



Independent Music w/ Jared & Patrick	Independent Music w/ DJ Maggie	Independent Music w/ DJ Payton
Independent Music w/ DJ Kip	Praise and Worship with Power w/ Willie J. & Amanda F.	Country Breakfast w/ Big Al
The Morning AMp	Live from the Hammond	Gospel Memories w/ Bob M
Independent Music w/ DJ Andrea	Sombody Else's Troubles w/ Tr...	New Orleans Music Hour w/ Tom Jackson
Independent Music w/ DJ Eileen	Café L'Union w/ Emile A	The Musical Beat w/ DJ Billy Jean
Independent Music w/ DJ Morgan	The Razor and Die Show w/ Razor and Die	The...
Independent Music w/ DJ Jennifer

88.5 WLUW
 WLUW
 SPRING

WLUW

**Underwriting
 with WLUW**

Chicago Sound Alliance
www.wluw.org

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WLWU

WLWU 88.7FM Chicago Sound Alliance is the college station of Chicago. As Loyola University Chicago's student-run radio station, WLWU provides 24-hour programming that offers community outreach and both education and experience in broadcasting. We are an independent station, broadcasting content

that no other single station can offer. Our listeners tune in to hear us spin & stream the best in rock, experimental, jazz, hip-hop, punk, alternative, gospel, and local music, as well as our various cultural news and talk shows, on our FM frequency, online stream or free app. WLWU is proud to be Chicago's eclectic listening post.

WHO LISTENS TO WLWU?

- **21,000+ students, adjunct teachers, tenured professors, and faculty at Loyola University Chicago**
- **85,000+ Loyola Alumni living in Chicago**
- **Homegrown Chicagoans and Transplant Chicagoans, alike**
- **Cook County, Chicagoland and the greater metro area**

Social Media Stats

Facebook: 7,200+ Likes

Twitter: 5,870 Followers

Instagram: 1,200+ Followers

24 HOUR PROGRAMMING

12AM	Independent Music w/ Brett & Nolan	Independent Music w/ DJ SWALLAY	Spontaneous Earth w/ Adrian X Sands	Breaking Beats w/ Hunter Westbrook	Velvet Fever w/ Ella Frauenhofer	Echo Beach w/ Terry the TurntableTerrorist (a.k.a. Terry C)	Independent Music w/ DJ Mary Grace
2AM	Independent Music w/ DJ Hannah	Independent Music	Independent Music w/ DJ Kathryn	Independent Music	Independent Music w/ DJ Charles	Independent Music w/ Jared & Patrick	Independent Music w/ DJ Poyton
4AM	Independent Music	Independent Music	Independent Music	Independent Music w/ Jais Levy	Independent Music w/ DJ Luke S	Independent Music w/ Luke W	Independent Music w/ DJ Maggie
6AM	Independent Music w/ Nick and Sophie	Independent Music w/ DJ Gian and DJ Maria	Independent Music w/ DJ Madison	Independent Music w/ DJ Nick	Independent Music w/ DJ Zara	Independent Music w/ DJ Kip	Praise and Worship with Power w/ Willie J. & Yolanda F.
8AM	The Morning Rush w/ WeekendGabe		The Morning AMp	The Morning AMp	The Morning AMp	The Morning AMp	Country Breakfast w/ Big Al
10AM	Voices from the Circle w/ James D	Archives with John Bilas	Independent Music w/ DJ Eliot	Independent Music w/ DJ Madeline	Independent Music w/ Carrie W	Independent Music w/ DJ Andrea	Live from the Heartland
12PM	Sunday Sports Shootout w/ Darrel D	The Empty Bottle Weekly Forecast w/ Dave Gee	Independent Music w/ DJ Elise	Independent Music w/ DJ Audrey	Independent Music w/ Frank E	Independent Music w/ DJ Morgan	Gospel Memories w/ Bob M
2PM	Ethiopian Show	Jazzcast w/ Don H	Anti SoundCloud SoundCloud Radio w/ Shhh	Independent Music w/ Sugar Warley	Shadow Juice w/ DJ Chris	Independent Music w/ DJ Eileen	Sombody Else's Trouble w/ Tom J
4PM	Global Dasi Werts and Wirtens w/ Shweta	Independent Music w/ DJ Jeff	Independent Music w/ DJ Citino	Independent Music w/ DJ Audrey	Independent Music w/ Frank E	Independent Music w/ DJ Morgan	New Orleans Music Hour w/ Tom Jackson
6PM	Dimension Latina	Independent Music w/ DJ Scott	Hydration Station w/ DJ Hydrate	FEEDS w/ KP + SNEEZ!	Howard on the Tracks w/ DJ Hmann	The Razor and Die Show w/ Razor and Die	Radio Chamba w/ Raymundo O
8PM	Inside the Kettle w/ Katharina Zisbro	Dis Real w/ Madeline Walsnight	Independent Music w/ The Terrible Two	Independent Music w/ DJ Austin	Radio One Chicago w/ #ROCBars	Independent Music w/ DJ Jennifer	The Minimal Beat w/ DJ Billy Ocean
10PM	Random Acts of Radio w/ Cooper St. James	Independent Music w/ DJ Kevin	Recess w/ Hopscootch	Independent Music w/ Ken H	The Hip Hop Project	Reggae Vibes w/ Slacky J	The Bottom40 w/ DJ Maddis
	Everything Off Beat w/ Chuck Wren	Destination Unknown w/ Kat O'Rly	Good Music w/ Old Man Lukas	Reck Sin A nestali w/ Resisto 5000 & Rayo	Abstract Science w/ Abstract Science Crew	Friday Nite Showdown w/ Terry N	Running on Pank Rock'n'Roll w/ One Trick Tony
	Crescent Rhythms w/ Epik and SystemsIV						Starting at the Spotlight w/ Ben Felich
							After Hours w/ DJ Purple



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UNDERWRITING

Because WLWU is licensed by the Federal Communications Commission (FCC) as a non-commercial, independent station, we are prohibited from airing commercials.

Underwriting is allowed under FCC and station guidelines.

With Underwriting, your message is heard more.

How? WLWU plays no more than 2 underwriting spots per hour, so our listeners don't switch the dial when credits are played. Not only will our listeners hear your message, but also will recognize the support your business contributes to independent, student-run radio!

UNDERWRITING MAY

- Broadcast up to a 60 second message
- Describe your business (products or services)
- Use a business address, or phone number ("For more info...")
- Provide location information
- Include a company slogan (that complies with FCC guidelines)
- Use music and/or sound effects (that complies with FCC guidelines)

UNDERWRITING MAY NOT

- Use comparative language ("the best," "finest," "largest," etc.)
- Use a Call to Action or inducement to buy ("Come to our store")
- Include price or value information ("low prices," "no down payment," etc.)
- Use a sound effect to evoke an impression for the product in use

RATES & PACKAGES

Our Underwriting contracts include a fully produced promo, either 30 or 60 seconds long, that will air on our FM frequency, worldwide online stream, and free app.

In addition to streaming your message on our airwaves, our monthly packages include social media and tabling promotions. Social media and event tabling

promotions can be added to individual and weekly packages for an additional fee. Your contribution will support our student-run station and allow us to do cool things like buy merch to distribute at festivals and shows, bring artists into our studio, sponsor shows and festivals, and train the future of broadcasting.

CURRENT RATES

- **Individual Spot:**
\$30 for 30-second spot
\$60 for 60-second spot
- **Weekly Spot:**
Once per day (7 spots): \$100 30-second spot; \$200 60-second spot
Twice per day (14 spots): \$190 30-second spot; \$290 60-second spot
- **Monthly Spot:**
Once per day (30 spots): \$380 30-second spot; \$490 60-second spot
Includes posts on our social media and merchandise distribution at WLWU tabling events

Your contribution is tax deductible!

SPONSORSHIP OPPORTUNITIES

Looking for more than a few underwriting pieces? Take a look at our sponsorship opportunities. We have a variety of customizable plans. Put your logo on our website's homepage, sponsor a specific show coverage on our blog, or sponsor one of our shows for an entire semester!

Don't see what you're looking for? Give our Production Director a call and let us know what kind of sponsorship you're looking for.

If you're unfamiliar with our format, we can help you decide which show is right for your sponsorship! Nobody knows our listeners like we do!

WEBSITE SPONSORSHIP

- Feature your logo on WLWU's homepage at wluw.org
- Website not regulated by FCC
- \$50 per month
- Interested in sponsoring specific blog coverage? Email us at wluwproduction@gmail.com

SHOW SPONSORSHIP

- You pick any WLWU show to sponsor (with approval from DJ host) for one semester
- 30 second underwriting once a week, during your sponsored show throughout the given semester
- A 30-second show promotion with your company name mentioned
- \$250 per show per semester



Contact

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WLUW