

Your Independent Music Source
WSGE 91.7 FM



**WSGE 91.7 FM is the best-kept marketing secret in the region.
Our listeners are your clients, customers, patrons and employees.**



About the Station

WSGE's mission is to provide distinctive music and information programming designed to stimulate, educate and entertain. WSGE will serve in the public's interest, advancing the educational goals of Gaston College by providing a unique alternative to commercial broadcasting in Gaston, Mecklenburg and surrounding counties.

WSGE has stayed consistent with its roots dating back to 1980. It's an independent voice that doesn't shy away from taking creative risks. Whether digging deep into a music genre, breaking the latest songs, or making local and regional music accessible with friendly commentary, it's definitely the station for curious minds. Central to this dynamic mix is music and news programming from National Public Radio.

WSGE's eclectic music programming appeals to a growing audience of more than 34,000 listeners per week. Many tune in for our award-winning Carolina Beach/Shag music, while others enjoy our Blues, Jazz, Big Band or Adult Album Alternative shows.

WSGE is a noncommercial public radio station that gives back to the community by supporting organizations such as the United Way of Gaston County, The House of Mercy, The Community Foundation of Gaston County, Gastonia Downtown Development Association and others. Also, the station annually coordinates Socks for Seniors, which collects socks, gloves and toiletries for people in need during the holiday season.

WSGE offers an annual scholarship to a deserving student that is pursuing a degree in the Gaston College Broadcast and Production Technology program. The WSGE Radio Scholarship is made possible through the support of WSGE listeners and business donors.



More information is available at 704.922.2251

Benefits of Corporate Support

Strategic Marketing Partnership Focused on Your Goals

Underwriting on public radio delivers dual marketing benefits to your organization: Your message reaches an exceptionally devoted audience that is hard to capture through traditional media, and your support of a respected, nonprofit public service generates goodwill.

The Public Radio Difference

Underwriting is an effective alternative to commercial advertising and can help your business gain name recognition with our loyal audience by supporting the programs they enjoy.

Reach your Target

Target the influential people in the community: opinion leaders, decision makers, and business leaders. WSGE's program schedule can also help you place messages to reach a more specific audience.

Underwriting FAQ

Q. *What is the length of an underwriting spot?*

A. We produce 30 second spots written and recorded by our on-air talent. You may submit copy suggestions and ideas and we will put it together for you as part of the underwriting package.

Q. *What kind of language can we use in our announcement?*

A. You can include:

- Your business name, street address, and city
- Your telephone number
- Value-neutral descriptions of your products and services
- Brand or trade names you carry
- Historical information, such as length of time in business

Q. *What kind of language is not allowed?*

A. You may not include:

- Comparative or superlative language (no "largest", "best", "oldest", etc.)
- Qualitative language (e.g., award-winning, leading, etc.)
- Mention of price - no interest rates, discounts, sales or savings
- Promotions or calls to action ("call", "come by", "be sure to", etc)

All underwriting messages must comply with regulations established by the Federal Communications Commission (FCC) for noncommercial public broadcasting.

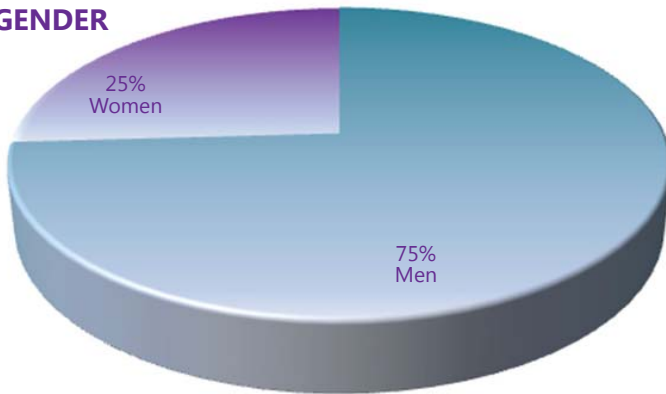


More information is available at 704.922.2251

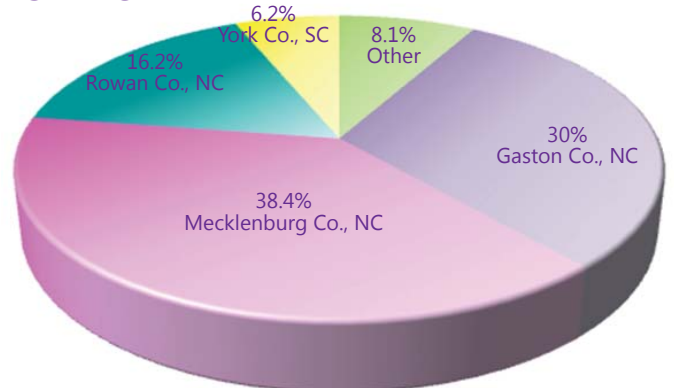
A Dynamic Audience

WSGE attracts loyal listeners and supporters from all walks of life. They are educated, influential, culturally passionate and concerned about the issues facing their community and the world at large.

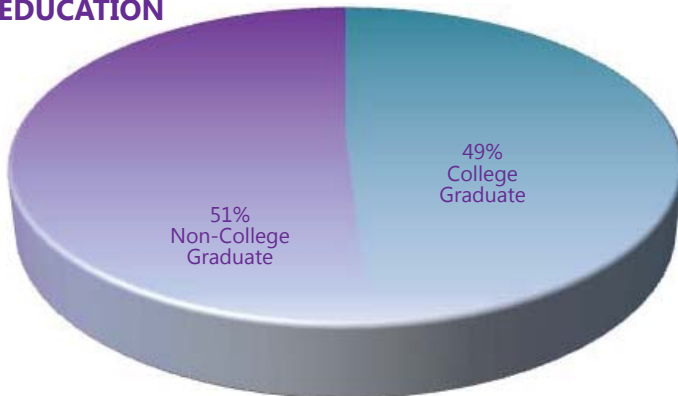
GENDER



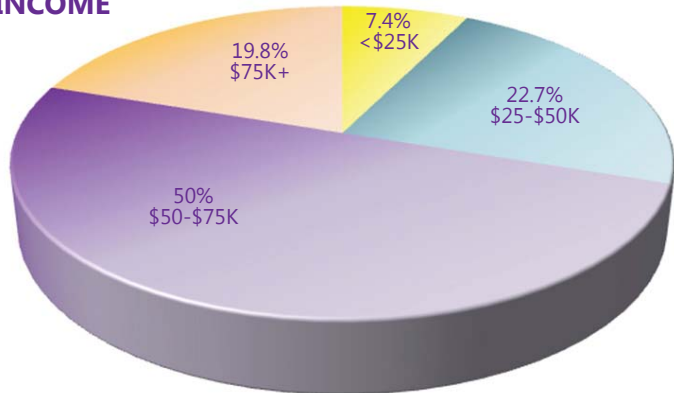
RESIDENCE



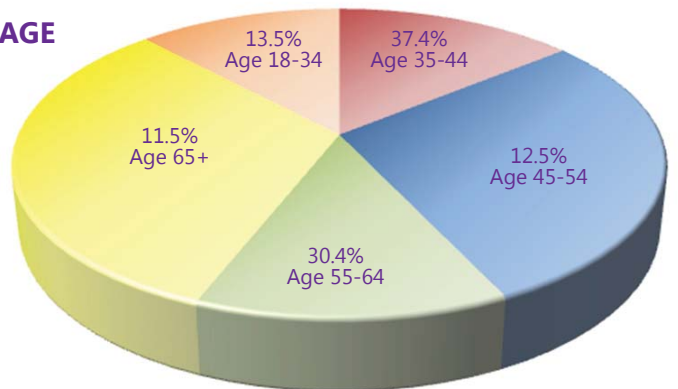
EDUCATION



INCOME



AGE

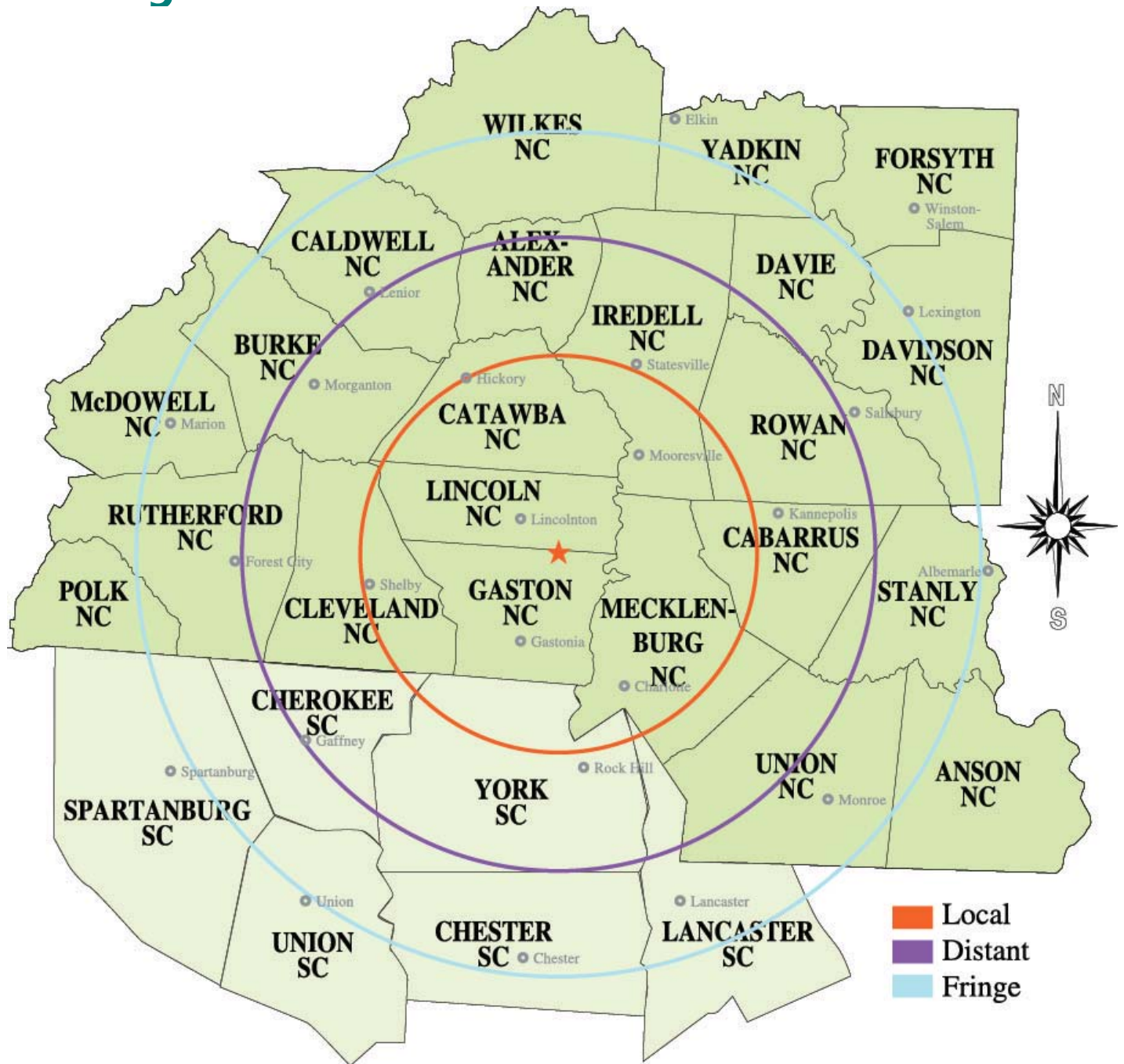


(Source: Nielsen 2013)



More information is available at 704.922.2251

Coverage Area



More information is available at 704.922.2251

Business Supporters

A-1 Auto Insurance
AC Entertainment
Advantage Enterprises
Alan E. Barrington
Alan Gordon Immigration Law
All In Entertainment
Alligator Records
ALTA
Amos' Southend
Beckman Renovation Group
Benefit Concerts
Big Daddy's Restaurant and Oyster Bar
Big Tire Service
Bojangles'
Brinkley Financial Group
Brown's Heating and Plumbing
Carillon Assisted Living
Carolina Pottery Festival
Carolina Smooth Jazz Friends
Celia Hunter - Allen Tate Realty
Charlotte Firefighter's Association
Charlotte Symphony
Cherryville Country Club
Choice USA/Sundrop
Don Gibson Theatre
Don Stephens - Lake Wylie Waterfront
Edible Arrangements
Embassy Suites Concord
Executive Concerts
Gaston County Recreation & Parks
Gaston Digestive Disease Clinic
Graystone Eye
Greater Gaston Endoscopy Center

Health & Homes Services
Hickory Family Pharmacy
Horatio B. Ebert Charitable Foundation
Integrity Door Services
J&G Fence Company
JLE & B&W Entertainment
Jazz Diva Events and Entertainment
Judie's Patio Parties
Land of the Sky Gun Show
Little Pigs BBQ & Catering
Lynn's Dance Club
Michael L. Kitchen & Associates
Mt. Holly Gun and Pawn
Pack Brothers Collision Center
Pharr Yarns
River City Bar & Grill
Rynnse Hair Designs
Outback Concerts of Tennessee, Inc.
Ovens Auditorium
Sake Express, Inc.
Secure Data Systems
Serenity Family Care Home
Smog Veil Records
Snug Harbor
Sound Vision
Southern Christmas Show
Sylvia Theater
Tega Cay Marina
The Amy Broome Band
The Country & Western Bill Show
The Cutting Edge Lawn Care
The Landing Restaurant & Tiki Bar
The Tams
The Thermatones
Thoroughbred Lounge
Time Car Transportation
Timm's Furniture
Travis Pointe Waterfront Events
Twister's Shag Club
UPS Store
Uptown Charlotte Jazz Festival
Vemma - JD & Ronni Phillips
Vision One Entertainment Group
Wall to Wall by Sisters
Western Carolina - Charlotte Golf Classic
Your Song



More information is available at 704.922.2251



Programming

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday					
6 am	NPR MORNING EDITION					BEACH/ SHAG	GOSPEL BLEND	6 am				
7 am	ROCK, RHYTHM & BLUES (includes hourly NPR newscasts)							PIANO JAZZ	7 am			
8 am									JAZZ SET	8 am		
9 am										9 am		
10 am							ROUNDTABLE'S SUNDAY EDITION	10 am				
11 am								11 am				
12 noon							12 noon					
1 pm	WORLD CAFÉ						BEACH/ SHAG	BEACH/ SHAG	1 pm			
2 pm	ROCK, RHYTHM & BLUES (includes hourly NPR newscasts)								R&B HOUSE PARTY	2 pm		
3 pm										HIGHWAY 321 BLUES	AMERICAN ROUTES (Americana)	3 pm
4 pm						THE JAZZ SPOT						4 pm
5 pm												5 pm
6 pm						Full-Time Blues Radio						6 pm
7 pm												7 pm
8 pm	WORLD CAFÉ					MOUN- TAIN STAGE (Americana)	UNDER- CURRENTS	8 pm				
9 pm	UNDERCURRENTS (Adult Album Alternative)							9 pm				
10 pm								10 pm				
11 pm	NPR MORNING EDITION					BEACH/ SHAG	ROCK, RHYTHM & BLUES	11 pm				
12 mid								12 mid				
1 am								1 am				
2 am								2 am				
3 am	NPR MORNING EDITION								3 am			
4 am									4 am			
5 am									5 am			



More information is available at 704.922.2251



201 Highway 321 South
Dallas, North Carolina 28034
704.922.2251
www.wsge.org