



Join the WMSE Community Co-Op!

WMSE has developed a new way to sponsor programming on 91.7FM WMSE. Since we pride ourselves on being community oriented, we'd like to extend neighborhood sponsorship opportunities to businesses that may be looking for an even more affordable way to get their name out on a radio station with 25,000 listeners a week!

Milwaukee businesses have sponsored the unique programming on WMSE for years, and this is an opportunity to build a new relationship with area small businesses. We want to see you succeed and grow with your neighbors and your neighborhood!

Why become a Member of the WMSE Community Co-op?

- WMSE and our listeners love the small, local businesses of Milwaukee, and we want to do what we can to encourage our listeners to buy local
- It is an affordable alternative to traditional underwriting
- To be seen as a staple in your community, you won't want to be missing from your neighborhood's announcements
- Our listeners have a great deal of respect for the businesses that support the radio station they love! If they haven't yet patronized your establishment, they'll be more likely after hearing that you have similar interests in great radio!

Neighborhood Highlights

- For an entire month, we'll highlight participating businesses in your neighborhood
- The featured neighborhood will change monthly – so don't miss your opportunity to get involved when it's your neighborhood's turn

Reach a Wide Audience

- Your announcement will air every *single day* for 4 weeks!
- We'll place this daily announcement on one of the most listened to shows of each day!
- The programming will vary, and will range from our Alternative programming to our Blues shows, guaranteeing that your name will be heard by a wide variety of listeners.
- You'll be regarded as a good corporate neighbor by our loyal audience!
- Your business will be listed on our webpage of Co-Op members.

Affordable way to donate to WMSE

- By becoming a part of the WMSE Community Co-Op, you'll get lower rates than our traditional underwriting opportunities.
- Less than \$15 per announcement!
- Payment plans are a good way to get your name out to listeners without exceeding your advertising budget.
- You can participate as often as you'd like! There is no commitment after one month is over.

Example Announcement:

Today's programming on WMSE is made possible by the following businesses of the (neighborhood) community:

Puppies and Kitties Inc, at 1000 S. Address Avenue, and at puppiesandkitties.com

Wine and Cheese Store, at 2000 S, Address Street and at 332-WINE Neighborhood Music, at the corner of Street and Avenue and at neighborhoodmusic.com

Car and Bike Repair Shop, at 3000 E. Address Blvd and at 1-800-555-5555
More information about WMSE's Community Co-op is at wmse.org

Co-op Cost: \$400 (or \$100/mo for 4 months)

The difference between the Co-op and traditional underwriting is that you're sharing the time allotment, and also the cost. Traditional underwriting would cost up to \$1600 for the same frequency that you'd be getting at a quarter of the price with the WMSE Community Co-op.

Shows/Times: Everyday between the hours of 6am to 6pm.

(See highlighted schedule – excludes Hal Rammel's show on Sunday from 6p-9p)

Some shows of interest include:

Mondays: Grant – Alternative (6a-9a) and Whitebread – World Music (9a-12p)

Tuesdays: Erin – Alternative (12p-3p) and Cosmo Cruz – Blues Drive (3p-6p)

Wednesdays: - Paul Cebar (9a-12p) and Melissa – Alternative (12p-3p)

Thursdays: Dori – Alternative (12p-3p) and Lady J – Blues Drive (3p-6p)

Fridays: Jonny Z's Chicken Shack (9a-12p) and Sonia – Blues Drive (3p-6p)

Saturdays: Saturday Morning Blues Jam (9a-12p) and Boogie Bang (12p-3p)

Sundays: Dewey Gill's Big Band (9a-12p) and Hal Rammel (6p-9p)