



Day Sponsor Guide

The Day Sponsor benefit gives donors the opportunity to dedicate a day of WCBU programming in celebration of a milestone such as a birthday, anniversary, wedding, retirement, or memorial, or to encourage support for a community organization. Day Sponsorship is available to those who contribute \$365 or more per year.

Day Sponsor Process

- Day sponsorships may be reserved at any time, but a minimum of two weeks' notice to schedule and voice your announcement is required.
- Five on-air announcements will then be scheduled on the date of your choice.
- Announcements are reviewed, approved, and recorded by WCBU.
 - We will work with you on appropriate length and wording.
 - Announcements must fit within our standard format and fit within 20 seconds (approximately 50 words).
 - For guidance and inspiration, listen to archived messages at <https://www.wcbu.org/day-sponsors>.
 - Once your announcement is recorded and posted on our website, we will email you a link to share, as well as the on-air schedule. WCBU will also share your message on social media pending your approval.

Breaking news or live coverage occasionally pre-empts announcements. If this happens, we will reschedule announcements within the day, if possible, or reschedule your entire day.

All copy is subject to editing for format and compliance with FCC guidelines. Day sponsorships cannot include a call to action or otherwise imply an endorsement of the message by WCBU. WCBU will not accept day sponsorships from political action committees (PACs) or political messages from or about candidates seeking elected office.

Questions

Contact Individual Giving Director Jennifer Armstrong at 309-438-3581 or e-mail jarmst8@ilstu.edu