



**WDRT 91.9FM** (Driftless Community Radio) is the only noncommercial, independent radio station in the Driftless region. We are committed to informing, engaging, and entertaining listeners with a broad mix of programming that's relevant to their lives. Since Driftless Community Radio formed in 2003, it has always enjoyed strong community support.

### What is underwriting?

As a noncommercial station, WDRT can't accept advertising. However, organizations can support the station through event sponsorship and underwriting. Underwriters' contributions are tax-deductible and acknowledged on the air and in the WDRT newsletter and website.

WDRT 91.9FM  
311 South Main Street  
Viroqua, Wisconsin 54665  
(608) 638-9378  
[www.wdrt.org](http://www.wdrt.org)

**Underwriting  
builds community.**



### Sunday Programming

Bluegrass Gospel LOCAL  
Real Oldies (Early Music) LOCAL  
Interfaith Voices SYNDICATED  
Compact Discoveries (Classical)  
Northern Spirit Radio SYNDICATED  
The Church of John Coltrane (Music) LOCAL  
New Dimensions Radio SYNDICATED  
New Letters (Literary) SYNDICATED  
Loafer's Glory SYNDICATED  
Soundstage (Revolving Literary Arts) LOCAL  
Sunday Service (Mixed Genre Music) LOCAL  
Joe Frank SYNDICATED

### Weekday Programming

Morning Milking Hour LOCAL  
Driftless Morning LOCAL  
Conscious Living LOCAL  
Family Farm Advisor (Call-in) LOCAL  
Friday Focus (Community Services) LOCAL  
Health & Wellness (Call-in) LOCAL  
Democracy Now SYNDICATED  
Undercurrents w/Greg McVicar SYNDICATED  
Best of Pacifica SYNDICATED  
Local Music Mix LOCAL  
After School Special (Youth Radio) LOCAL  
Free Speech Radio News SYNDICATED  
Driftless Evening News LOCAL  
Voice of the Citizen (Issues call-in) LOCAL  
Maximum Rock and Roll SYNDICATED

**Daily Local Features** Poet's Corner, IMHO, Weather Vane, Daily Astro, Weather Updates, Sleepy Coulee, Life on Stump Ridge, Community Calendar, School/Road Closings, Peace Calendar

**Daily Syndicated Features** Jim Hightower, Native News Network, Isla Earth, Onion News

### Saturday Programming

Driftless Morning LOCAL  
Children's Hour (Stories and Music) LOCAL  
Great Outdoors LOCAL  
Kickapoo Cooks LOCAL  
Bluegrass Review SYNDICATED  
Polka LOCAL  
Free Store (Live barter call-in) LOCAL  
Acoustic Cafe SYNDICATED  
Mystery Theatre SYNDICATED  
Hour of Slack SYNDICATED

## Why be a WDRT underwriter?

WDRT's signal reaches an audience in a 25-mile radius from our antenna site between Viroqua and Westby. Our potential broadcast listening audience exceeds 15,000. With our online streaming station, listenership is virtually unlimited.

Underwriting on WDRT is a unique way for your organization to deliver your message on a station without the usual advertising noise. As an underwriter, you'll be recognized as a vital participant in and sponsor of our community. You will also help grow and strengthen this valuable public resource.

## Underwriting messages may include:

- Business or organization name
- Address, phone number and/or website
- Listing and value-neutral description of up to 3 products and/or services
- Business or organization special event info: date, time, location and description
- Established, non-promotional business slogan

Underwriting messages may be up to 20 seconds in length. They may not include references to sales or prices; inducements; incentives; calls to action ("go to..." or "come on out..."); comparative language (better, best, most complete); quantitative language (most, largest, complete) or qualitative language (great, excellent, awesome).

### Sample Acknowledgment:

Support for this program is provided by Driftless Books, bringing you new and used books, sheet music, and other paper ephemera Tuesday through Saturday, eleven to seven, and Sunday noon to four, at the Forgotten Works Warehouse, 518 Walnut Street, in Viroqua. Online at driftlessbooks dot com. Driftless Books, building slow media one book at a time.

## Introductory Underwriting Rates

Number of Mentions	Cost per Mention	Total Cost
5-13	\$18	\$90-\$234
14-51	\$15	\$210-\$765
52-103	\$12	\$624-\$1236
104-155	\$10	\$1040-\$1550
156-208	\$8	\$1248-\$1664
209+	\$6	\$1254+

\*Valid for underwriting agreements signed before December 31, 2010

Annual underwriting packages are payable either as a single payment or on a quarterly basis.

Pre-pay to get a 10% discount off the total underwriting cost.

WDRT offers its fellow nonprofits a flat rate of \$6 per mention.

Driftless Community Radio is a 501(c)(3) non-profit organization, which means that your underwriting contribution is tax-deductible.

To support WDRT through underwriting or event sponsorship, please contact [underwriting@wdrt.org](mailto:underwriting@wdrt.org).



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