

NEW ENGLAND'S PUBLIC MEDIA MUSIC PLATFORM

**wers**<sup>®</sup>  
88.9<sup>fm</sup>

Emerson  
COLLEGE



# 88.9<sup>fm</sup> WERS

## 2023 MEDIA KIT



WERS is New England's longest running public media music platform. We're a quirky, member supported station, with a dedicated and exceptional audience invested in our brand.

Sponsorship on WERS not only supports our mission, it's a signal to our listeners that your brand is embedded in our community.

# Student Run | Professionally Managed



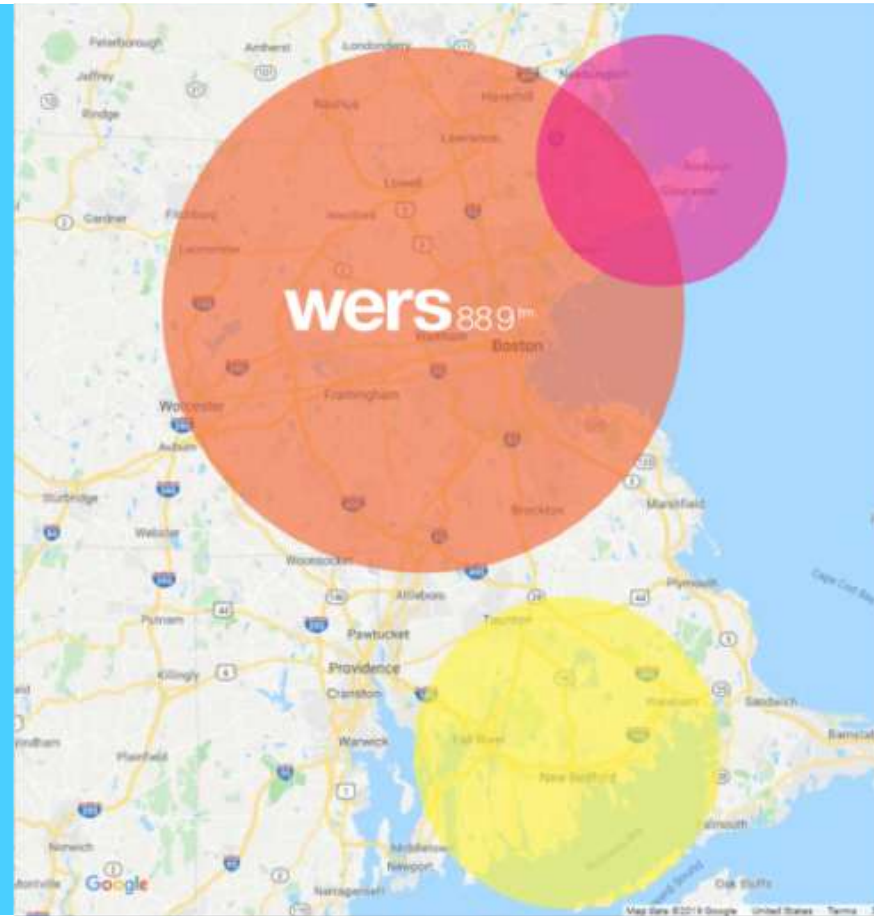
Broadcast from Emerson College, WERS has consistently been voted as the top #3 College Radio Station in the Country according to the Princeton Review for over 10 years in a row.

An incubator for the next generation of media professionals, WERS cultivates on-air talent, develops programming acumen, and actively immerses student leaders in the business of creative enterprise.

# WERS | OMNI CHANNEL FOOTPRINT

Monthly OMNI channel  
engagements connect **WERS**  
with an audience of over

**777K+**   

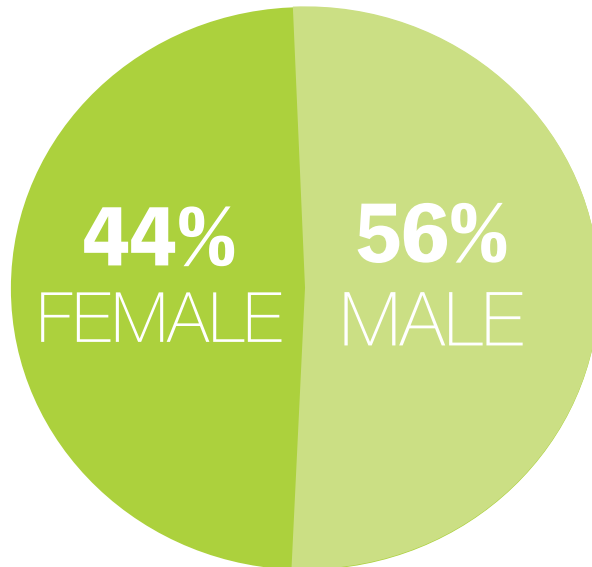
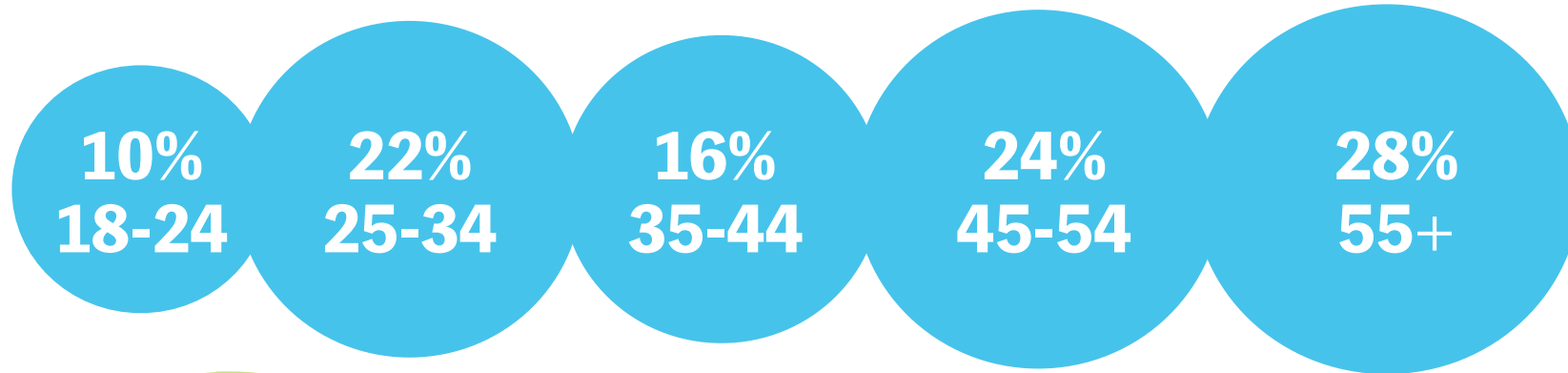


new.music.discovery.  
**wers** 88.9 fm

Sources: Nielsen Audio PPM, BOSTON; October 21; Metro; M-Su 5A-5A; P 6+; Google Analytics, May 2021-October 2021; Triton Metrics 2021; Constant Contact October 2021; Facebook, Instagram, Twitter, LinkedIn October 2021

A loyal monthly listening base of 380K+ that trust the sponsors that support their beloved station

## AGE



## HH INCOME

**64%**  
HAVE AN INCOME OF  
**\$100K+**



## EDUCATION

**54%**  
HAVE A COLLEGE  
DEGREE OR  
HIGHER

## 88.9 captivates Greater Boston's influencers.

WERS Listeners are:

- **100%** more likely to **lead companies & organizations**
- **89%** more likely to **teach**, provide **legal representation**, or work in **arts** or **media**
- **34%** more likely to **practice medicine**

...than the average adult 18+ in the Boston Market.



# Public Media's Halo Effect: POSITIVE BRAND SENTIMENT

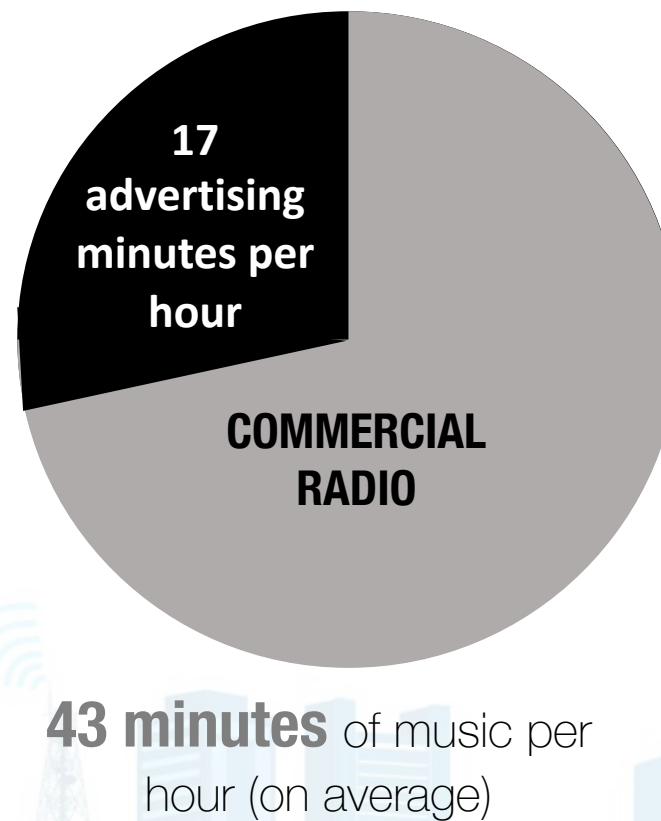
**69% of public media listeners prefer to do business with companies that support public radio.**

**75% of public radio listeners hold a higher opinion of companies that sponsor public radio.**

**77% of public radio listeners take action in response to messaging heard on public radio.**

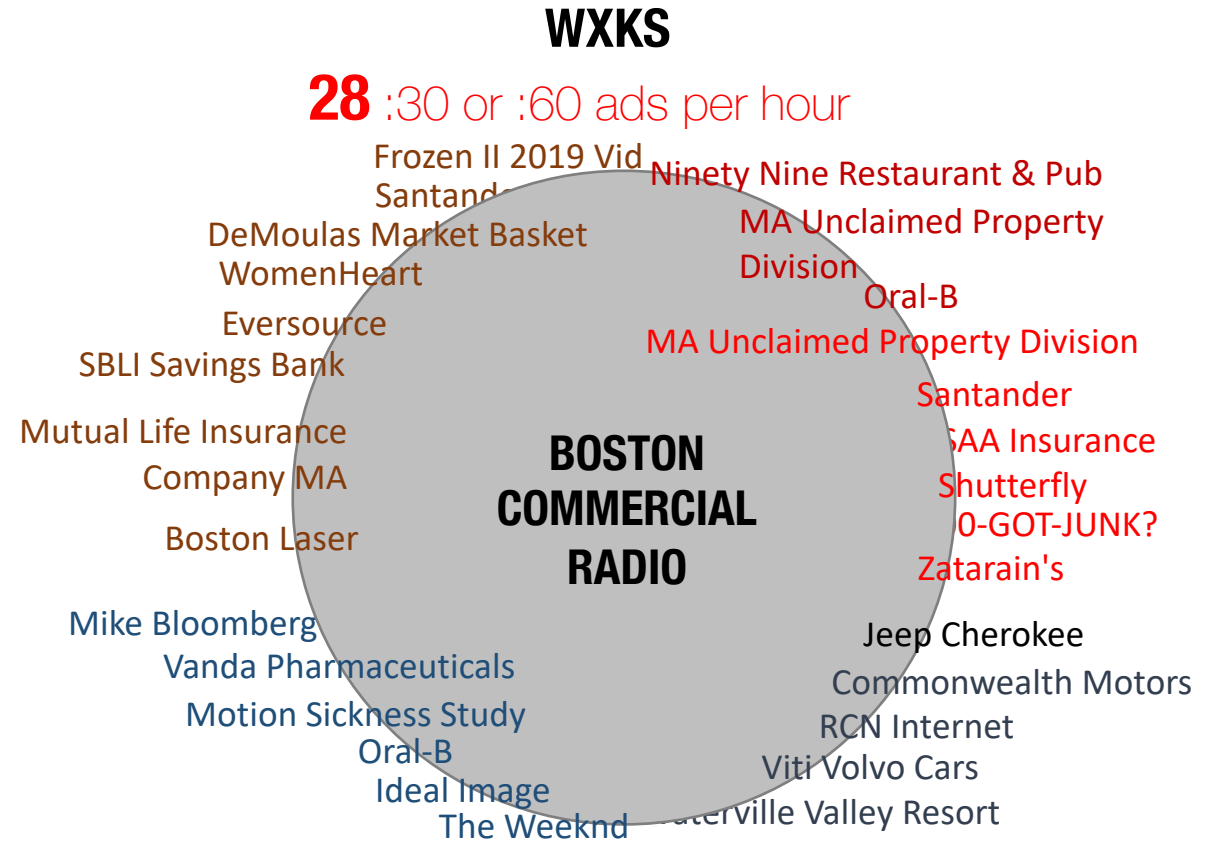
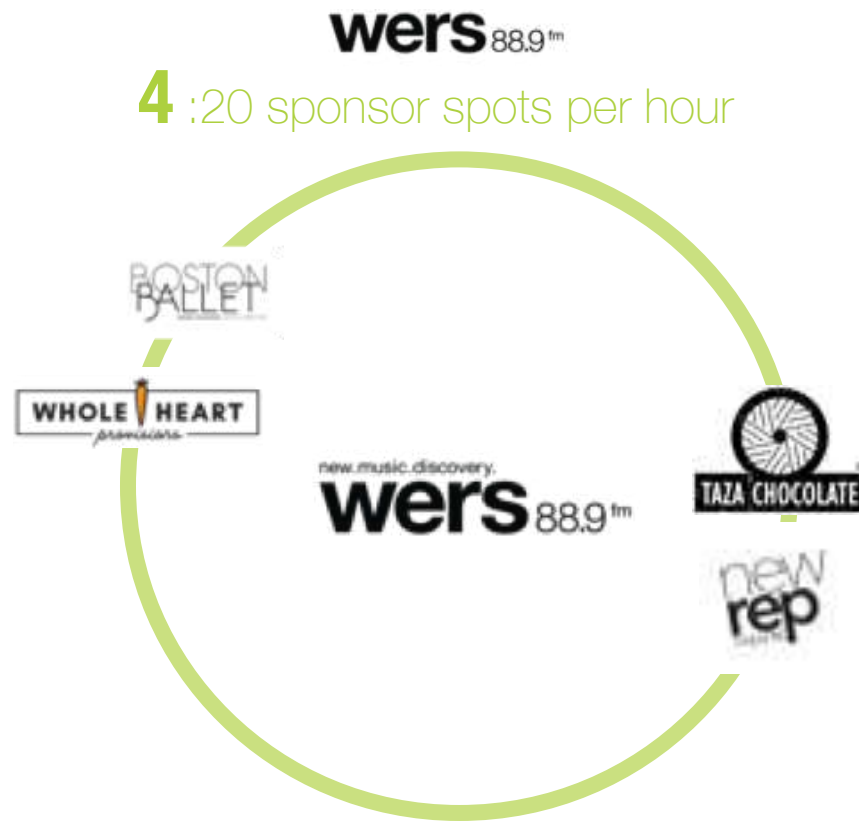
Boston is deeply rooted in public media culture. We listen early, often and digest it all. It's a proud tradition, and it offers a unique set of benefits to the partners that support listening appetites. This HALO EFFECT translates into positive sentiment for local, regional and global brands and organizations that support public media programming.

Listeners tune in to 88.9 for an uninterrupted music discovery experience.



Source: Inside Radio April 2020.

Brands stand out in 88.9's clean, clutter-free messaging environment.



# WERS PROGRAMMING | AN ECLECTIC CELEBRATION OF MUSIC & MUSIC MAKERS

## MUSIC DISCOVERY PROGRAMMING

NEW MUSIC, ALTERNATIVE, ETC...

Mon-Fri 6a-10p, Sat-Sun 12p-10p

## MORNINGS WITH GEORGE KNIGHT

MORNING DRIVE

Mon-Fri 6-10a

## AFTERNOONS WITH PHIL JONES

MUSIC DISCOVERY AFTERNOON

Mon-Fri 2-6p

## THE SECRET SPOT

CLASSIC SOUL, R&B, AND SLOW JAMS

Mon-Sun 10p-2a

FAMILY FRIENDLY WEEKENDS

## THE COFFEE HOUSE

AN ACOUSTIC SHOWCASE OF SONGWRITERS FROM BOSTON AND AROUND THE WORLD FROM JONI MITCHELL TO PHOEBE BRIDGERS

Sat 6-8a

## STANDING ROOM ONLY

BOSTON'S LONGEST RUNNING

BROADWAY, THEATRE, & PERFORMING ARTS SERIES

Sat 8a-12p, Sun 10a-12p

## CHAGIGAH

CONTEMPORARY + TRADITIONAL  
JEWISH & KLEZMER MUSIC SERIES

Sun 7-10a



# WERS FEATURES | DEEPLY ALIGN YOUR BRAND WITH OUR PROGRAMMING

## **GEORGE KNIGHT COLLEGE OF MUSICAL KNOWLEDGE**

QUICK QUIRKY POP UP QUESTIONS ABOUT  
MUSICIANS AND MUSIC

Mon-Fri 6a-10a

## **ALL NEW FROM 8-9**

INTRODUCING BRAND NEW MUSIC

Mon-Sun 8-9p

## **WICKED LOCAL WEDNESDAY**

LOCAL ARTISTS LIVE IN STUDIO

Wed 9p

## **THROWBACK THURSDAY**

A SALUTE TO ICONIC MUSICIANSHIP

Th 5p

## **WEEKEND LIVE**

PLAYING TRACKS FROM OUR STUDIO  
AND AROUND THE WORLD

Sun 9p



# ERS+ | BOSTON'S BLACK EXPERIENCE FEATURING SMOOTH R&B and HIP-HOP 24 HOURS A DAY



Boston's Black Experience-R&B and Hip-Hop 24 Hours A Day

**ERS+** is a deep dive into R&B and Hip Hop that includes the legendary voices of soul alongside new and pioneering mc's. Funky fresh beats combine with thought provoking lyrics that pierce through the issues that impact cities across our nation. Featuring established acts and indie artists on the rise, every day all day ERS+ threads together the most powerful and outspoken members of the urban music community, presenting a Black Experience that's as danceable as it is insightful.

Powered by 88.9 FM, ERS+ is a whole unique vibe that hits different.

new.music.discovery.  
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LISTEN ON-AIR, STREAMING & SMARTSPEAKER



# WERS | PARTNERSHIP ACTIVATIONS

## **ON-AIR:** (IN-HOUSE MESSAGING PRODUCTION INCLUDED IN ALL PROPOSALS)

- SPOTS
- FEATURES

## **DIGITAL:**

- [WERS.org](http://WERS.org) Banner Tiles
- SMART SPEAKER
- PRE-ROLL
- MEMBER NEWSLETTER
- SPONSOR FEATURED NEWSLETTER

## **EVENTS:**

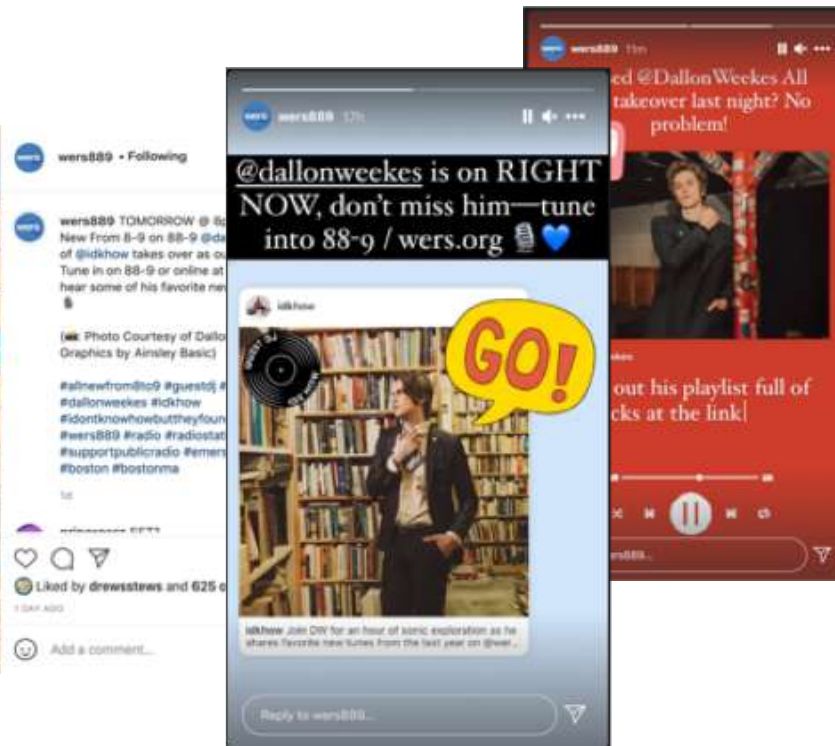
- ONLINE ACTIVATIONS THROUGHOUT THE YEAR



# WERS | ERS+ | PARTNERSHIP ACTIVATIONS | DIGITAL

## Social Infeed Activations:

### INSTAGRAM:



### FACEBOOK:



LINKEDIN also available

wers.org | wersplus.org

## Sponsored Content:

### Email Activations:



Wednesday, May 12th, 2021



📻 All New From 8-9: Guest DJ, Dallon Weekes 📻

Photography by Lauren Watson-Perry

This Tuesday during **All New From 8 to 9** on 88.9, DJ Tatum stepped aside to welcome Dallon Weekes to take over!

Formerly, Weekes was the bassist, vocalist, and lyricist of both *Panicle At The Disco* and indie rock band *The Brobecks*. The *Salt Lake City* native has also released a couple of solo holiday projects as well. Now, he is part of the duo, *I Don't Know How But They Found Me*, with his former bandmate from *The Brobecks*, Ryan Seaman and in 2020, they released their debut album titled *RAZZMATAZZ*. The record features one of IDKHow's most popular songs to date, "Leave Me Alone," and many more danceable jams we love at the station.

On WERS, Dallon showed off some of his favorite new tunes. Check out his groovier playlist on our blog below. We give a huge thank you to Dallon Weekes for being our debut guest DJ on **All New From 8-9!**



WHAT'S COMING UP AT 88.9 FM WERS...

Are you ready for 617 Day? It's our special day for local music, local business, and local radio, taking place **Thursday, June 17th!** There's lots more in the works! You (and your brand!) can stay up-to-date on all the festivities by following us on Twitter and Instagram and by giving us a like on Facebook.



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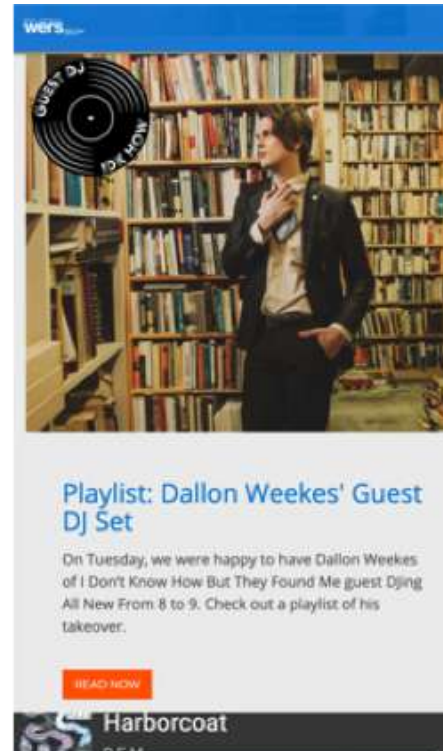
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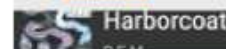
### Blog Activations:



## Playlist: Dallon Weekes' Guest DJ Set

On Tuesday, we were happy to have Dallon Weekes of *I Don't Know How But They Found Me* guest DJing **All New From 8 to 9**. Check out a playlist of his takeover.

READ NOW



## PLAYLIST: DALLON WEEKES' GUEST DJ TAKEOVER

Discover WERS, Playlists | 05.12.2021



Photography by Lauren Watson-Perry

This Tuesday, we were so happy to have Dallon Weekes of *I DON'T KNOW HOW BUT THEY FOUND ME* as the guest DJ of **All New From 8 to 9**. He played some ERS favorites like *Dayglow* and *Phoebe Bridgers* and also introduced us to some amazing new songs. You can check out his full playlist below to relive the Tuesday night excitement. We hope you enjoyed this fun break from the norm just as much as we did!



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