



## WUSB 90.1FM

Student Union Building  
Stony Brook, University  
Stony Brook, NY 11794-3200  
Office 631.632.6828

WUSB 90.1FM is a high-powered non-commercial college community radio station located on the campus of **Stony Brook University** in Stony Brook, NY. We broadcast **LIVE 24 hours a day** from the 2<sup>nd</sup> floor of the Union Building.

We hope you will participate as a business supporter by donating a gift certificate or other item during our Radiothon. **Radiothon** is WUSB's invitation to our listeners to help station operations by calling in a **Pledge of Support**. WUSB listener support has been critical to maintaining and improving the quality of our broadcasts.

WUSB's primary broadcast coverage area reaches from **Western Nassau County** to **Suffolk's East End** and **Southern Connecticut**. According to the most recent listener surveys, nearly **20,000 off-campus listeners** tune in to WUSB's **unique** and **live** programming each week. Listeners can also enjoy WUSB over the **Internet** via our website **WWW.WUSB.FM**.

**WUSB** is here to serve the community and campus with information on events, **exposure to new music**, news, expanding **awareness** to other **cultures** and to provide students with an understanding of the radio. WUSB represents a wide **variety** of music, opinion, talk, and local Stony Brook University **Seawolves Sports** broadcasts.

**WUSB-FM Radio** programs 168 hours per week of **diverse** and **innovative** information and entertainment programming. Over *160 student and community volunteers* staff the station's administrative, programming, and operational areas.

We are inviting your valued business to join WUSB by making a *generous donation of a gift certificate in \$25 amounts, tickets, or other items that will be offered to our WUSB listening audience as thank you premiums.*

For you donation, your business will receive **mentions on air** each time the premium is offered.

*The Staff and Listeners of WUSB 90.1FM Thank You!*



*We hope you will consider participating in  
WUSB-FM's Radiothon as a Business Supporter  
Business Benefits of Donating  
to WUSB's Fundraiser*

### **Reach Potential Customers**

- » 20,000 Off Campus Listeners
- » 10,000 On Campus Listeners
- » Long Island Listening Demographic
- » 100's of Worldwide Internet Listeners
- » Listing on our website and in our printed programs

### **On-Air Mentions**

- » Every time your donation is offered your business name will be mentioned
- » Your business name will be associated with WUSB and community educational radio
- » Listeners will hear your business name on the radio throughout the fundraising period

### **Community Service**

- » Working with WUSB is a community service
- » Your donation will help support our Public Service Broadcasts
- » You are eligible for a WUSB nomination of most collaborative business organization

### **Thank You Premiums**

- » WUSB sends donors premium gifts to thank them for their pledge of support
- » Please consider joining us by donating a gift certificate or other items for our bi-annual Radiothon fundraiser!

### **Underwriting Donations & Sponsorship of Programs**

- » WUSB offers opportunities for your business to have regular underwriting announcements on the radio
- » Standard rate is \$35 per mention, For more information please email [info@wusb.fm](mailto:info@wusb.fm) or call 631.632.6828