

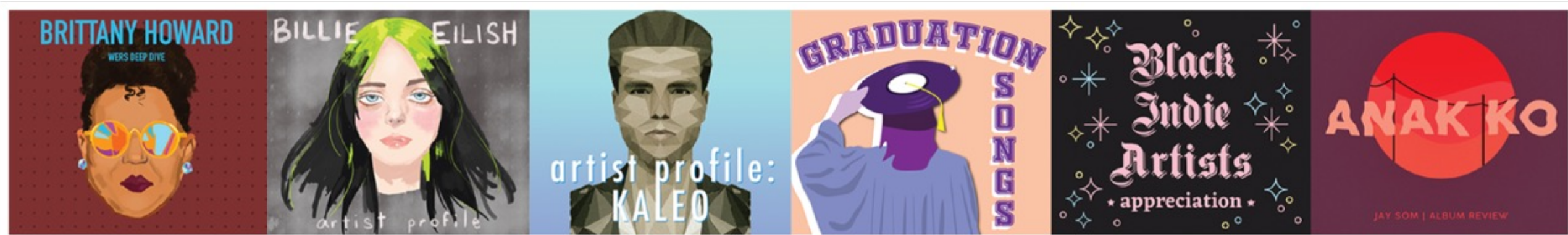
UNCOMMON SPONSORSHIP MEDIA KIT



NEW ENGLAND'S
PUBLIC MEDIA MUSIC STATION

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

75+ YEARS STRONG



WERS is New England's longest running public media music environment. We're a beloved 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



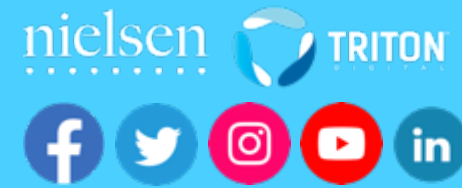
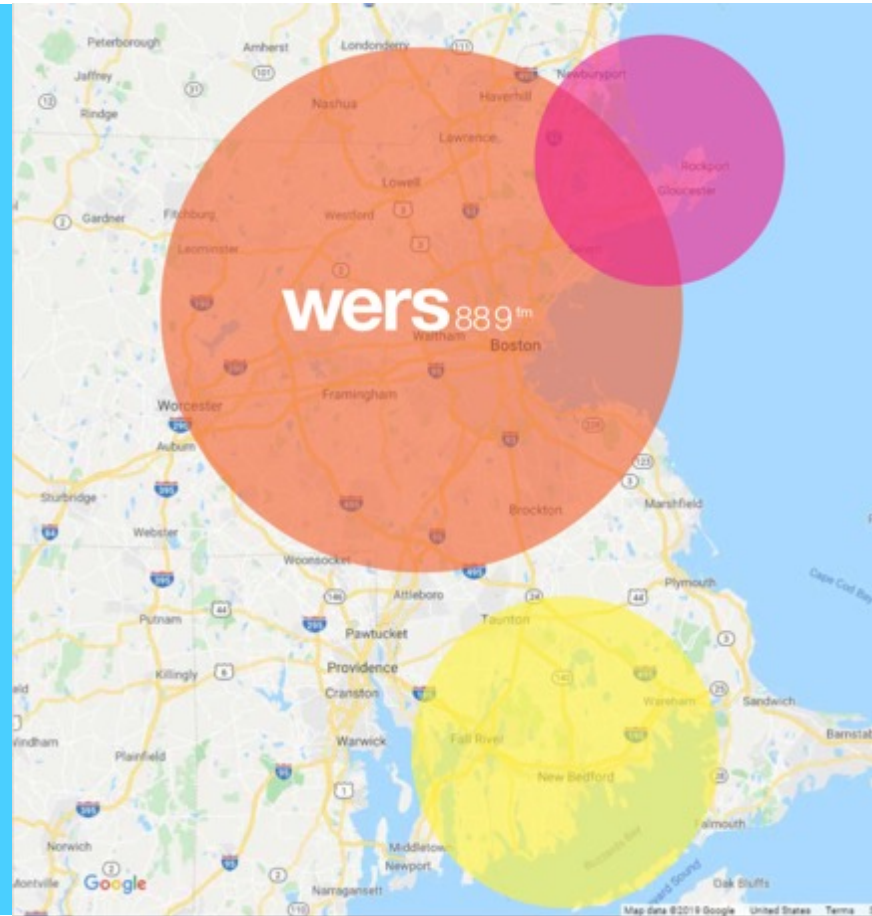
Broadcast from Emerson College, 'ERS is an incubating audio environment for the next generation of media professionals. WERS cultivates on-air talent, develops programming acumen, and actively immerses student leaders in the business of creative enterprises.

WERS | OMNI CHANNEL FOOTPRINT

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



846K+ 



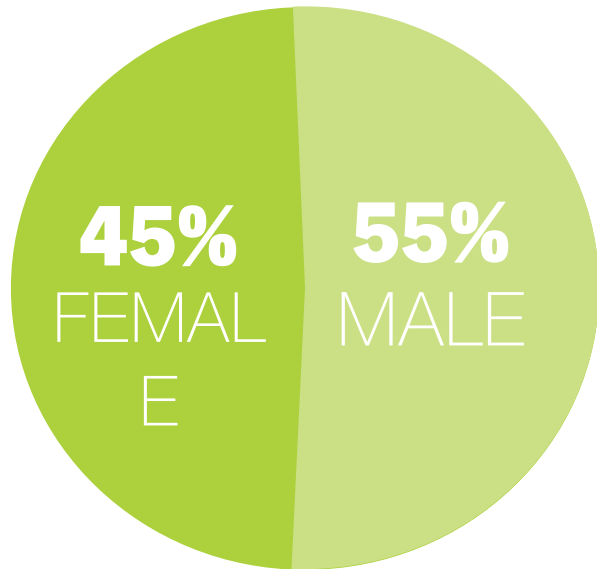
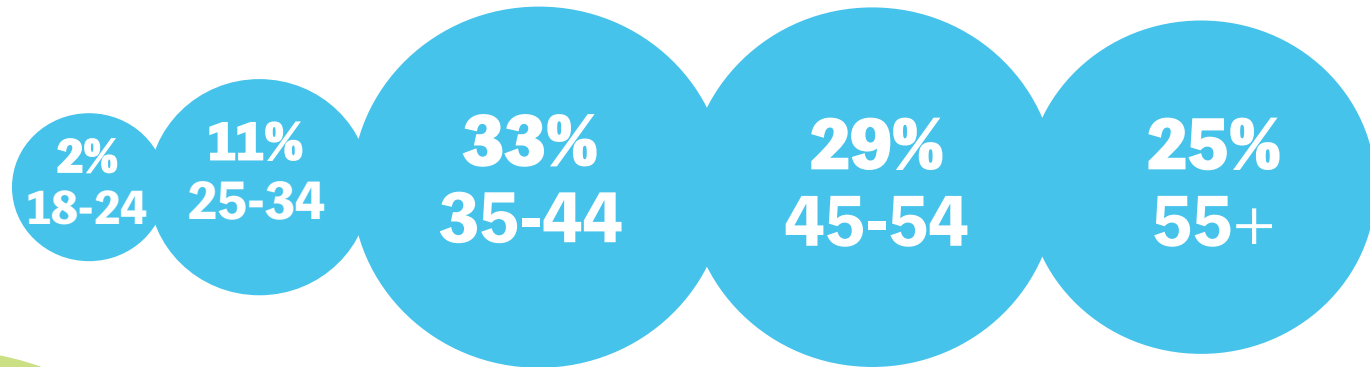
BOSTON'S UNCOMMON RADIO
wers® 88.9fm

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

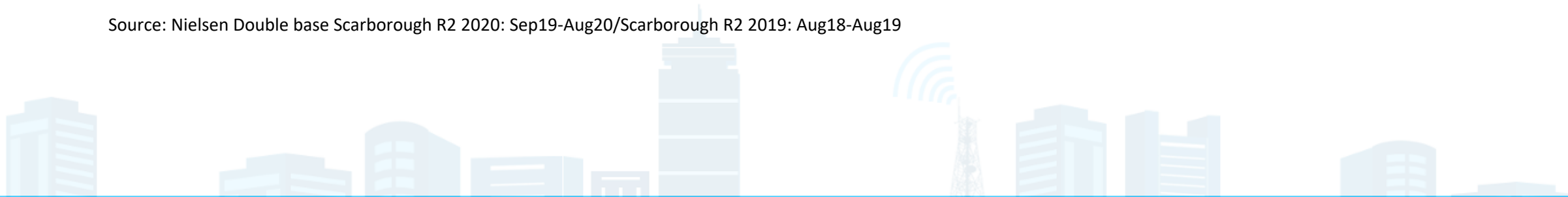
88.9 captivates Greater Boston's influencers.

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.

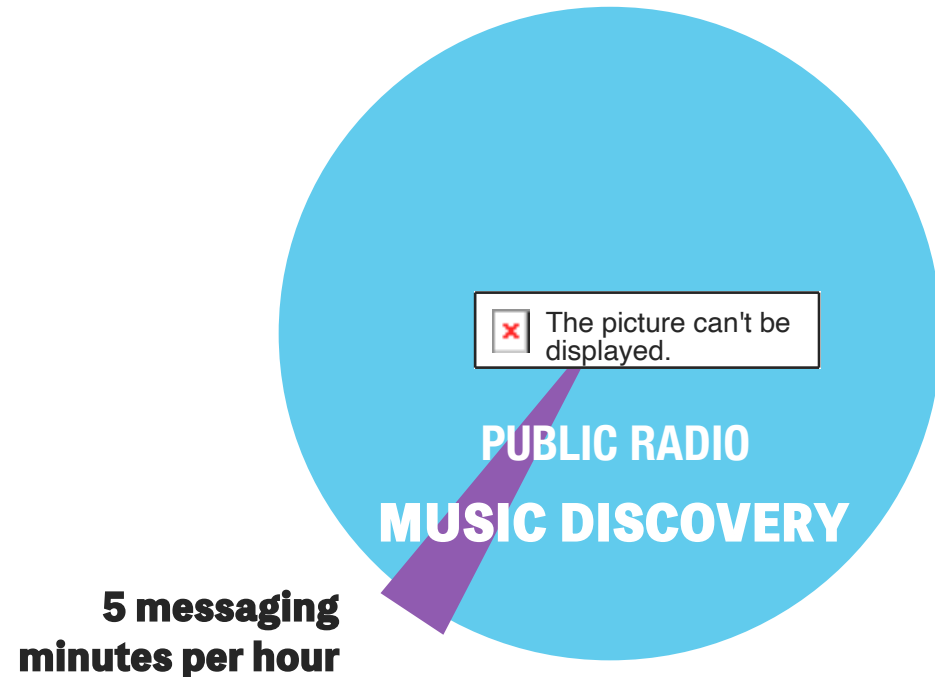
75% of public radio listeners hold a higher opinion of companies that sponsor public radio.

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

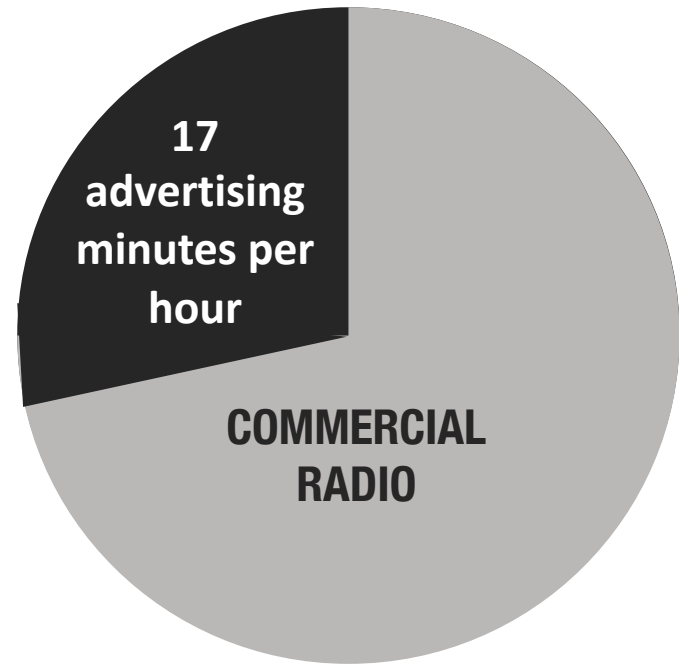
Boston is deeply rooted in public media culture. We listen early, often and digest it all. It's a proud tradition, and it offers a unique set of benefits to the partners that support listening appetites. This HALO EFFECT translates into positive sentiment for local, regional and global brands and organizations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

PRISTINE AUDIO ENVIRONMENT

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



55 minutes
of music per
hour



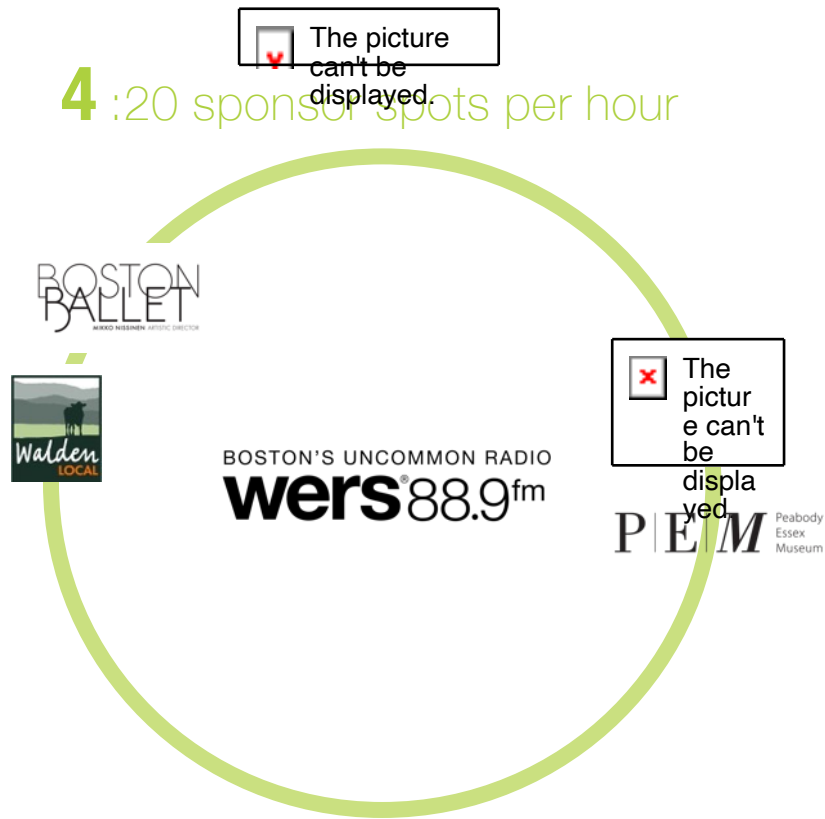
43 minutes of music per
hour (on average)

Source: Inside Radio April 2020.

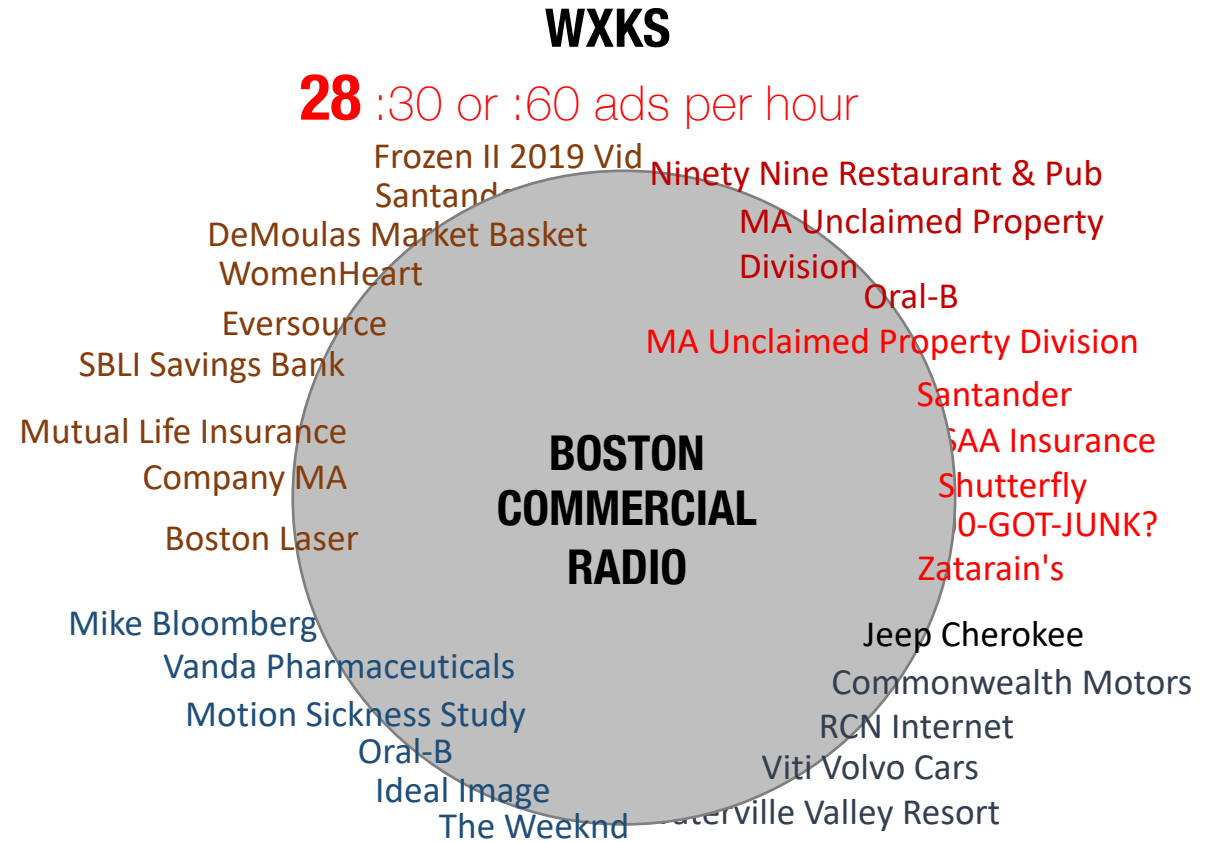


PRISTINE AUDIO ENVIRONMENT

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

A DELIGHTFUL 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 6a-10a

AFTERNOONS WITH PHIL JONES

MUSIC DISCOVERY AFTERNOON

Mon-Fri 2p-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 6a-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 7a-10a

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

GEORGE'S UKE BOX

LISTENERS GUESS SONGS PLAYED BY GEORGE ON HIS UKULELE
Weekday Mornings 8a variable

THE SALT LICK SESSIONS

LIVE PERFORMANCES, CANDID INTERVIEWS AND DJ TAKEOVERS FEATURING THE ARTISTS AUDIENCES NEED TO KNOW NOW
Th 9p-10p

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

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

BOSTON'S UNCOMMON RADIO

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



wers^{88.9fm}
wers.org

ERS+

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

LISTEN NOW

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+ hits different

WERS | PARTNERSHIP ACTIVATIONS

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

- :20 SPOTS
- :10 FEATURES

DIGITAL:

- BANNER TILE - WERS.org
- :15 SMART SPEAKER
- :15 PRE-ROLL STREAMING
- MEMBER NEWSLETTER TILE
- SPONSORED CONTENT - NEWSLETTER

EVENTS:

- 617 DAY'25
- UNCOMMON STAGE
- ONLINE ACTIVATIONS THROUGHOUT THE YEAR

WERS | PARTNERSHIP ACTIVATIONS | DIGITAL

Email Activations: 21K+ list | 38% Open Rate | \$250 value per tile | \$750 per Sponsored content published Wed & Sat

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



Wednesday, March 8th, 2023



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

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

Walden Local Meats

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

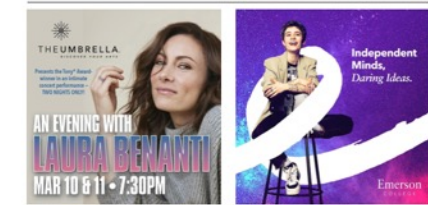
- Paramore - Running Out of Time
- Noah Kahan - Homesick
- Cuco - Best Disaster
- Inhaler - Love Will Get You There
- Portugal. The Man - Dummy
- Wet Leg - Angelica
- Bully - Lose You
- Gorillaz ft. Stevie Nicks - Oil
- Youth Lagoon - Idaho Alien

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

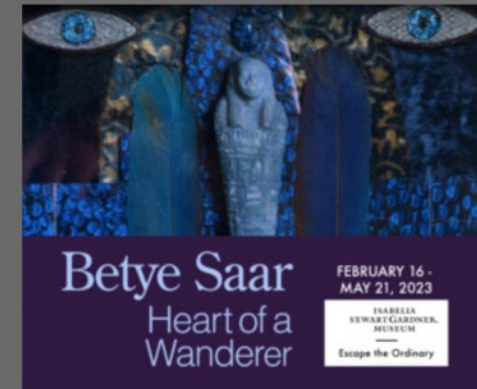
WERS | DIGITAL ACTIVATIONS

.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 10k monthly impressions
- Geo-targeting option



Will It Go Round In Circles

Billy Preston

MENU



BOSTON'S UNCOMMON RADIO

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