



**wdrb**

**MEDIA KIT**



# BACKGROUND



WDRT 91.9 FM is a local, non-commercial, educational radio station that serves approximately 16,000 listeners through its broadcast signal and a virtually unlimited number of national and international listeners through its online streaming station at [www.wdrt.org](http://www.wdrt.org).

WDRT is owned by Driftless Community Radio, inc. a 501(c)3 nonprofit, was incorporated in 2003 in response to public demand for a radio station that would meet the unique needs of Wisconsin's Driftless region.

## **Mission:**

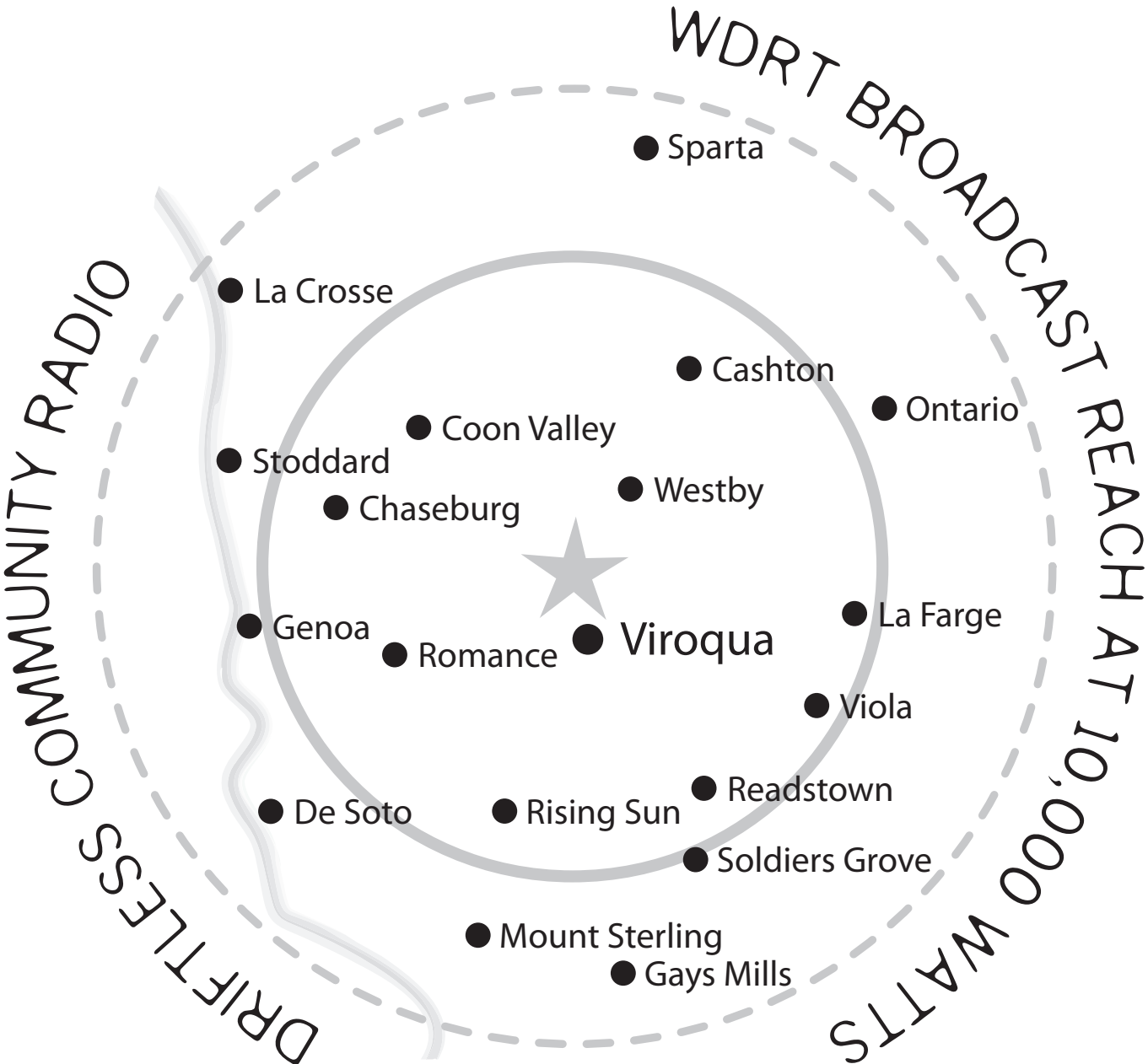
- Informing listeners of local and state events and community happenings
- Entertaining and engaging the public by offering a broad mix of programming that reflects the heritage and diversity of the community
- Providing a forum open to all residents to discuss public issues
- Teaching the art of broadcasting and the production of original programming

## **History:**

In 2009, the FCC awarded DCR a full power FM license to broadcast at 480 watts on the 91.9 FM frequency. The board selected the call letters "WDRT" to stand for "Driftless" and to acknowledge our community's strong ties to the land.

On September 17, 2010, WDRT 91.9FM aired its first broadcast. The voices of dozens of volunteer DJs filled the airwaves. Community support was resounding from the start. On its first day of broadcasting WDRT had over 100 members, and that number tripled in the next three months. In 2010, individuals donated \$45,000 in small contributions and one individual donated \$150,000 to allow the station to purchase the building it had been leasing on Viroqua's Main Street. The number of members has continued to grow over the years to over 500 members.

# COVERAGE





# UNDERWRITING

## What Is Underwriting?

WDRT 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 WDRT? What are the benefits?

WDRT reaches over 25,000 households and businesses in Wisconsin, Iowa and Minnesota. WDRT has unlimited global reach via our on line streaming via [www.wdrt.org](http://www.wdrt.org).

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

WDRT is a non-profit 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 WDRT.

Any donation includes a mention on our social media sites. Annual underwriters can refresh their message up to 3 times per year.

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

## Underwriting Acknowledgements Include:

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

Underwriting acknowledgements must be 20 seconds or less in length. Underwriting acknowledgements may not include references to sales or prices; inducements; incentives; calls to action ("go to.." come on out.."); comparative language (better, best, more complete); quantitative language (most, largest, complete); or qualitative language (great, excellent, awesome).

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



# UNDERWRITING

## Sample Acknowledgement:

Support for this program is provided by Acme Books, bringing you new and used books. Tuesday through Saturday, eleven to seven, and Sunday noon to four, located at 231 Jones Street in La Crosse. Online at acmebooks dot com. Acme Books, building slow media one book at a time.

## Partial List of WDRT Underwriters:

The ARK  
Bank of Cashton  
Cakery and Bake Shop  
Custom Eco Modulares  
E3 Coalition  
\*Driftless Books  
\*Driftless Cafe  
Driftless Folk School  
Calliope Center  
\*Organic Valley  
\*Kickapoo Coffee  
Hearth & Sol Construction  
Leather Laboratories, LLC  
Midwest Earth Builders LLC  
\*Quality of Life Chiropractic  
River Country RCD  
Y-Tri Plumbing and Heating, LLC  
Vernon County Farm To School  
\*Vernon Telephone Cooperative  
\*Viroqua Food Coop  
Vintage Vogue  
\*William Neil, Financial Consultant, Inc.

*\*These businesses and organizations have been participating in WDRT's underwriting program since our inception.*

## To Become a Business Underwriter:

Contact WDRT's Development Coordinator:  
[underwriting@wdrt.org](mailto:underwriting@wdrt.org) or 608-638-9378

WDRT 91.9 FM,  
Driftless Community Radio  
311 S. Main Street  
Viroqua, WI 54639

# AUDIENCE



*WDRT Broadcasts to over 25,000 area homes and businesses in the heart of SW Wisconsin's Driftless Region.*

## WDRT LISTENER SURVEY

**WEEKLY LISTENING SPAN:** 30% listen to WDRT more than 5 hours per week  
**SHOPPING HABITS:** 49% will frequent a business that underwrites with WDRT

**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
- Read 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 WDRT and/or specific programs on WDRT you reach a select group of listeners through an uncluttered medium (listeners tend to tune out loud, aggressive commercials.) WDRT underwriting is a unique way for your business to use mass media to market a specific message, show concern for the quality of life in your community and contribute to a local non-profit organization.

PREMIUM DRIVE TIMES				
DRIFTLESS MORNING, FREE SPEECH RADIO, DEMOCRACY NOW!				
MESSAGES PER WEEK	MESSAGES PER MONTH	PRICE PER MONTH	PRICE PER YEAR	PRICE PER MENTION
1 message per week	4	\$41	\$486	\$10.25
2 messages per week	8	\$63	\$756	\$7.87
3 messages per week	12	\$81	\$968	\$6.35
4 messages per week	16	\$99	\$1188	\$6.18
5 messages per week	20	\$113	\$1350	\$5.65

SELECT				
LOCAL PROGRAMMING 8 AM - 11 PM				
MESSAGES PER WEEK	MESSAGES PER MONTH	PRICE PER MONTH	PRICE PER YEAR	PRICE PER MENTION
1 message per week	4	\$34	\$405	\$8.50
2 messages per week	8	\$50	\$593	\$6.25
3 messages per week	12	\$63	\$756	\$5.25
4 messages per week	16	\$77	\$918	\$4.81
5 messages per week	20	\$90	\$1080	\$4.50

ADDITIONAL MEDIA EXPOSURES	
<b>ANNUAL CONTRACTS INCLUDE:</b> One week free with annual contract Logo & Link on wdrt.org Logo on WDRT newsletters to membership Logo on WDRT booth signage Up to 4 event postings on Facebook, WDRT.org & Twitter Logo on Pinterest Opportunity to refresh annual message 3 times per year	<b>NON-ANNUAL CONTRACTS:</b> Facebook and Twitter Mentions: \$10 each mention Logo and link on WDRT.org for one year: \$50

Annual underwriting packages are payable either as a single payment or on a quarterly basis. Pre-pay to get a 10% discount off the total underwriting cost. Driftless Community Radio is a 501(c)(3) non-profit organization; your underwriting contribution is tax-deductible. To support WDRT through underwriting or event sponsorship, please contact [underwriting@wdrt.org](mailto:underwriting@wdrt.org).

EVENT UNDERWRITING		
MUSIC, ART, SPECIAL EVENTS: 3X DAILY AS SCHEDULE PERMITS		
MESSAGES	OPEN RATE	NON-PROFIT
10 spots	\$150	\$100
20 spots	\$250	\$200
30 spots	\$350	\$300

# PROGRAM GUIDE



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY		SATURDAY	SUNDAY
6 - 8	<b>Driftless Morning</b> <i>Rise and Shine—Even When It's Cloudy.</i> with hosts <i>Jim Hallberg &amp; Mike Nordskog</i> Music, Musings and Critical Information					6 - 7	<b>Bluegrass Review</b> Bluegrass Music	<b>Spirit in Action</b> Quaker Perspectives
						7 - 8	<b>Saturday Morning Breakfast Club</b> Classic Storybooks	<b>Interfaith Voices</b> World Religion News
8 - 8:05	Stump Ridge	Sleepy Coulee	Stump Ridge	Sleepy Coulee	The View from Here			
8:05 - 9	<b>Second Cup of Coffee</b> Enhancing our cultural heritage through music and stories from the driftless region— <b>Page Turner Radio</b> daily around 8:20 a.m.					8 - 9	<b>Footlight Parade</b> Music and Performance from the Broadway Stage	<b>WFMT Presents</b> Music from Chicago's Premiere Classical Station
						9 - 10	<b>Driftless Weekend</b> Music & Creative Features with host <i>Charlie Knowler</i>	<b>Sunday Symphonies</b> Classical Music for Your Sunday Morning with host <i>Julia Henderson &amp; Bill Niel</i>
9:00	<b>Bioneers</b>	<b>Heart of Wellness</b> with hosts <i>Dr. Paul Grenier &amp; Prudence Tippins</i>	<b>T.U.C. Radio</b>	<b>Life on the Radio</b> Humor and Conversation with hosts <i>Ed Frohman and Gene Kocubogay</i>	<b>Food Sleuth</b>			
9:30	<b>Peace Talks</b>		<b>This Way Out</b>		<b>Radio Curious</b>			
10 - 12	<b>Monday Morning</b> Great Sounds to Start Your Week	<b>The Train</b> Down Home Sounds with host <i>Paul Fairchild</i>	<b>Hersong</b> Women's Music Across Time and Cultures with hosts <i>K O'Brien &amp; Lisa Henner</i>	<b>Mister Koppa's Neighborhood</b> Easy Listening Exploration with host <i>Mike Koppa</i>	<b>Euphonic Smorgasbord</b> A Full Plate of Music Choices with host <i>Kerry Barnett</i>	10:00		
						10:30		
						11:00	<b>Who's in the Kitchen?</b> Local Food & Recipes	<b>Writer's Voice</b> Interviews, Readings, Reviews
11:30								
12 - 1	<b>Democracy Now: The War &amp; Peace Report</b> Award Winning Daily News Show—News & Opinion— <a href="http://www.democracynow.org">www.democracynow.org</a>					12 - 1	<b>La Mezcla</b> Musica y Conversacion	<b>Loafer's Glory</b> Tales from Utah Phillips
1 - 2	<b>Patti's Melancholy Show</b> Time to Get Low with host <i>Patti DeMark Knowler</i>	<b>The Hippie Hippy Shake Show</b> The Ultimate Mix Tape with host <i>Margot Hipwell</i>	<b>Country Meets the Blues</b> Roots Music with host <i>Doc Roddy</i>	<b>Tasty Cuts</b> Flavorful Variety with host <i>Macon Luhnning</i>	<b>The RLE</b> Revved Up Hit Music	1 - 2	<b>Sweet Sunny North</b> Nordic Roots Music with hosts <i>Cabin Dave &amp; Rob Steinhofner</i>	<b>Radio Free Space</b> WDRT Community Access
2 - 3					<b>The Kitchen Sink</b> Genre-less Music Variety with host <i>Joel Johnson</i>	2 - 3		<b>Kickapoo Wanderings</b> A Driftless Musical Hike
3 - 4	<b>The RoundAbout</b> Skewered Musical Rotisserie with host <i>DJT</i>	<b>Welcome to Mystery</b> Wide Awake Drive Time Music with host <i>Robert Anthony</i>	<b>Lucky Lucy Show</b> A Mid-Week Groove Fest with host <i>Jane Schmidt</i>	<b>The Slydeman's Drive Time Chill</b> The Smooth Operator's Music Variety with host <i>Micah Robinson</i>	<b>Friday Buffet</b> Musical Hors d'oeuvres with host <i>Pete Hodapp</i>	3 - 4	<b>Reggae Pon Yard</b> Reggae Music with host <i>Countryman</i>	<b>Three Chimney Lounge</b> Honky Tonk, Alt-Country, Rockabilly & Gospel Music with host <i>Charles Angell</i>
4 - 5						4 - 5		
5:00	<b>Free Speech Radio News</b> —News & Opinion— <a href="http://www.fsrn.org">www.fsrn.org</a>					5:00	<b>Grateful Dead Hour</b> Jam Band Music	
5:30	<b>The Progressive Radio Show</b>	<b>Sprouts</b>	<b>Voices of our World</b>	<b>Sea Change Radio</b>	<b>W.I.N.G.S.</b>	5:30		<b>The New Grass Show with Rusty James</b> Newgrass & Bluegrass Music
6 - 7	<b>Alternative Radio</b> Information & Analysis Talk	<b>From the Vault</b> The Pacifica Archives	<b>New Dimensions</b> Heartfelt Interviews	<b>Business Matters</b> with hosts <i>Thomas White &amp; Prudence Tippins</i>	<b>The Shortwave Report</b>	6:00		
						6:30	<b>Left, Right and Center</b>	
7 - 9	<b>Blue Monday</b> Spanning the History of the Blues with hosts <i>Papa Blues &amp; Blues Hound</i>	<b>Driftless Jazz</b> Sit Back and Dig with hosts <i>Terry O'Connor &amp; Ben McDonald</i>	<b>Timely Tunes</b> (Alternating) Vintage Vinyl <b>Down Yonder</b> Folk & Old-Timey Music	<b>Radio Free Viroquagrad</b> World Music with hosts <i>Genie Nordskog &amp; Adam Fogelson</i>	<b>New Irish Stew</b> A Hot Bowl of Celtic Music with host <i>K O'Brien</i>	7 - 8	<b>Bread &amp; Buttah</b> (with a little Jam!)	<b>Carousel*</b> Revolving Lively Arts
						8 - 10	<b>The Tugboat Captain</b> Tall and Cool with host <i>Aaron Schmidt</i>	<b>Dusty Grooves</b> Vinylphile Collective with host <i>DJT</i>
9 - 11	<b>Driftless Nite Cap</b> Musical Mixology for the Evening Hours with rotating hosts <i>Eddy Nix (Mondays); Arthur Bernstein, Larry Madeo, Chris Skaalnad (Tuesdays); Bruce Bonchamp (Wednesdays); Kirsten &amp; Terry (Thursdays), and special guests.</i>					10 - 11	<b>Transition Transmissions</b> On the Edge of Midnight	<b>The Sunday Service</b> Weekly Musical Sermon with the Rev. Ray Kolenko
						11 - 12		
11 PM - 6 AM	<b>Undercurrents</b> American Music with a Passport—A Freedom Music Mix with Your Mind in Mind <a href="http://www.undercurrentsradio.net">www.undercurrentsradio.net</a> Contact <a href="mailto:info@wdrt.org">info@wdrt.org</a> to inquire about available volunteer programming slots.					12 - 1	<b>Mystery Theater</b>	
						1 - 2		
					<b>Undercurrents</b> A Freedom Music Mix with Your Mind in Mind	2 AM - 6 AM	<b>Undercurrents</b> A Freedom Music Mix with Your Mind in Mind	<b>Undercurrents</b> A Freedom Music Mix with Your Mind in Mind