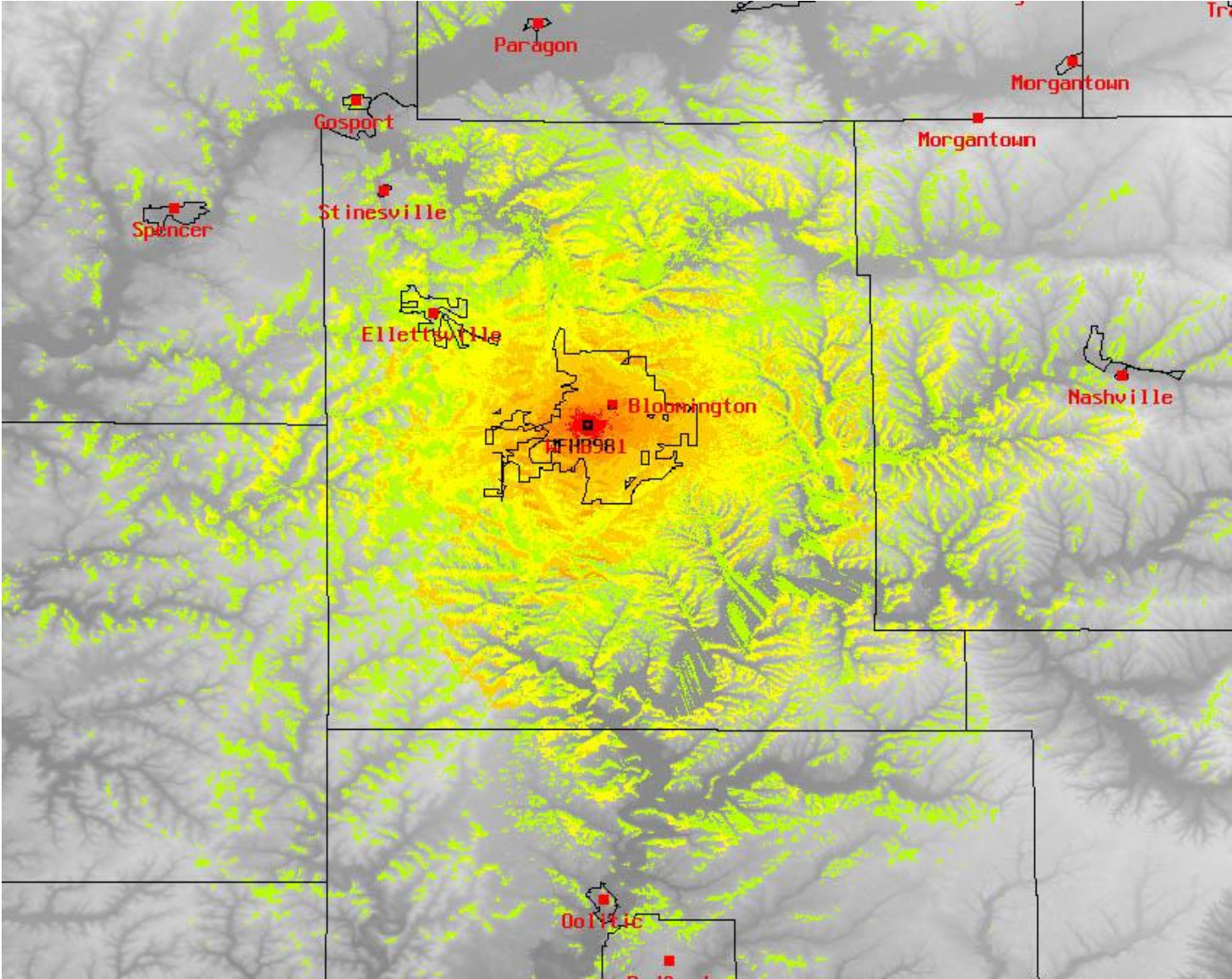
# WFHB 91.3FM Coverage



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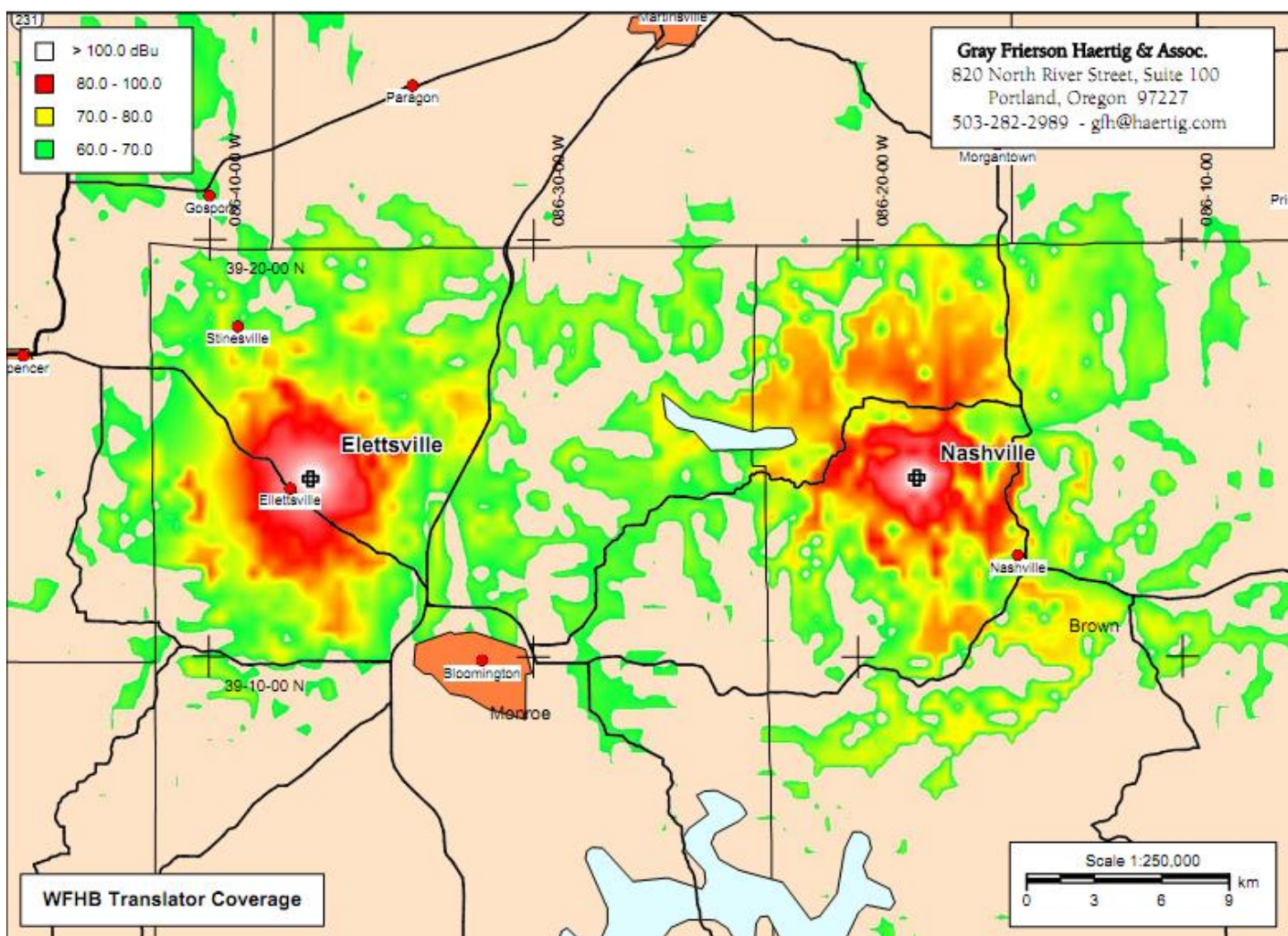


# WFHB 98.1FM Coverage



WFHB 91.3 FM | Bloomington Community Radio, Inc. | 812-323-1200  
108 W. 4<sup>th</sup> St., Bloomington, IN 47404 | [www.wfhb.org](http://www.wfhb.org)

# WFHB 100.7FM and 106.3FM Coverage





# Underwriting Packages

about their communities and want to support local businesses. Underwriting mentions on WFHB are a great way to keep your business on their mind when they are looking for products or services you offer. Listeners will want to support you because they know you share many of the values they hold dear.

Underwriting mentions, for the most part, avoid the phenomenon of ‘tune-out.’ On commercial radio programs, listeners face a constant barrage of loud, sometimes obnoxious, advertisements. In 2005, an Arbitron/Edison Media Research Spot Load Study reported one-third of commercial radio listeners changed the channel during a commercial break. By contrast, 59% of non-commercial radio listeners agreed that they pay attention to the underwriting announcements they hear on the radio. Don’t let your business fall victim to tune-out.

## Underwriting announcements include:

- Business/organization name
- Address, phone number, and/or website
- Listing and value-neutral description of up to three products and/or services
- Business/organization’s special event info: date, time, location, and description
- Established, non-promotional business slogan

Underwriting announcements can run 20 to 30 seconds in length (60 to 70 words including “Support for WFHB comes from...”). Underwriting announcements adhere to FCC regulations and may not include references to sales or prices, inducements to buy, incentives, calls to action (“go to...” or “come on out...”), comparative language (better, best, most complete), or qualitative language (great, excellent, awesome).

The station will work with you directly to compose the message listeners will hear and to choose the times and programs on which it will air.



## What is underwriting?

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.

## Why underwrite with WFHB? What are the benefits?

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

Over 21 years, WFHB has become an institution and built a national reputation as a taste-maker in the Midwest and a high-quality source for local news and public affairs programming. Underwriting WFHB associates your business with these qualities.

Your underwriting support shows you have an interest in the community in which you do business and want to participate in it. WFHB listeners care

# Underwriting Packages



## Sample Acknowledgments:

“Support for WFHB comes from FARM Bloomington. Selected by the Food Network as 'Indiana's Best Burger,' using local bison, bacon, and cheeses. FARM Bloomington, 108 East Kirkwood, at farm-bloomington dot com, or by phone at 812-323-0002.”

"Program support is brought to you by the Agape Fall Festival at Bradford Woods on Tuesday October 28th starting at 6PM. This family-friendly event features Trick Rodeo Entertainers Anthony Lucia and Dave Davis, pumpkin decorating, pony rides, trick-or-treating and The Big Cheese Food Truck. All proceeds benefit Agape Therapeutic Riding. For more information please visit agaperiding dot org / fall-festival”

“Support for WFHB comes from the Black Film Center and Archive at Indiana University and the film, BLACULA by director William Crain. This Halloween show BLACULA stars Indiana native William Marshall as African prince Mamuwalde [mama-ū-wald-ē]. At the IU Cinema, October 31st at 9:30PM. Visit cinema dot indiana dot edu for more information.”

## Partial List of Underwriters:

Bellwether Manufacturing  
Bikesmiths  
Bloom Magazine  
Bloomingfoods  
Buskirk-Chumley Theater  
Community Access Television Services  
Darn Good Soup  
Elder Care Connections  
FinePrint  
IBEW Local #725  
IU Health

Karen Pitkin RE/Max Realty  
Mann Plumbing/MPI Solar  
Midas Auto Service Experts  
Oliver Winery  
One World Enterprises  
Relish  
Rush Hour Station  
Russian Recording  
Smithville Telephone Company  
Solar Systems of Indiana



# Audience



## WFHB by the Numbers

According to a survey conducted by O'Neill Research LLC in 2012, the *majority* of WFHB listeners:

- Tune in on a daily or weekly basis
- Are 29 to 49 years old
- Have a Bachelor's or Graduate degree

A survey conducted in 2006 found this about WFHB listeners:

- Nearly 50% of listeners tune in to WFHB for 5 to 15 hours per week.
- The ratio of male to female listeners is even.
- Thirty-seven percent of WFHB listeners earn between \$30,000 and \$80,000 per year.
- More than 70% of WFHB listeners are non-students.
- The overwhelming majority of listeners prefer to shop local.

# Underwriting Packages

## RATES

### Standard Run-of-Schedule

WFHB broadcasts underwriting from 6 a.m. - 11 p.m. unless requested otherwise.

The standard rate per underwriting mention is \$12.\*

### EXAMPLES OF BULK DISCOUNTS

one mention/week for 52 weeks = 52 mentions for \$611 (\$11.75 per mention)

three mentions/week for 52 weeks = 156 mentions for \$1,815 (\$11.64 per mention)

five mentions/week for 52 weeks = 260 mentions for \$2,964 (\$11.40 per mention)

seven mentions/week for 52 weeks = 364 mentions for \$4,084 (\$11.21 per mention)

10 mentions/week for 52 weeks = 520 mentions for \$5,740 (\$11.04 per mention)

14 mentions/week for 52 weeks = 728 mentions for \$7,862 (\$10.80 per mention)

*\*Bulk discounts are made with packages starting at 26 mentions/year.*

*\*Discounts are also offered when full payment is made in advance.*

*\*Legacy discounts available for long-term underwriters.*

With qualifying discounts, underwriting spots can be as low as \$8.23/mention

# Program Schedule



## WFHB Community Radio Program Guide



Winter 2014

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00am	<b>Morning Music Mix**</b>				<b>Morning Music Mix**</b>	Music City Roots <i>Live Variety from The Lowless Cafe</i>	The Fire Escape <i>Southern Gospel</i>
7:00am							
7:55am	Activist!	In & Out of Money	Bloomington Beware!	Voices in the Street			
8:00am	<b>Democracy Now!***</b>					Roots For Breakfast <i>Eclectic Roots</i>	Sounds Of Inspiration
9:00am	(Herald-Times Morning Headlines at 9:00am) <b>Morning Music Mix**</b> (BirdNote at 10:00am)			(Herald-Times Morning Headlines at 9:00am) <b>Golden Age Radio**</b> (BirdNote at 10:00am)	(Herald-Times Morning Headlines at 9:00am) <b>Morning Music Mix**</b> (BirdNote at 10:00am)		
10:00am	Alternative Radio	An Organic Conversation	New Dimensions	Making Contact	Counterspin	Old Time Train 45** <i>w/ Col. Mike Kelsey &amp; Arbutus Cunningham</i>	Native Spirit <i>Native American</i>
11:00am				EcoReport	Shortwave Report		
11:30am	<b>Democracy Now!***</b>					Rural Routes <i>Bluesgrass</i>	Reggae Children** <i>Reggae / Dub</i>
12:00 Noon	(Jim Hightower at 1:00pm) <b>Afternoon Music Mix**</b> (Jale Earth at 2:00pm)						
1:00pm	<b>Afternoon Music Mix**</b> (Sound Beat at 3:00pm)					Dark End Of The Street** <i>Vintage C&amp;W/R&amp;B</i>	Planetary Caravan <i>International</i>
2:00pm							
3:00pm	<b>Community Progressive Radio</b> <i>Workers Independent News</i>					In Search of a Song	Off The Charts <i>Music week-in-review</i>
4:00pm							
5:00pm	<b>WFHB DAILY LOCAL NEWS**</b>					Books Unbound <i>Banned Literature</i>	
5:30pm							
5:32pm					Free Speech Radio News		
5:55pm	Activist!	In & Out of Money	Bloomington Beware!	Voices in the Street			
6:00pm	Bring it On!	Interchange**	Standing Room Only	bloomingOUT	Hola Bloomington	Youth Radio <i>High School Radio</i>	E-Town
7:00pm	American Routes**	Jazz Menagerie	All That Jazz	The Jazz Suite	Hora Latina <i>Latin</i>		Sound Opinions <i>Music Review</i>
8:00pm						Firehouse Theater <i>Audio Theater</i>	
9:00pm	Blue Monday <i>Blues</i>	The Celtic Road & Old Changing Way	WFHB Local Music Show <i>Local Live at 9:30</i>	Womenspace** <i>Women Artists</i>	Crawfish Fiesta <i>Music From Louisiana</i>	Beat Party	Melody Unasked For <i>experimental</i>
10:00pm	Terminal Jive / Midnight Snack	The Map	Radio Gnome Showgram	Fast 'n' Bulbous	32 Hertz / Dance Party Classics		Deep Threes
11:00pm							
12:00am	Signature Blend	Overnight Mix	Soulful Strollin' / Overnight Mix	Fast Forward	Sedimentary, Igneous, & Metamorphic	Sound Opinions	
1:00am							
2:00am	eTown	Zombie Radio	The Road to Nowhere	Bring it On!	eTown	eTown	In Search of a Song
3:00am							
4:00am	American Routes**			bloomingOUT	Sound Opinions	American Routes**	Music City Roots
5:00am				Hola Bloomington	In Search of a Song		

## FIREHOUSE BROADCASTING

*"Live, Local, Community Radio"*

91.3 Bloomington, Bedford & Martinsville / 98.1 Bloomington / 106.3 Ellettsville & Spencer / 100.7 Nashville

WFHB 108 W. 4th St, Bloomington, IN 47404 (812) 323-1200 www.WFHB.org wfhb@wfhb.org

Volunteer Powered Music Mixes	Volunteer Powered Specialty Music	National Syndicated Music Shows	Volunteer Powered NEWS & PUBLIC AFFAIRS	National Syndicated NEWS & PUBLIC AFFAIRS	RADIO THEATER
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