WCCR Underwriting Information

WCCR’s programming line-up includes a mix of new and old music in every genre, ranging from rap to metal, jazz to rock, and classical. Part of our mission is to provide an alternative radio service for our campus and community. We feature free-format programming twenty-four hours a day and seven days a week. All Purdue University students at the West Lafayette campus are welcome to have their own radio show of a format of their choosing, assuming all WCCR and University polices are followed.

Underwriting Rates during normal WCCR programming season (beginning of September through end of April) are as follows:

1. Title Sponsorship - The title of the radio show includes the name of the sponsor "The Nike Sports Frankie G Show". As a Title Sponsor you have the option to pay for one entire programming season or multiple seasons, in advance. The name of your company/organization would be included every time the show name is mentioned on the air, listed on the WCCR web site, or publicized.
   Rate: $1,000 - $2,000 per season

2. Participating Sponsorship – Sponsor a segment of a WCCR show for either a half hour or an entire hour. "The Nike Sports Frankie G Show brought to you this half hour by Java Brewing Cafe". You may include some number of their commercials along with ins and outs. As a Participating Sponsor you have the option to pay on a per half-season basis (one academic semester), in advance. The name of your company/organization would be included every time that particular segment of the show is mentioned on the air, listed on the WCCR web site, or publicized.
   Rate: $500 - $1,000 per season depending on length of segment

3. Content Sponsorship - Sponsor a special part within a segment "And now for the River City Restaurant’s sports report brought to you by the downtown River City Restaurant on State St." As a Content Sponsor you have the option to pay on a per month basis, in advance. The name of your company/organization would be included every time that particular segment of the show is mentioned on the air, listed on the WCCR web site, or publicized.
   Rate: $200 - $500 per season depending on length of segment

4. Announcement Units – 15 or 30 second slots available. Each recorded announcement is $10 each. A minimum of five announcement units is required, which all five can be in one week. Payment is on a monthly basis, in advance.

Underwriting is different from advertising in a few simple ways. Underwriting is a sponsorship of the program that the announcements are being aired during. Underwriting cannot make a call to action. For example, “Come into River City Restaurant I and try our new Stadium Burger” contains a call to action. It does so because it tells the listener to come in and support their business. Underwriting can not make this kind of statement. Underwriting tells the audience of the special service that your business may offer. For example, “Java Brewing Cafe features live musical
performances every Wednesday and Thursday.” This statement highlights the service but does not make a call to action. Other things usually contained in the underwriting announcement are the phone number and address of the business. The underwriting announcement can not be longer than 15 seconds in duration and can not contain any jingle that may be used in any other advertisements. These are a few of the basic rules that cover what we can and can not say in an underwriting announcement.

If your business has live music or other community service activities, then we can make announcements of what events are going on and on what date. We do pay attention to the local scene and many announcers do make sure to tell our audience of where performances can be seen or heard.

WCCR DJ’s are allowed the option to broadcast their shows during Official Purdue University Academic Holidays. Radio Show Broadcasts will not air during Purdue University’s Winter Break and Purdue University’s Summer Break. For more details regarding the dates of these Academic Holidays, visit: http://calendar.purdue.edu/

I hope this covers all of your questions about what WCCR can offer your business. I would be glad to answer any other questions that you may have about underwriting. Please contact the WCCR Director of Promotions at wccrpromo@caryclub.org Thank you for your time.