



Wisconsin's Alternative Destination Radio

# MEDIA KIT





## BACKGROUND

WADR-LP 103.5FM is a local, noncommercial, educational radio station that serves approximately 64,000 listeners through the airwaves signal and an unlimited audience nationally and internationally through live streaming at [www.JanesvilleRadio.org](http://www.JanesvilleRadio.org).

WADR-LP is owned by Janesville Community Radio, Inc., a 501(c)3 nonprofit, and was incorporated in 2013 to bring alternative radio programming to the Janesville, Wisconsin area.

### MISSION

**To grow radio as an amplifying tool expanding and enhancing local cultural expression through opportunities for greater community participation.**

WADR-LP has a multi-tiered mission of bringing the community together through:

- Radio broadcasting
- Internet podcasting
- Social media
- Volunteer training and education

### HISTORY

In the spring of 2013, an announcement was made across the nation by Prometheus announcing the opportunity for 300 new low power FM stations. An effort began to organize toward the goal of acquiring a FCC license to initiate alternative FM radio station in Janesville.

Over 2,800 groups applied for new low power FM licenses. Because low power FM service is entirely commercial-free, and licenses are only granted to nonprofit organizations, Janesville Community Radio, Inc., - as a new endeavor - considered many of its goals analogous to those of the United Arts Alliance, a nonprofit county arts coalition founded in 1996.

The United Arts Alliance, applied to the FCC for a broadcast license and frequency in Janesville, WI on behalf of Janesville Community Radio, Inc. and a podcasters club broadcasting a variety of topics was formed.

Janesville Community Radio's incorporation status was granted on June 19, 2014 and Janesville Community Radio ByLaws were adopted on July 27, 2014.

WADR is the only independent community radio station in Janesville. WADR-LP relies on its listeners and the communities it serves for support. This support comes from underwriting for the programming, and off-air fund-raising benefits. WADR also receives rent from commercial operations of the building where it is located at 321 E. Milwaukee St., Janesville, and tenants who rent space therein.

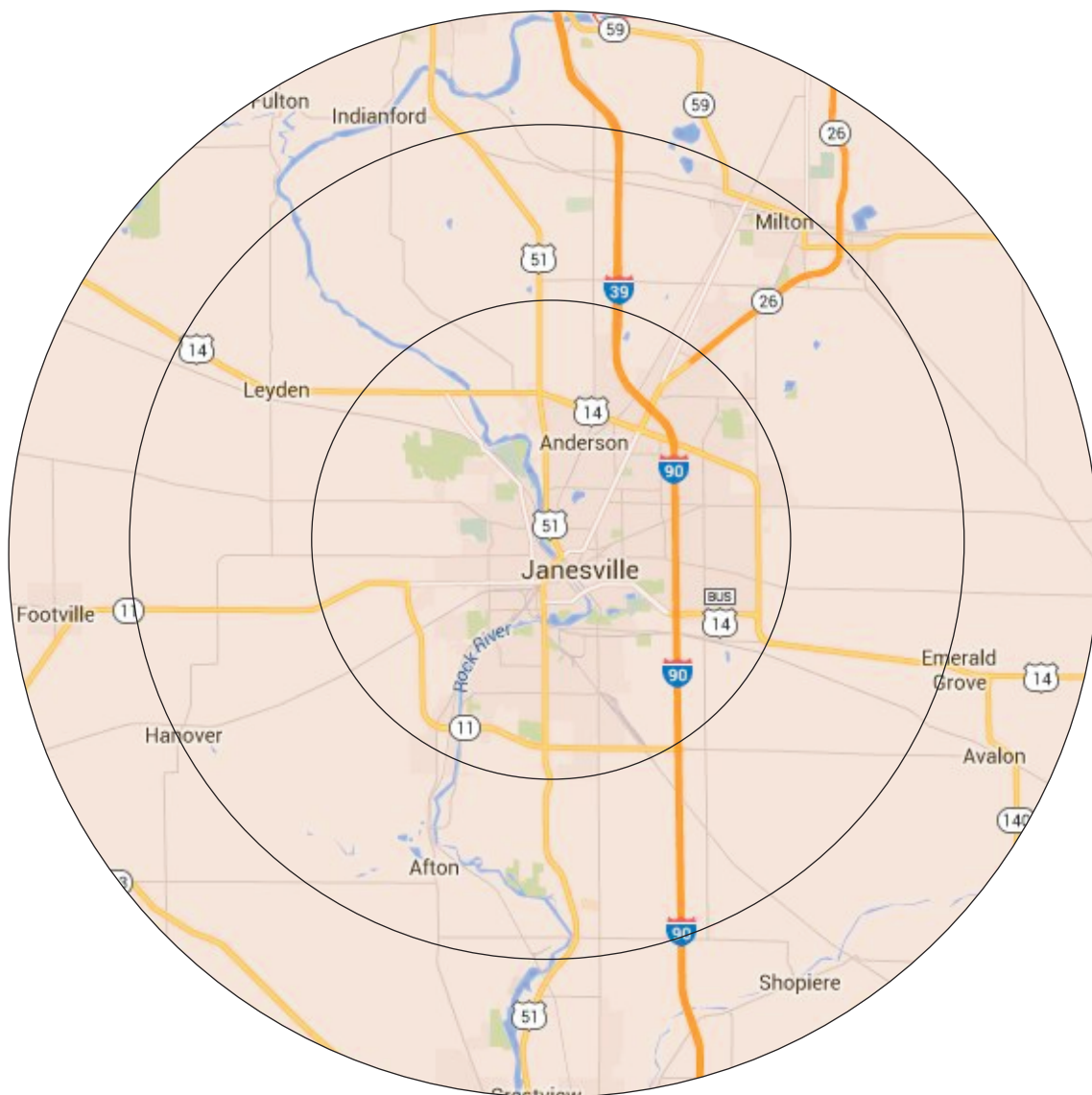
WADR-LP 103.5FM began broadcasting on LPFM airwaves in June 2015.



## COVERAGE

### Listen your way ...

- 1) 103.5FM
- 2) Click on "Listen" at [www.janesvillerradio.org](http://www.janesvillerradio.org)
- 3) Download your free app at iTunes or GooglePlay





# UNDERWRITING

## WHAT IS UNDERWRITING?

WADR-LP is a noncommercial, community radio station supported by contributions. When you make a business contribution, your support is acknowledged on air; this is called underwriting.

## WHY UNDERWRITE WITH WADR-LP?

WADR-LP reaches nearly 26,000 households in the Janesville area and has an unlimited global reach via our on-line streaming at [www.JanesvilleCommunityRadio.com](http://www.JanesvilleCommunityRadio.com) and via a mobile app.

Underwriting will enhance your image as a participant in and supporter of the community. Establish a top-of-mind awareness with listeners and the areas discriminating community minded consumers and decision makers.

WADR-LP is a nonprofit 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 in the community by supporting WADR-LP.

Any contributions include a mention on our social media sites unless you care to

remain anonymous. Annual underwriters can reset their message up to 3 times per year.

Additionally, annual underwriters and logos are listed on our website with a link to business websites.

## ACKNOWLEDGEMENTS INCLUDE:

- Business/Organization Name
- Address, phone, and/or website
- Listing value-neutral description of up to 3 products and/or services
- Business/organization's special event info: date, time, location and description
- Established, nonpromotional slogan

Underwriting acknowledgements must be 30 seconds or less in length. Underwriting acknowledgements may not include references to sales or prices, inducements, incentives, calls to action ("go to", "special today"), comparative language ("biggest", "best", "lowest price"), quantitative language ("largest", "most complete") or qualitative language ("great", "excellent").

***WADR-LP will work directly with you to compose your message that listeners will hear and help you to choose the times and programs on which it will air.***





## AUDIENCE

WADR-LP broadcasts from downtown Janesville to over 26,000 area homes and potentially 64,000 listeners within the greater area and a virtually unlimited audience globally on-line.

### TARGET MARKET

By the U.S. Census in 2013, Janesville, Wisconsin's population was 63,600 which includes 25,828 households. Its population by age group is: 20-24 years - 6%; 25-34 years - 14%; 35-49 years - 20.9%; 50-64 years - 17.9%; 65+ years - 13.9 %

WADR-LP's audience is in line with the national public radio audience demographics and there is a great potential audience and donor base in the Janesville area. Within the listening radius, there are approximately 64,000 listeners. According to Arbitron, Generation X and Baby Boomers lead the pack in radio listenership at 95 percent and 94 percent, respectively and which make up a majority of the potential Janesville listening population at 27.9%.

Neilsen also indicates the specific arts and education radio audience characteristics indicate: Nearly 80 percent of public radio listeners own their own home and Janesville's homeownership is at 68.5 percent.

African American, Asian, and Hispanic listenership has also reached a historic high in recent years. These demographics have been growing in Janesville with a current 5.5 percent of the population Hispanic, 1.7% African American, and 1.3% Asian. This demographic has been, until now, under served by Janesville-based media and is a market opportunity.

Janesville Community Radio, Inc.'s positioning with: 28.5% college-educated , 68.5% homeowners, and 8.5% ethnic-population put WADR-LP in positive position for growth. Based on our demographic research, there is growing potential for increased audience and donor bases in the contiguous listening area.

\*Nationally, community radio listeners are more likely than commercial radio listeners to:

- Purchase investment property
- Exercise regularly
- Own a home computer
- Write a company about a product
- Purchase securities
- Ready and purchase books
- Use a credit card
- Travel and use a travel agent
- Be active in civic issues

*\* Based on Audience and Corporate Research - June, 2007*



## UNDERWRITING RATES

By sponsoring WADR-LP and/or specific programs on WADR you reach a select group of listeners through an uncluttered medium (listeners tend to tune out loud, aggressive commercials). WADR-LP underwriting is a unique way for your business to use mass media to market to a specific message, show concern and participation in the quality of life in our community and contribute to a local nonprofit, community-oriented organization.

### PREMIUM DRIVE TIMES MORNING, LOCAL NEWS AND EVENTS, INTERVIEW

MENTIONS* PER WEEK	MENTIONS PER MONTH	PRICE PER MONTH	PRICE PER YEAR	PRICE PER MENTION
5 mentions per week	20 mentions per month	\$ 100	\$ 1,200	\$ 5
25 mentions per week	125 mentions per month	\$ 625	\$ 7,500	\$ 5

MESSAGES* PER WEEK	MESSAGES PER MONTH	PRICE PER MONTH	PRICE PER YEAR	PRICE PER MESSAGE
5 messages per week	20 messages per month	\$ 200	\$ 2,400	\$ 10
25 messages per week	100 messages per month	\$ 1,000	\$ 12,000	\$ 10

### PREFERENCE LOCAL PROGRAMMING 8 AM - MIDNIGHT

#### Talk & More

- ☐ Art Spark
- ☐ BCity BFunny
- ☐ Bricks & Branches
- ☐ Holmes' World
- ☐ La Peferdia
- ☐ OMP Radio
- ☐ Women on Women

#### Educational

- ☐ Chinese Language

- ☐ Jaleh's Kitchen
- ☐ Rock Paper Dollars

#### Music

- ☐ Alt Janesville
- ☐ Alternative Ultimatum
- ☐ Back to the 80's
- ☐ In the Stratosphere
- ☐ Jam Rock
- ☐ R&B

#### News/Opinion

- ☐ Christ in the City
- ☐ Courageous Conversations
- ☐ Janesville City Council
- ☐ En Neustro Patio
- ☐ Outside the Pizza Box
- ☐ WADR Morning

#### Sports

- ☐ Beloit Snappers
- ☐ Wisconsin Sports Report

### ADDITIONAL MEDIA EXPOSURE

#### CONTRACT INCLUDES:

- 1 week free with annual contract
- Logo and link on wadr-LP
- Logo on WADR-LP newsletters to membership
- Logo on WADR-LP booth signage
- Up to 4 event postings on Facebook, and JanesvilleRadio.org
- Opportunity to refresh annual messages 3 times per year

#### NON-ANNUAL CONTRACTS:

- Facebook mentions: \$10 each mention
- Logo and link on JanesvilleRadio.org for one year: \$50

*Annual underwriting packages are payable either as a single payment or on a quarterly basis. Pre-paid receives a 10% discount off the total underwriting cost. Janesville Community Radio is a 501(c)3 nonprofit organization and your underwriting contribution is tax-deductible. To support WADR through underwriting or even sponsorship, please contact: [studio@janesvillecommunityradio.com](mailto:studio@janesvillecommunityradio.com) or 608.563.0111*



**CALL IN LIVE: 608.352.9701**

*WADR-LP giving a voice to the  
Janesville community  
with diverse and locally  
produced programming:*

**Art Spark** - Edie Baran: Culture, arts, entertainment, events, and interviews

**Alt Janesville** - Alternative Music

**Alternative Ultimatum** - Not Top 40

**BCity BFunny** - Vickie, Dez and Emmett with adult & edgy comedy

**Back to the 80's** - Music of the 1980's

**Beloit Snappers** - Live from Pohlman Field with David Krapf

**Bricks & Branches** - Dan Hartung: Janesville history, architecture and more

**Chinese Language** - Exchange high school students help you to learn and understand Chinese

**Christ in the City** - Ray & Annette Jewell: local church activities.

**Country on the Rock** - Trish Jensen Country music

**Courageous Conversations** - Exploring racism and other issues of importance to the community with the Diversity Action Team

**Holmes' World with Gayle Lange Puhl** - Everything and anything Sherlock Holmes

**In the Stratosphere** - Derek Schyvinck Janesville's local rock band scene.

**Jaleh's Kitchen** - Local cooking scene

**Jam Rock** - The finest of reggae music

**Janesville City Council/En Neustro Patio** - Alternating every Monday evening with English and Spanish translation

**La Peferdia** - Una radio con una programacion variada para todas las edades.  
**OMP Radio** - Chad Sheridan and Andy Anderson: variety comedic live entertainment, in-studio guests

**Outside the Pizza Box** - Engage politics with Mike Dickman for what's happening in Wisconsin and the nation.

**R&B** - Rhythm and Blues for your evening enjoyment

**Wisconsin Sports Report** - David Krapf, "Irish Brad", & guests with sports commentary

**Rock Paper Dollars** - John Norquay: Financial planning

**Women on Women** - Vickie Lynn and guests: discussing women's issues

**WADR Mornings with Reese Wood** - News, sports, issues and opinion with guest interviews in the 2nd hour.  
\*Video stream at <https://blab.im/thebeloitpod-wadr-morning-show-with-reese-wood>



## NOVEMBER 2015 • PROGRAM SCHEDULE • Live • Pre-recorded • Syndicated

	SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT
12AM		SOLE LAB				SOLE LAB	SOLE LAB
1AM		SOLE LAB				SOLE LAB	SOLE LAB
2AM	WI SPORTS REPORT	ALT JANESVILLE	JAM ROCK	COUNTRY ON THE ROCK	ALTERNATIVE ULTIMATUM	DJ DAVE	BCITY BFUNNY
3AM	WI SPORTS REPORT	ALT JANESVILLE	JAM ROCK	COUNTRY ON THE ROCK	ALTERNATIVE ULTIMATUM	DJ DAVE	BCITY BFUNNY
4AM					CHRIST IN THE CITY	WOMEN ON WOMEN	
5AM					OMP RADIO		
6AM		FREE THOUGHT RADIO	IN THE STRATOSPHERE		OMP RADIO		KIDS & OLD TIME PROGRAMMING
7AM	CHRIST IN THE CITY	WADR MORNING	WADR MORNING	WADR MORNING	WADR MORNING	WADR MORNING	KIDS & OLD TIME PROGRAMMING
8AM		WADR MORNING	WADR MORNING	WADR MORNING	WADR MORNING	WADR MORNING	KIDS & OLD TIME PROGRAMMING
9AM	WI SPORTS REPORT	DEMOCRACY NOW	DEMOCRACY NOW	DEMOCRACY NOW	DEMOCRACY NOW	DEMOCRACY NOW	JALEH'S KITCHEN
10AM	WI SPORTS REPORT	WITH GOOD REASON	EASY VEGAN	WOMEN ON WOMEN		FREE THOUGHT RADIO	LA PREFERIDA
11AM		HOLMES' WORLD	ROCK PAPER DOLLARS	ALTERNATIVE ULTIMATUM	BRICKS & BRANCHES	CITY COUNCIL (REBROADCAST)	LA PREFERIDA
12PM	ART SPARK			ALTERNATIVE ULTIMATUM		CITY COUNCIL (REBROADCAST)	WITH GOOD REASON
1PM	BRICKS & BRANCHES		ART SPARK	BRICKS & BRANCHES	ROCK PAPER DOLLARS	BACK TO THE 80s	ROCK PAPER DOLLARS
2PM	UP FRONT SOUL	JALEH'S KITCHEN	COURAGEOUS CONVERSATIONS	WITH GOOD REASON	JALEH'S KITCHEN	COUNTRY ON THE ROCK	CHINESE LANGUAGE
3PM	UP FRONT SOUL	EASY VEGAN	LETTERS TO WASHINGTON	LETTERS TO WASHINGTON	LETTERS TO WASHINGTON	COUNTRY ON THE ROCK	JAM ROCK
4PM	JAM ROCK	DEMOCRACY NOW	DEMOCRACY NOW	DEMOCRACY NOW	DEMOCRACY NOW	DEMOCRACY NOW	JAM ROCK
5PM	JAM ROCK	OUTSIDE THE PIZZA BOX	OUTSIDE THE PIZZA BOX	OUTSIDE THE PIZZA BOX	OUTSIDE THE PIZZA BOX	JIVE DRIVE	WI SPORTS REPORT
6PM	FREE THOUGHT RADIO	CITY COUNCIL (Alternating weekly live & Spanish translation)	CHRIST IN THE CITY	R&B	WOMEN ON WOMEN	ALT JANESVILLE	WI SPORTS REPORT
7PM	WOMEN ON WOMEN	OR EN NEUSTRO PATIO		R&B	HOLMES' WORLD	ALT JANESVILLE	DJ DAVE
8PM	KIDS & OLD TIME PROGRAMMING	CITY COUNCIL (Alternating weekly live & Spanish translation)	OMP RADIO	FREE THOUGHT RADIO	ART SPARK	OMP RADIO	DJ DAVE
9PM	KIDS & OLD TIME PROGRAMMING	OR EN NEUSTRO PATIO	OMP RADIO		IN THE STRATOSPHERE	OMP RADIO	
10PM	BCITY BFUNNY	LETTERS TO WASHINGTON	LETTERS TO WASHINGTON	LETTERS TO WASHINGTON	BCITY BFUNNY	JAM ROCK/ROCK	
11PM	BCITY BFUNNY				BCITY BFUNNY	JAM ROCK/ROCK	



## UNDERWRITING

### SAMPLE ACKNOWLEDGEMENT

Support for this program is provided by listeners like you and Acme Books, bringing you new and used books Tuesday through Saturday, nine to five and Sunday noon to four, located at 123 Wisconsin Street in Janesville, Wisconsin; on-line at acmebooks dot com. Acme Books, building slow media one book at a time. (Insert phone number)

#### TO BECOME A BUSINESS UNDERWRITER:

Contact WADR-LP's  
Underwriting Sales Director  
at  
[admin@janesvillerradio.org](mailto:admin@janesvillerradio.org)  
or by calling 608.563.0111

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