

**WCBU Program Schedule and Rate Card Winter 2021**

|          |  |  |                          |                                   |
|----------|--|--|--------------------------|-----------------------------------|
| 12:00 AM | BBC World Service                                  |  | BBC World Service        | BBC World Service                 |
| 12:30 AM |  |  |                          |                                   |
| 1:00 AM  |  |  |                          |                                   |
| 1:30 AM  |  |  |                          |                                   |
| 2:00 AM  |  |  |                          |                                   |
| 2:30 AM  |  |  |                          |                                   |
| 3:00 AM  |  |  |                          |                                   |
| 3:30 AM  |  |  |                          |                                   |
| 4:00 AM  | Morning Edition                                    |  | Only a Game              | TED Radio Hour                    |
| 4:30 AM  | 5:42am: On Deck 5:51am: Marketplace Morning Report |  |                          |                                   |
| 5:00 AM  | Morning Edition                                    |  |                          |                                   |
| 5:30 AM  | 7:42am: On Deck 7:51am: Marketplace Morning Report |  | Weekend Edition Saturday | Weekend Edition Sunday            |
| 6:00 AM  | Morning Edition                                    |  |                          |                                   |
| 6:30 AM  | 1A   |  |                          |                                   |
| 7:00 AM  | The 21st   |  | Statewide                | Wait, Wait...Don't Tell Me!       |
| 7:30 AM  | Statewide  |  |                          | On the Media                      |
| 8:00 AM  | Here & Now   |  |                          | Ask Me Another                    |
| 8:30 AM  | Here & Now   |  |                          | TED Radio Hour                    |
| 9:00 AM  | The 21st   |  |                          | Bullseye                          |
| 9:30 AM  | Statewide  |  |                          |                                   |
| 10:00 AM | Here & Now   |  |                          | Radiolab                          |
| 10:30 AM | Here & Now   |  |                          |                                   |
| 11:00 AM | All Things Considered                              |  |                          | Sound Opinions                    |
| 11:30 AM | Marketplace  |  |                          |                                   |
| 12:00 PM | All Things Considered                              |  |                          | This American Life                |
| 12:30 PM | All Things Considered                              |  |                          |                                   |
| 1:00 PM  | All Things Considered                              |  |                          | Highway 309                       |
| 1:30 PM  | All Things Considered                              |  |                          |                                   |
| 2:00 PM  | All Things Considered                              |  |                          | Highway 309                       |
| 2:30 PM  | All Things Considered                              |  |                          |                                   |
| 3:00 PM  | All Things Considered                              |  |                          | Weekend ATC                       |
| 3:30 PM  | All Things Considered                              |  |                          |                                   |
| 4:00 PM  | All Things Considered                              |  |                          | Hidden Brain                      |
| 4:30 PM  | All Things Considered                              |  |                          |                                   |
| 5:00 PM  | All Things Considered                              |  |                          | It's Been a Minute w/Sam Sanders  |
| 5:30 PM  | All Things Considered                              |  |                          |                                   |
| 6:00 PM  | All Things Considered                              |  |                          | Freakonomics                      |
| 6:30 PM  | All Things Considered                              |  |                          |                                   |
| 7:00 PM  | World Cafe   |  |                          | Conversations from the World Cafe |
| 7:30 PM  | World Cafe   |  |                          |                                   |
| 8:00 PM  | World Cafe   |  |                          | American Routes                   |
| 8:30 PM  | World Cafe   |  |                          |                                   |
| 9:00 PM  | World Cafe   |  |                          | All Songs Considered              |
| 9:30 PM  | World Cafe   |  |                          |                                   |
| 10:00 PM | BBC World Service                                  |  | Highway 309              | Highway 309                       |
| 10:30 PM | BBC World Service                                  |  |                          |                                   |
| 11:00 PM | BBC World Service                                  |  |                          | Center Stage                      |
| 11:30 PM | BBC World Service                                  |  |                          |                                   |

Local News M-F: 5a-9a :04, :32, :42. 3p-7p :04, :32

**Rate Card Key**

|                           |      |                           |      |
|---------------------------|------|---------------------------|------|
| <b>Weekday</b>            |      | <b>Weekend</b>            |      |
| <b>Drive Time</b>         | \$40 | <b>News Entertainment</b> | \$30 |
| <b>Midday</b>             |      | <b>Music</b>              | \$30 |
| <b>Evening</b>            | \$30 | <b>Overnight</b>          | \$15 |
| <b>Specialty</b>          | \$40 |                           |      |
| <b>Overnight</b>          | \$15 |                           |      |
| Total Audience Plan: \$25 |      |                           |      |

