

*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 31,000 listeners per week. Many tune in for our award-winning Carolina Beach/Shag music, while others enjoy our Rock, Rhythm & Blues, Highway 321 Blues, Jazz or Gospel.

**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.



*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)

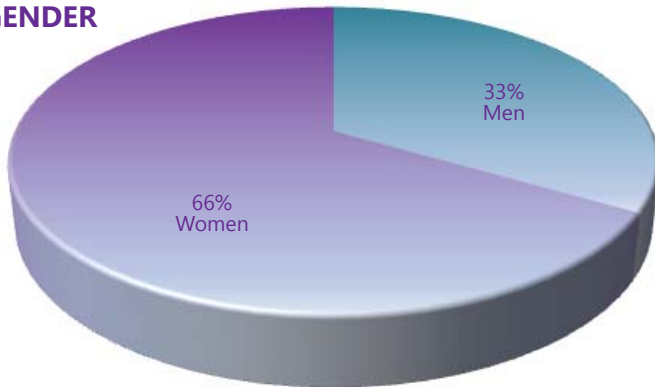
*All underwriting messages must comply with regulations established by the Federal Communications Commission (FCC) for noncommercial public broadcasting.*



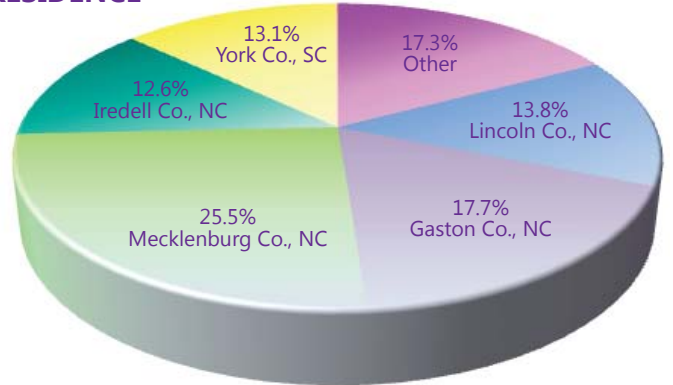
# A Dynamic Audience

**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.

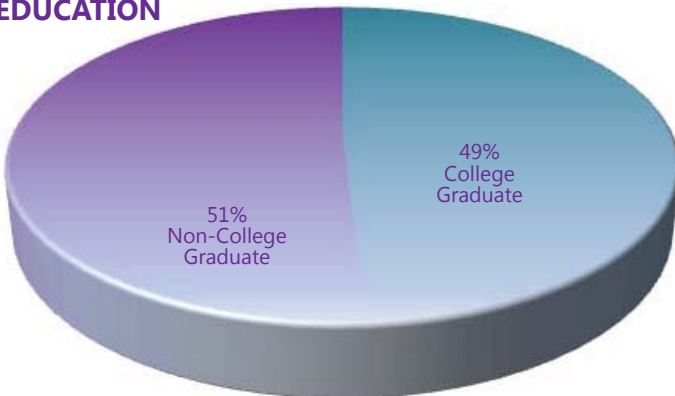
## GENDER



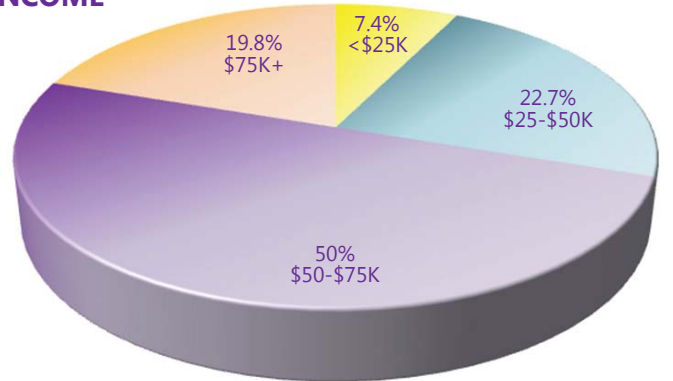
## RESIDENCE



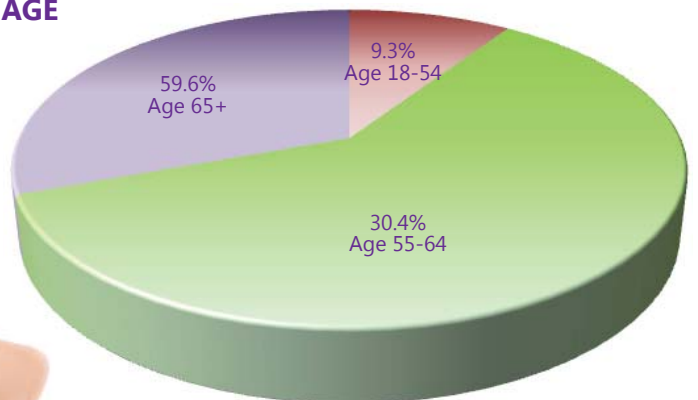
## EDUCATION



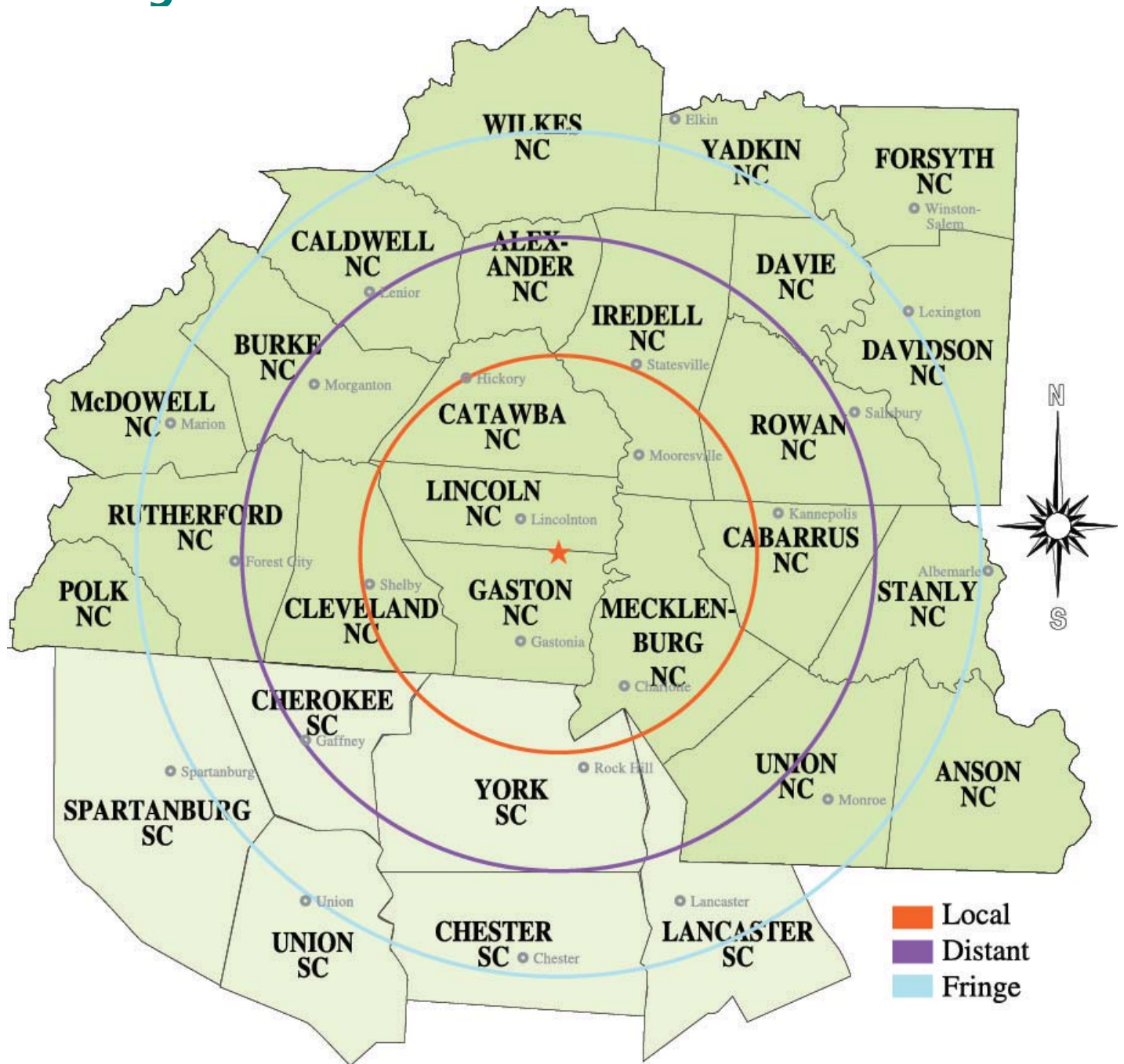
## INCOME



## AGE



# Coverage Area



YOUR INDEPENDENT MUSIC SOURCE  
**wsge**   
 91.7 fm

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			
5 am	<b>NPR MORNING EDITION</b>					<b>BEACH/SHAG</b> (Rhythm & Blues)	<b>AMERICANA</b>	5 am		
6 am							<b>BLUEGRASS GOSPEL HOUR</b>	6 am		
7 am	<b>ROCK, RHYTHM &amp; BLUES</b> (includes hourly NPR newscasts)						<b>BEACH/SHAG</b> (Rhythm & Blues)	<b>GOSPEL BLEND</b>	7 am	
8 am									8 am	
9 am								9 am		
10 am								<b>PIANO JAZZ</b>	10 am	
11 am								<b>JAZZ NIGHT IN AMERICA</b>	11 am	
12 noon								<b>ROUNDTABLE'S SUNDAY EDITION</b>	12 noon	
1 pm	<b>WORLD CAFÉ</b>						<b>BEACH/SHAG</b> (Rhythm & Blues)	<b>BEACH/SHAG</b> (Rhythm & Blues)	1 pm	
2 pm									2 pm	
3 pm	<b>ROCK, RHYTHM &amp; BLUES</b> (includes hourly NPR newscasts)					<b>BEACH/SHAG</b> (Rhythm & Blues)			<b>BEACH/SHAG</b> (Rhythm & Blues)	3 pm
4 pm										4 pm
5 pm										5 pm
6 pm										6 pm
7 pm	<b>HIGHWAY 321 BLUES</b>				<b>BEACH/SHAG</b> (Rhythm & Blues)	<b>R&amp;B HOUSE PARTY</b>			7 pm	
8 pm	<b>WORLD CAFÉ</b>					<b>AMERICAN ROUTES</b> (Americana)			<b>THE JAZZ SPOT</b>	8 pm
9 pm										9 pm
10 pm	<b>WORLD CAFÉ</b>					<b>Full-Time Blues Radio</b>				<b>THE JAZZ SPOT</b>
11 pm							11 pm			
12 mid	<b>UNDERCURRENTS</b> (Rock, Rhythm & Blues)					<b>BEACH/SHAG</b> (Rhythm & Blues)	<b>MOUNTAIN STAGE</b> (Americana)	12 mid		
1 am							<b>AMERICANA</b>	<b>UNDERCURRENTS</b> (Rock, Rhythm & Blues)	1 am	
2 am									2 am	
3 am									3 am	
4 am								4 am		



More information is available at 704.922.2251



201 Highway 321 South  
Dallas, North Carolina 28034  
704.922.2251  
[www.wsge.org](http://www.wsge.org)