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 WSGE is “Your Independent Music Source.”** Our programming appeals to a growing audience of more than 20,000 listeners per week. Many tune in for our Carolina Beach/Shag music, which has garnered significant listener and industry support. WSGE was named “FM Beach Music Station of the Year” for 2015 – 2018. Others enjoy our Rock, Rhythm and Blues, Gospel and Highway 321 Blues shows because of our commitment to recognizing and promoting Carolina musicians.

**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.

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**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
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.
Coverage Area

More information is available at 704.922.2251
Business Supporters

AC Entertainment  
Alligator Records  
Amos Southend  
Blumenthal Performing Arts Center  
Brinkley Financial  
Brown & Walker Co  
C & B Distributors  
Carolina Pottery Festival  
Carolina Trust Bank  
Charlotte Regional Visitors Authority  
Coyote Joe’s  
The Crossing at Hollar Mill  
Cultural & Heritage Museums of York County  
D Troutman Inc  
Daniel Stowe Botanical Gardens  
Elements of Empowerment  
Ellis Group Realty  
GN Music Productions  
Gaston County Department of Travel and Tourism  
Gaston Low-Cost Spay/Neuter Clinic  
Hickory Downtown Development Assoc  
Hickory Music Factory  
Historic Morganton Festival, Inc  
InSouth Insurance Services  
Integrity Financial Services, Inc.  
J & G Fencing Company  
Jazz Diva Events and Entertainment  
Judie’s Patio Parties  
King’s Mountain Beach Blast  
Lake Forest Church  
Live Nation  
Metal Recycling Services of Gastonia  
MerleFest  
National Shows 2  
Oktoberfest  
On Board Boat Doc  
Ovens Auditorium  
Pack Brothers Collision Center  
Queen’s Landing  
Town of North Wilkesboro  
Webb Custom Kitchen

More information is available at 704.922.2251
## Programming

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<td>5 am</td>
<td><strong>NPR MORNING EDITION</strong></td>
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<td><strong>GOSPEL BLEND</strong></td>
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<td>9 am</td>
<td><strong>ROCK, RHYTHM &amp; BLUES</strong> (includes hourly NPR newscasts)</td>
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<td><strong>BEACH/SHAG</strong> (Rhythm &amp; Blues)</td>
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<td><strong>CONSIDER THIS &amp; WITH GOOD REASON</strong></td>
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<td>12 noon</td>
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<td><strong>WORLD CAFÉ</strong></td>
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<td><strong>BEACH/SHAG</strong> (Rhythm &amp; Blues)</td>
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<td><strong>BEACH/SHAG</strong> (Rhythm &amp; Blues)</td>
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<td><strong>ROCK, RHYTHM &amp; BLUES</strong> (includes hourly NPR newscasts)</td>
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<td><strong>BEACH/SHAG</strong> (Rhythm &amp; Blues)</td>
<td><strong>SOUL MUSIC EXPRESS</strong></td>
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<td><strong>UNDERCURRENTS</strong> (Rock, Rhythm &amp; Blues)</td>
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<td><strong>WORLD CAFÉ</strong></td>
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<td><strong>UNDERCURRENTS</strong> (Rock, Rhythm &amp; Blues)</td>
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<td><strong>RHYTHM &amp; BLUES MUSIC MIX</strong></td>
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