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DELTA STATE

DELTA STATE UNIVERSITY

A division of Communications & Marketing

88.1 WDSW THE TRAIL

- A BROADCAST SERVICE OF DELTA STATE UNIVERSITY -

Delta State University

The Trail

88.1^{FM}
WDSW

REAL MUSIC FOR THE
MISSISSIPPI DELTA



WHAT IS UNDERWRITING? IS IT ADVERTISING?

Underwriting is different from advertising. Since WDSW is a non-commercial radio station, by law we are not able to advertise in the manner you hear on television or commercial radio stations above 92mhz on your FM dial. The closest similarity you can find is on National Public Radio stations with how they handle underwriting. We must do it in a very similar manner.

Underwriting has slightly different nuances in how your message is crafted. However, you can be just as effective in getting your message out to your target audience for a fraction of the cost.

BUSINESS CLASS UNDERWRITING PACKAGES



PLATINUM

\$2500/year or \$208.33/monthly

- 25 messages weekly
- Custom station liner
- Underwriter chooses hours they'd like message to air



GOLD

\$1500/year or \$125/monthly

- 15 messages weekly
- Custom station liner
- Underwriter chooses hours they'd like message to air



SILVER

\$900/year or \$75/monthly

- 10 messages weekly
- WDSW schedules messages on slot/openings



BRONZE

\$300/year or \$25/monthly

- 5 messages weekly
- WDSW schedules messages on slot/openings

WE CAN'T GIVE:

- A Call To Action
Stop by today before noon to save 20%
- Pricing Information
Today only price \$29.99!
- Comparison to other Services or Products
We beat the competition by 20%!
- A Quality Statement
Unrivalled quality and service in Cleveland!

WE CAN MENTION YOUR:

- Brand
- Business
- Location
- Phone Number(s)
- Product
- Identifiable Slogans
- Website

88.1 WDSW THE TRAIL PROGRAMMING

WDSW The Trail is a broadcast service of Delta State University. With 100 watts of FM Stereo at 88.1 Mhz, we offer the only programming in the Delta specializing in Americana, classic rock, alternative rock, and pop. As an educational, non-commercial radio station, we need your financial support to continue operations. By financially underwriting on WDSW, you gain access to an underserved audience in Cleveland, Boyle, Shaw and Ruleville, plus our worldwide livestream.

Our terrestrial signal reaches approximately 20,000 people within a 10-mile radius around Delta State University. 88.1 WDSW The Trail is also broadcast all around the Delta State University campus and is heard multiple times a day by the university community. 88.1 WDSW The Trail's target demographics are 25-54 (50% men/50% women) with surplus income who play vital roles in our communities. They are active consumers of music and culture.

88.1 WDSW The Trail offers an attractive way to tap into an audience locally and via our online stream that may have been tuned out by other radio outlets. Our programming also targets an even more diverse audience with Mississippi history showcases along with our emphasis on Delta blues.

As an underwriter, you are supporting diversity on the radio dial in the Delta and helping us educate the next generation of broadcasters at Delta State University.

YOU CAN EXPECT YOUR UNDERWRITING MESSAGE TO BE CRAFTED IN A MANNER SIMILAR TO THE STYLES BELOW:

"Support for 88.1 WDSW The Trail is brought to you by (underwriter's name) located at (location/phone number/website). Thank you (underwriter's name) for your support of Real Music for the Mississippi Delta on 88.1 WDSW The Trail."