

UNCOMMON 2023 @ 2024 SPONSORSHIP MEDIA KIT

Emerson
COLLEGE



NEW ENGLAND'S
PUBLIC MEDIA MUSIC STATION

BOSTON'S UNCOMMON RADIO
wers[®] 88.9 fm
wers.org



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

Sponsorship on 88.9 not only supports our local music mission, it's a signal to our listeners that your brand is invested and embedded in our community.

Student Run | Professionally Managed

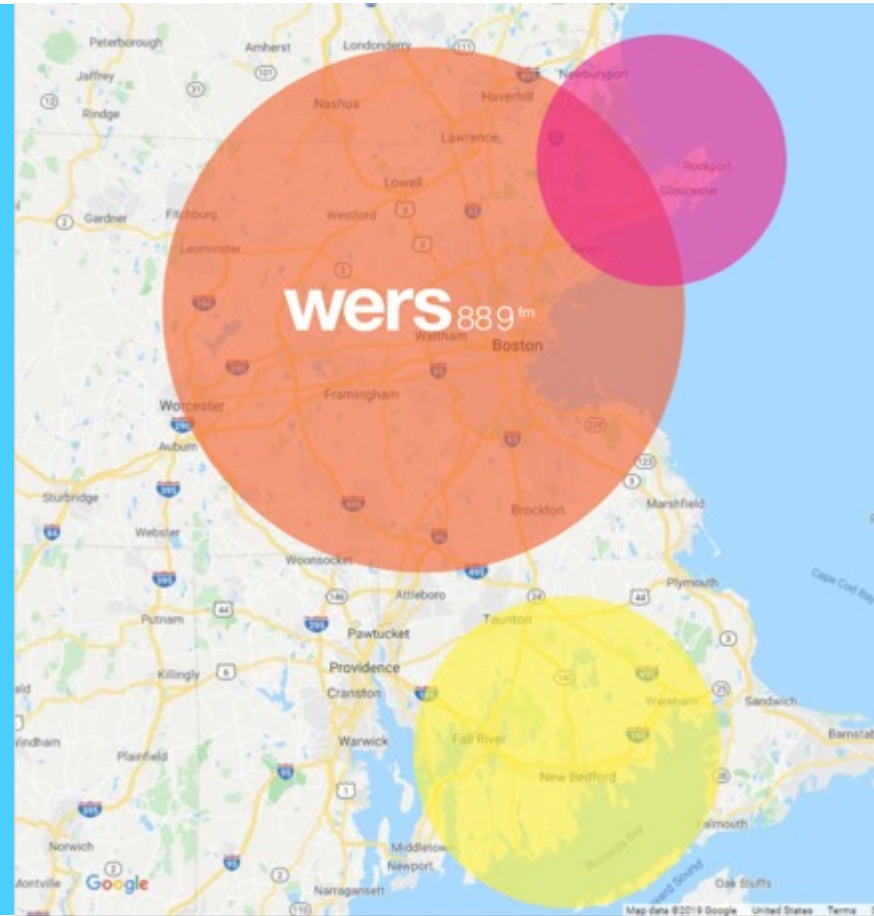


Broadcast from Emerson College, 'ERS is an incubating audio environment for the next generation of media professionals. WERS cultivates on-air talent, develops programming acumen, and actively immerses student leaders in the business of creative enterprises.

WERS | OMNI CHANNEL FOOTPRINT

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

846K+ 



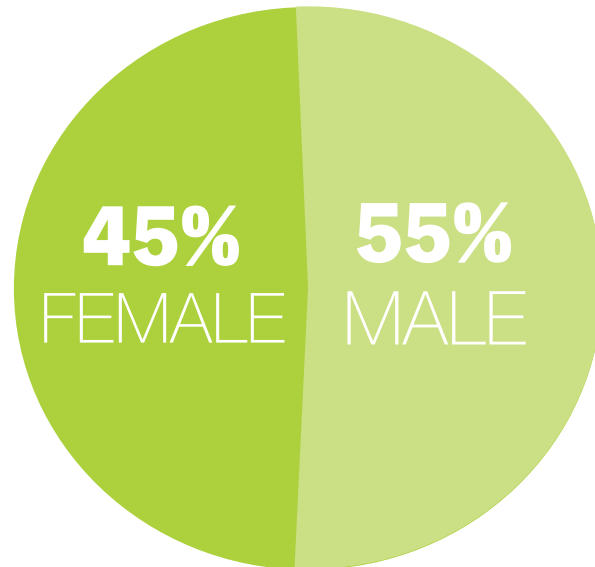
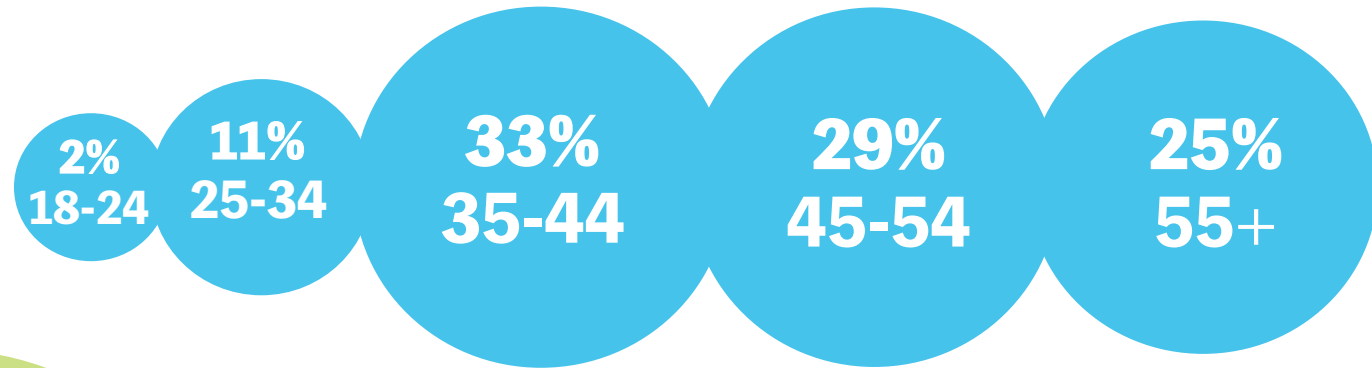
BOSTON'S UNCOMMON RADIO
wers® 88.9fm

Sources: Nielsen Audio PPM, BOSTON; April 23; Metro; M-Su 5A-5A; P 6+; Google Analytics, July 2022-July 2023; Triton Metrics Jan 22-July 23; Constant Contact July 22; Facebook, Instagram, Twitter, LinkedIn 13 month 22-23, Apple Downloads

A BRIDGE BUILDING AUDIENCE

A loyal monthly
listening base of
~370K+ that trust the
sponsors that support
their beloved station

DEMO



HH INCOME

65%

HAVE AN INCOME OF
\$100K+



EDUCATION

68%

HAVE A COLLEGE
DEGREE OR
HIGHER

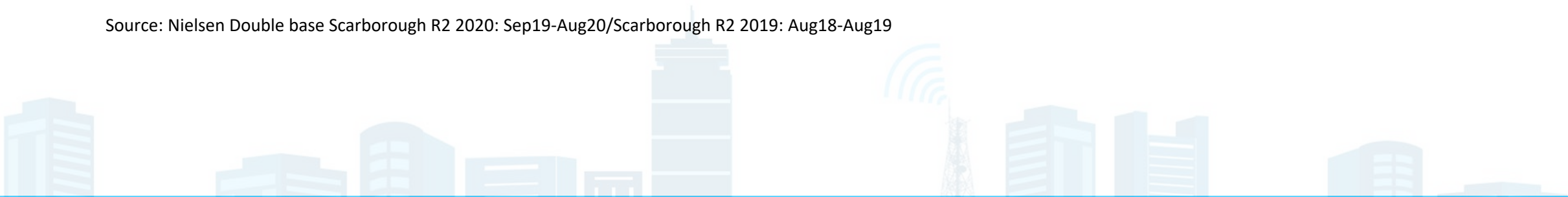
88.9 captivates Greater Boston's influencers.

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.

Source: Nielsen Double base Scarborough R2 2020: Sep19-Aug20/Scarborough R2 2019: Aug18-Aug19



Public Media's Halo Effect: POSITIVE BRAND SENTIMENT

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

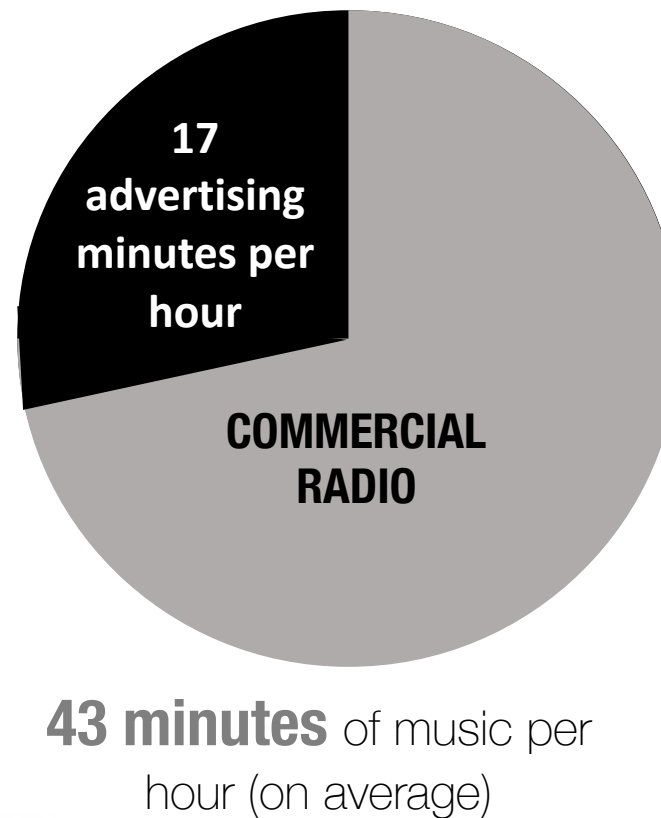
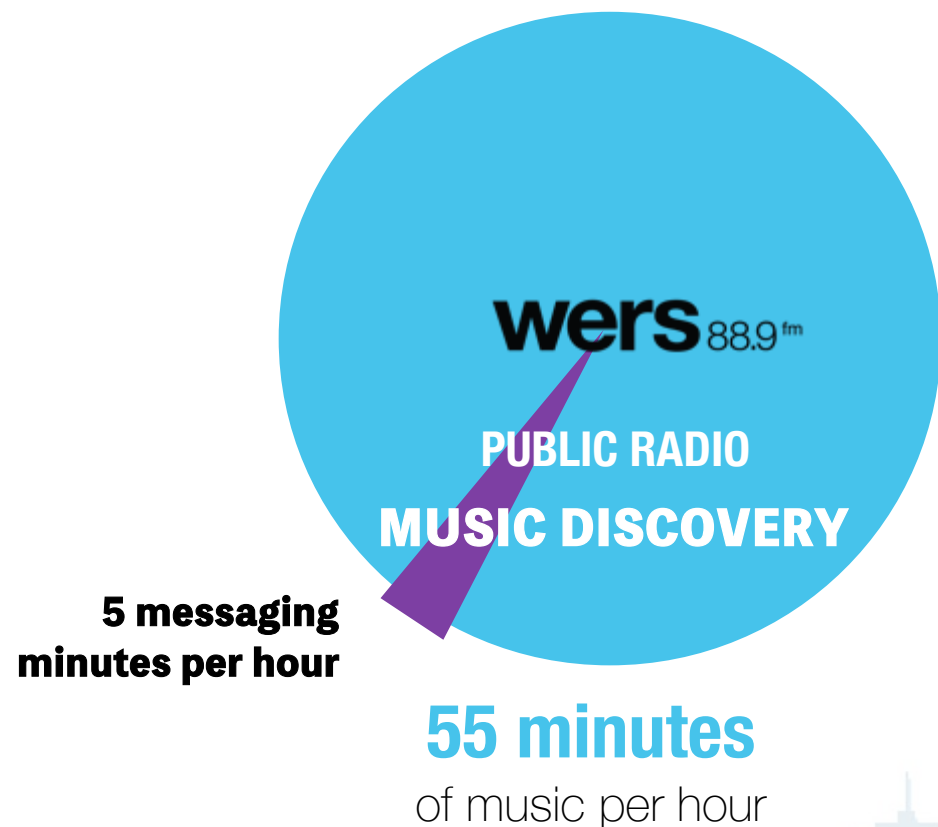
75% of public radio listeners hold a higher opinion of companies that sponsor public radio.

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.

PRISTINE AUDIO ENVIRONMENT

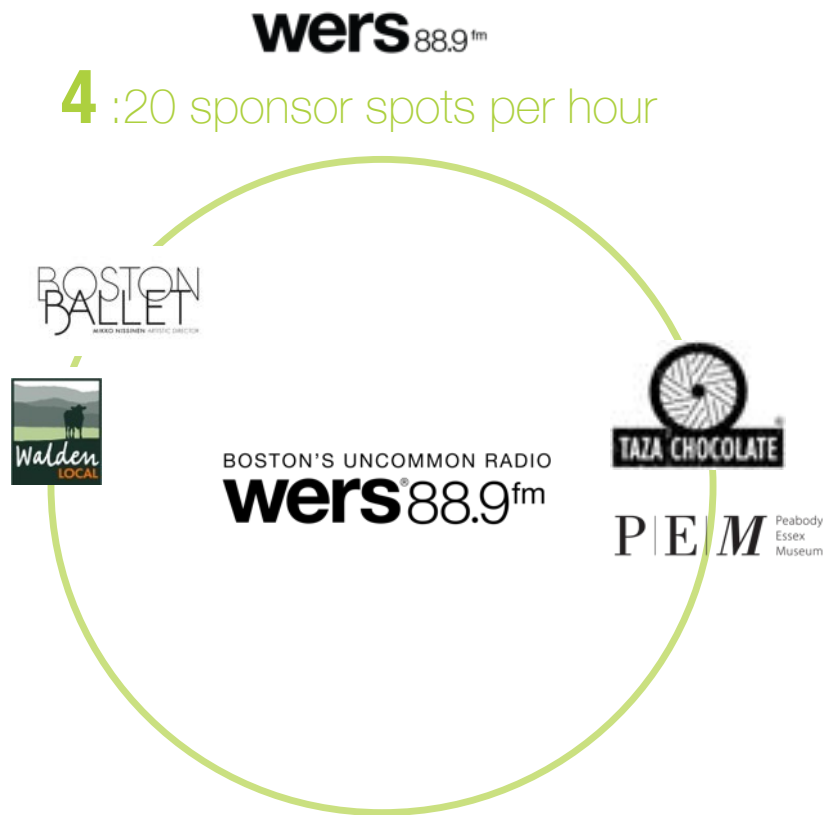
Listeners tune in to 88.9 for an uninterrupted music discovery experience.



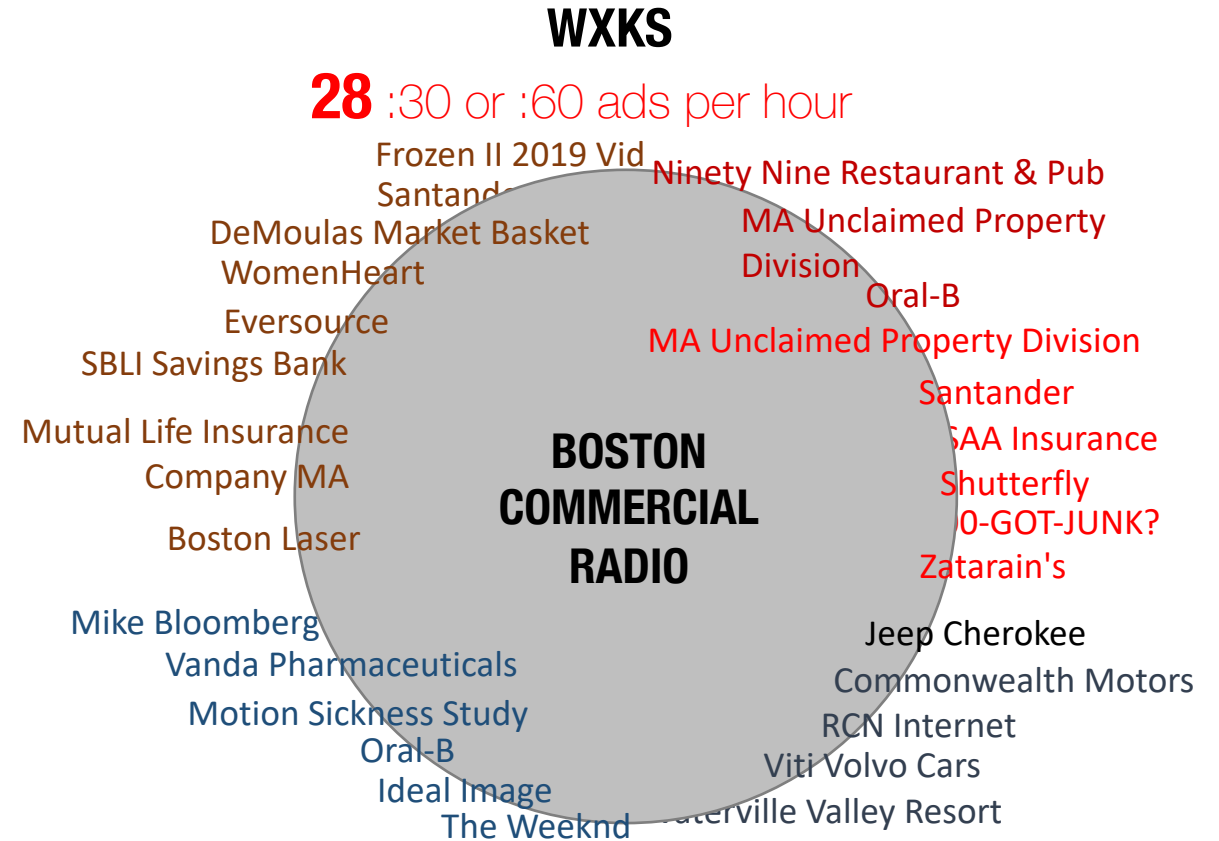
Source: Inside Radio April 2020.

PRISTINE AUDIO ENVIRONMENT

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



Source: WERS M-F 6a-10p schedule



Source: Media Monitors 2/25/20 9a WXKS :30
 & :60 spots, :15 excluded | Colors=Stop Sets

WERS PROGRAMMING | AN ECLECTIC CELEBRATION OF MUSIC & MUSIC MAKERS

MUSIC DISCOVERY PROGRAMMING

HONING IN ON LOCAL, INDIE, ALTERNATIVE & ICONS

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

MORNINGS WITH GEORGE KNIGHT

MORNING DRIVE HOSTED BY ONE OF BOSTON'S BIGGEST MUSIC FANS

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

ALL NEW FROM 8-9

INTRODUCING BRAND NEW MUSIC
Mon-Sun 8-9p

GEORGE KNIGHT COLLEGE OF MUSICAL KNOWLEDGE

QUICK QUIRKY POP UP QUESTIONS ABOUT
MUSICIANS AND MUSIC
Mon-Fri 6a-10a

THROWBACK THURSDAY

A SALUTE TO ICONIC MUSICIANSHIP
Th 5p

TOAST FROM OUR HOST

OLD SCHOOL RADIO SHOUT OUTS
SUBMITTED BY LISTENERS FOR SPECIAL
OCCASSIONS
Fri Noon

WEEKEND LIVE

ARCHIVE LIVE PERFORMANCES FROM
STUDIO 889
Sun 9p

WERS CONCERT CALENDAR

BOSTON'S GO TO LOCAL CONCERT &
PERFORMANCE CALENDAR

WICKED LOCAL WEDNESDAY

LOCAL ARTISTS LIVE IN STUDIO
Wed 9p

UNCOMMON SPECIALTY PROGRAMMING

PLANFUL POP UP FUN ON AIR DESIGNED
TO ELICIT DELIGHT FOR LISTENERS
Quarterly



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.

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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 Banner Tiles
- SMART SPEAKER
- PRE-ROLL
- MEMBER NEWSLETTER
- SPONSOR FEATURED NEWSLETTER

EVENTS:


- ONLINE ACTIVATIONS THROUGHOUT THE YEAR



WERS | PARTNERSHIP ACTIVATIONS | DIGITAL

Email Activations: 19.7K list | 38% Open Rate | \$150 value per tile | \$750 per sponsored content | Wed & Sat


[\[View this email as a webpage.\]](#)



Wednesday, March 8th, 2023

INTERNATIONAL WOMENS DAY

All Female Playlists on 88.9
Wednesday, March 8th



♀ Today is International Women's Day! ♀
(Graphics by Kasvi Bhatia)

Join **WERS** today for International Women's Day, when our playlist will be **entirely female**. Women solo artists, and women fronted bands will lead every single song on 88.9, from our **Morning Show to The Secret Spot**. You'll hear a lot of **new artists, iconic trailblazers**, and some **surprises!** We'll do the same thing this weekend, **March 11th and 12th!**

Check out our **blog** for some of our **favorite** articles and interviews with **women musicians** over the last few years!

[CHECK IT OUT](#)

WHAT'S COMING UP ON 88.9

WICKED LOCAL WEDNESDAY, Tonight at 9PM
Appreciate the **talent in our community**. Tune in tonight for a performance from **Little Fuss**, performing at **Boston Calling** this May!

THROWBACK THURSDAY, Thursdays at 5PM
The Oscars are this Sunday! **Phil Jones** plays some of the coolest winners of "Best Original Song" this **Thursday!**

TOAST FROM YOUR HOST, Friday at 12:05PM
Each Friday, DJ Eva recognizes birthdays, anniversaries, weddings, graduations, and small victories in her weekly toast. To have your special shout-out included, fill out our form at [WERS.org/Toast](https://wers.org/toast).

UNCOMMON SPONSORSHIP REACH LOCAL & BEYOND

Small-scale, independent local businesses and experiences are the lifeblood of our community. Whether your jam is **foodie-focused, lifestyle-oriented**, or an experience that shouldn't be missed, local brands and organizations resonate with our listeners.

Reach out to our **WERS Sponsorship Team** to learn more about amping up your brand in 2023. Click [here](#) to get started!



Voices of Hope presents **The Music Man**! It's a heartwarming classic filled with song, dance, laughter, and hope.

Running **April 22nd and 23rd** at **North Shore Music Theatre** in **Beverly, MA**.

Tickets for **The Music Man** support **Mass General Cancer Center**—and are available now at the link below!

[GET TICKETS](#)



DEDICATED FARMERS, BETTER TASTING MEAT.

Walden Local Meats is committed to building a **more sustainable and regenerative food system** by partnering with **local farmers** right here in the **Northeast!**

Behind every grass-fed or pasture-raised cut from Walden, is a **network** of local farmers, butchers and growers based right here in the **northeast**. These local partnerships are dedicated to humane, sustainable, and healthy food practices, and **deliver directly** to your doorstep! You can learn more about share options and monthly specials by clicking the button below.

[LEARN MORE](#)

WHAT'S NEW ON 88.9


Paramore - Running Out of Time
Noah Kahan - Homesick
Cuco - Best Disaster
Inhaler - Love Will Get You There
Portugal. The Man - Dummy
Wet Leg - Angelica
Bully - Lose You
Gorillaz ft. Stevie Nicks - Oil
Youth Lagoon - Idaho Alien

[LISTEN HERE](#)

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Umbrella Arts

Laura Benanti is performing at **The Umbrella** this Friday, **March 10th!**

The Umbrella **expands** its headline concert series to the **best of Broadway** as you've never seen it before! Hailed by *The New York Times* for her "effortless" vocals, and by the *New York Post* for her ability to "whip up laughs out of thin air," **Ms. Benanti** has starred in **11 Broadway shows** (including *Gypsy*, *Into the Woods*, *Nine*, *She Loves Me*, and *My Fair Lady*).

Learn more by clicking the button below!

[GET TICKETS](#)



Emerson College Marketing Communication

In a world driven by storytelling and molded by media, Emerson College helps **ambitious, independent-minded artists and communicators** become a **creative force** in fields that shape our society, culture and future.

Learn more by clicking the button below!

[LEARN MORE](#)

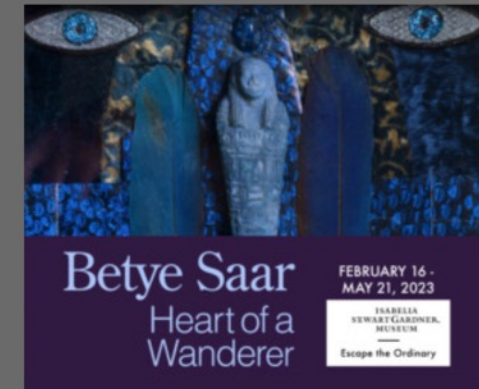
WERS | DIGITAL ACTIVATIONS

.ORG TILES

- SOV 20K impressions per month
- Up to 12 rotating tiles
- \$500 value per month
- UTM and trackable links

PRE-ROLL & SMART SPEAKER

- SOV 20K impressions per month
- \$1000 value per month
- Geo targeting option



Will It Go Round In Circles
Billy Preston



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