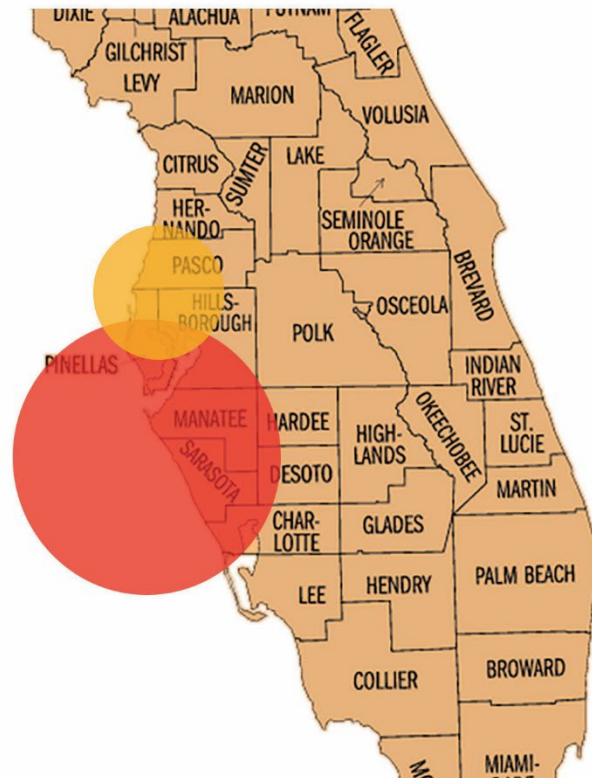


## Coverage Map

**WSMR 89.1**



**WSMR Translator 103.9**



## WSMR 89.1 & 103.9 Fact Sheet

**100,000 listeners on a weekly basis\***

**In Sarasota and Manatee counties, WSMR is the second most listened-to radio station**

**WSMR Listeners are six times more likely than the market average to live in households with incomes of \$200k**

*\*Source: The Nielsen Company, Fall 2022 – Sarasota-Bradenton TSA Persons 12+ and The Media Audit Survey 2021-2022*



## Program Schedule – Week at a Glance



Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00 AM	Sunrise Symphony at 6am Mornings with Russell Gant 6am-12pm On This Day at 8am					Sunrise Symphony at 6am Classical Music with Bethany Cagle 6am-12pm	Sunrise Symphony at 6am
7:00 AM							Classical Music with Tyler Kline 6-10am
8:00 AM							
9:00 AM							
10:00 AM							
11:00 AM							
12:00 PM	Middays with Bethany Cagle 12-6pm Midday Mozart at Noon 5 O'clock Unwind at 5pm					Classical Music with Tyler Kline 12-6pm (Met Opera; when in season)	Sunday Baroque 10am-2pm
1:00 PM							
2:00 PM							
3:00 PM							
4:00 PM							
5:00 PM							
6:00 PM		Evenings with Tyler Kline 6pm-12am Evening Masterwork at 7pm				Classical Music with Russell Gant 6pm-12am Evening Masterwork at 7pm	Classical Music with Bethany Cagle 6-8pm Evening Masterwork at 7pm
7:00 PM							
8:00 PM							
9:00 PM							
10:00 PM	Florida Matters 10-10:30pm					SymphonyCast 10pm-12A	
11:00 PM							
12:00 AM	Classical Overnights 12-6am 8pm-10am SymphonyCast						
1:00 AM							
2:00 AM							
3:00 AM							
4:00 AM							
5:00 AM							



## Rate Card and Package Rates

Day Part	Times	Programs	Cost Per Spot	50 Spots or More	100 Spots or More
AM Drive	6 AM - 9 AM Mon-Fri	Classical Music	\$60	\$55	\$50
Midday & Weekends	9AM - 4PM Mon - Fri and Sat and Sun 6AM - 7PM	Midday Classical Music	\$70	\$65	\$60
Evening	7PM-9PM	Evening Classical	\$50	\$45	\$40
Best Classic Package	6AM-8PM Mon - Sun	Classical Music	\$65	\$60	\$55
Total Classic Package	6A – 12A Mon - Sun	Classical Music	\$55	\$50	\$45

Amounts reflect cost per 15-second announcement.  
All rates are good for 30-days from time of presentation.

For special package pricing and non-profit organizations, please contact:

WUSF Sales  
University of South Florida  
4202 East Fowler Avenue, **WRB101**  
Tampa, FL 33620-6870  
Phone: 813-974-8623





# WUSF & WSMR Sponsorship Guidelines

Your sponsorship message will be carefully crafted to suit your marketing and public relations needs while complying with the FCC (Federal Communications Commission) regulations applicable to non-commercial stations.

Your sponsorship messages may be 15 seconds on WUSF and WSMR. Sponsorship messages may include some of the following elements:

- Sponsor's business or organization name, or that of the subsidiary, legal DBA, operating division or parent company
- Business location
- Business hours
- Business phone number or web address
- A value-neutral description of the business or organization
- Trade names, products or services that identify the underwriter (No more than three)
- Third party names, corporations or sponsors cannot be included in an NPA
- An established corporate slogan that complies with all FCC regulations applicable to non-commercial stations

Sponsorship messages must be:

- Consistent with WUSF's image and of general interest to listeners
- Not intended to solicit contributions from listeners

Additionally:

Acceptance of messages and sponsors with potential conflicts of interest and problems of listener misconceptions will be taken into consideration on a case-by-case basis.

The FCC precludes qualitative, comparative, or promotional language. Calls to action, pricing information and inducements to buy or sell are not permitted. \* Mention of awards, favorable reviews, endorsements, or testimonials are not permitted.

All sponsorship messages are read "live" by WUSF staff announcers. Submitted copy must be approved by WUSF before the start of a schedule.

These regulations serve to protect the non-commercial content that public broadcasting listeners value so highly. In this way the special integrity of the relationship between the stations and their listeners extends to the underwriter as well. The public broadcasting audience positively identifies the sponsor with the high-quality programming of WUSF. WUSF may refuse to accept messaging from companies, businesses, organizations, or any other entities deemed to be inconsistent with WUSF's image, not of general interest to the WUSF audience, or that could be detrimental to the welfare and image of the stations.

\* Section 399B of the Federal Communications Act of 1934, and sections 73.504(d) and 73.503(e), FCC 2D 255 (1994)



## Copy Examples

WUSF is dedicated to respecting and maintaining the non-commercial quality of our programming. We have established guidelines designed to enhance the value of your association with WSMR and create a clutter-free, commercial-free broadcasting environment.

When you decide to support WSMR through underwriting, your message will include your company name, location and a brief non-qualitative description of products or services telling listeners or viewers you made this broadcast possible. This on-air message will be an important element of your communications and marketing plan, demonstrating your support of WUSF and favorably impressing your target market. We will be happy to help you develop an announcement that delivers your message and matches our requirements.

All on-air messages follow the station's pre-amble "Support for programming comes from WUSF members and..."

Below are just some of the on-air messages both local and national organizations are using to reach their target audience through WUSF Public Broadcasting.

- "Support for programming comes from WSMR members and...Trenam Law, with attorneys who value relationships with their clients, striving to be not just attorneys, but reliable partners and trusted advisors. Learn more about Trenam Law at t-r-e-n-a-m (dot) com."
- "Support for programming comes from WSMR members and...Seitenbacher Natural Foods, offering a complete line of oils for cooking or salads, whole grain Musli Cereals, and Happy Fruits, a gluten-free all-natural snack. Seitenbacher, available at a health food store or supermarket near you."
- "Support for programming comes from WSMR members and ...Adalay Interiors, offering a full-service interior design showroom featuring Miele and Kohler for kitchen and bathroom remodeling. You can visit the showroom for live demos, design ideas and to experience new appliances. Adalay dot com."
- "Support for programming comes from WSMR members and...Tech-House, a Microsoft Gold Partner, helping organizations navigate the terrain in times of change. Providing remote work, cyber security, and data analytic solutions for more than 25 years. More information is at Tech (dash) House (dot) com."
- "Support for programming comes from WSMR members and...Animal Pet Movers, since 1977, providing pet relocation, pet shipping and international pet-travel services. Air Animal Pet Movers is on the web at Air Animal (dot) com."
- "Support for programming comes from WSMR members and...Johns Hopkins All Children's Hospital providing services to adolescents and young adults suffering from cancer, helping this young population tackle the disease with a support network focused on their unique needs. Learn about specialized care for kids at Hopkins all children's (dot) org."