



**YOUR STATION THAT CARES - RUST COLLEGE PUBLIC RADIO  
WURC-FM 88.1 DAILY PROGRAM SCHEDULE**



TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00 a.m.		Little Bit of Heaven News & Notes	Blues at Sunrise				
9:00 a.m.	Gospel Music	Jazz Profiles	Mid-Day Jazz	Jazz from Lincoln Center	Straight Talk LIVE	Jazz Set	Beale St. Caravan
10:00 a.m.		Mid-Day Jazz	Mid-Day Jazz	Mid-Day Jazz	Jazz Profiles	Mid-Day Jazz	Putumayo Music Hour
12:00 noon		Rust Report	In Black America	Dialogue	Health Show	Talk of the Nation (Science Friday)	Reggae Rendezvous
12:30 p.m.	<i>Inspiration Across America</i>	Talk of the Nation	Talk of the Nation	Talk of the Nation	51% Nation	Talk of the Nation	People's Pharmacy
1:00 p.m.		All Things Considered	All Things Considered (Weekend)				
2:00 p.m.		Prime Jazz	<i>Mastering your Money</i>	Talk to the Doctor - LIVE	Straight Talk LIVE	Rust Report	Parents Journal
3:00 p.m.							
4:00 p.m.	Gospel Music						
5:00 p.m.							
5:30 p.m.		New Age Jazz	Prime Jazz	Jazz Set	Prime Jazz	Prime Jazz	Mellow Tones
6:00 p.m.		Prime Jazz					
6:30 p.m.							
7:00 p.m.	Unshackled						
7:30 p.m.							
8:00 p.m.	Power Point Live						
8:30 p.m.		Gospel Music	Gospel Music	Gospel Music	Unshackled	Gospel Music	Gospel Music
10:00 p.m.					<i>Inspiration Across America</i>		
11:00 p.m.	Gospel Music						
12:00 midnight							

DAILY SCHEDULE INCLUDES NEWS, SPORTS, AND SPECIAL FEATURES FROM THE SHERIDAN BROADCASTING NPR HEADLINE NEWS ONE MINUTE AFTER HOUR

**PROGRAM UNDERWRITING  
WURC-FM**

**Rust College Public Radio  
[www.wurc.org](http://www.wurc.org)**



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**WURC-FM  
Your Station That Cares!**  
150 Rust Avenue, Holly Springs, MS 38635  
Phone: 662-252-5881 Fax: 662-252-8869

# Underwriting Plan on WURC-FM



## A. Program Underwriting

Program underwriting and sponsorship provide businesses and organizations the opportunity to support WURC-FM while at the same time promote their business or service to the large and diverse listening audiences. WURC-FM will recognize and identify on-air the various underwriters during the particular programming they choose to support.

## B. WURC Positioning

WURC - Your Station That Cares!...For local, national and international news, cultural and educational programming, music and talk... Rust College Public Radio 88.1 FM.

\*No competition with WURC-FM

\*Cheap to underwrite on WURC than elsewhere

\*Reach targeted audience

\*Greater targeted audience reach

\*Diverse audience reach- age, income, denomination, & ethnic

## C. Two Levels of Recognition:

1. DAILY - during programs that run daily, Mon. through Fri.

2. WEEKLY - during programs that only run weekly

## D. WURC Audience Estimate:

WURC-FM covers the north Mississippi listening areas that include Marshall, Benton, Tate, Desoto, Lafayette, and Union Counties; population estimate at about 250,000, and potential audience reach at about 95,000 households.

## E. Underwriting Terms:

While WURC-FM will provide equal opportunity to prospective underwriters, however, the station reserves the right to select its underwriters with the following considerations:

(1). Underwriting will not be accepted where the public will perceive bias in programming content especially from a special interest entity.

(2). Underwriters dealing in or with illegal activities or engaged in unethical behavior will not be accepted.

(3). Underwriters may not exert any editorial control, or in any way act to influence the content of any WURC programming.

## F. WURC-FM Program Format:

News/Talk, Music - Eclectic (Jazz, Gospel, Blues, Reggae, World Music, and R&B).

## G. WURC Program Available for Underwriting:

Underwriters are recognized on-air in programming they choose. Programming options include:

### Talk / News

- \*NPR All Things Considered (Daily)
- \*NPR News and Notes (Daily)
- \*NPR Talk of The Nation (Daily)
- \*NPR Talk of The Nation – Science Friday (Weekly)
- \*Straight Talk Live (Weekly)
- \*Rust Report (Weekly)
- \*Talk to The Doctor Live (Weekly)
- \*In Black America (Weekly)
- \*Mastering Your Money (Weekly)
- \*51-Percent
- \*Health Show
- \*People Pharmacy (Weekly)
- \*Parents Journal (Weekly)

### Sports

- \*Campus and Community sports events (Special)
- \*HBCU Sports Report (Weekly)

### Gospel

- \*Little Bit of Heaven (Daily, morning, 6-9)
- \*Precious Time (Daily, night, 8-10)
- \*Gospel Hour (Daily, night, 10-midnight)
- \*Gospel All-Day Sunday (Sundays)
- \*Inspiration Across America (Thursday night & Sunday)
- \*Unshackled- Christian drama presentation (Sunday night)

### Jazz

- \*Mid-Day Jazz (Daily)
- \*New Age Jazz (Weekly)
- \*NPR Jazz Set (Daily)
- \*NPR Jazz from Lincoln Center (Daily)
- \*NPR Jazz Profiles with Ed Bradley (Daily)

### Blues

- \*Saturday Blues (Saturday, morning, 6-10)
- \*Beale Street Caravan (Saturday, morning, 10-11)

### World Music

- \*Putumayo Music Hour (Saturday, morning, 11-12)
- \*Reggae Rendezvous (Saturday, afternoon, 12-3)

### Mellow Tone

- \*Rhythm & Soul (Saturday, night, 6-12)

## H. Why Underwrite on Your Community Radio, WURC? Your benefits will include:

- \*Potential greater customers reach for your business
- \*Access to some of the nearly 250,000 of our loyal listeners and about 95,000 households in north Mississippi; Marshall, Lafayette, Tate, Benton, DeSoto & Union Counties, and part of Memphis.
- \*Your business or organization gains deserved publicity and recognition
- \*Listing of underwriters on WURC website provides extended reach and recognition for your business
- \*Your underwriting and program support on public radio, WURC, is tax-deductible

## I. What to Expect:

- \*WURC-FM provides state-of-the-art and digital production facility.
- \*Underwriters will be mentioned in 15-second announcement during the specific program at least three times; in the beginning, middle, and end of the program (billboard)
- \*On-air mention will include your business or organization name, location, value neutral descriptions and listings of products or services, phone, web address, slogan or trade-name
- \*Bonus announcements at no charge (Run-of-Station, R-O-S)
- \*Additional recognition and listing on WURC-FM website, www.wurc.org

## J. What Not to Expect:

- \*No pricing information
- \*No comparative services or products statement
- \*No call to action statement
- \*No product or service quality statement

## Sample Underwriting Statement:

This program is brought to you by....(business, individual) or this program is brought to you in part by (business or individual); e.g. ***This program is brought to you by Ronald Trocjak African Art Collection, featuring cultural art work from various countries in sub-Saharan Africa. Ronald Trocjak African Art Collection is located within the David Beckley Conference Center, across from Rust College campus, 150 Rust Avenue Holly Springs. For reservation to see the Ronald Trocjak African Art Collection, 662-252-4590, Monday - Friday, 9am to 5pm.***

Underwriting Rate Card Sample : Flight dates: Mon., Jan. 9-Fri., Jan. 13

Rate	Time	M	T	W	T	F	S	S	Program
\$8	6a.m.-9a.m.	3	3	3	3	3	-	-	Little Bit of Heaven
\$8	8p.m.-10p.m.	3	3	3	3	3	-	-	Precious Time
\$8	6a.m.-10a.m.	-	-	-	-	-	3	-	Saturday Blues
\$8	10p.m.-Midnt	3	3	3	3	3	-	3	Gospel Hour

Calculating cost, e.g. for Little Bit of Heaven  
 6a.m.-9a.m.: 3 ann. x 5 days = 15; 15 x \$8 = \$90  
 Bonus announcements at R-O-S (no charge)  
**\*\*Minimum Underwriting Commitment = 13 weeks**  
 13 Weeks - \$8. 00  
 26 Weeks - \$7. 50  
 39 Weeks - \$6. 00  
 52 Weeks - \$5. 50