

WUSC Underwriting

Local businesses and organizations have the opportunity to support WUSC through underwriting in the form of Public Service Announcements (Spots) that will be aired periodically at select times every week.

Packages*

Semester

The Good Pal 3 Spots per week — 45 Spots per Semester \$ 475 \$ 450	The Grande Amigo 5 Spots per week — 75 Spots per Semester \$ 775 \$ 650	The BFF 7 Spots per week — 105 Spots per Semester \$ 1075 \$ 800
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Weekly

Morning Drive Time 7 - 10 a.m. 2 Spots per day 10 Spots per week \$120	Afternoon Drive Time 4 - 8 p.m. 2 Spots per day 10 Spots per week \$120	Bulk Spots 20 Spots - \$200 40 Spots - \$340 60 Spots - \$420
Full Day Package 7 a.m. - 8 p.m. 3 Spots per day 15 Spots per week 1 Morning 1 Midday 1 Afternoon \$165		

*A la carte option also available. \$15 per spot

About WUSC

WUSC-FM & HD1 Columbia is the University of South Carolina's non-commercial, educational, free-format radio station at the frequency of 90.5 FM. The station transmits at 2500 watts with a range of approximately 30 miles and serves an international audience with its webcast at wusc.sc.edu.

WUSC relies on listener contributions as well as underwriting to help support station operations. Through underwriting, we offer area businesses and organizations the opportunity to be recognized for supporting quality programming.



WUSC
COLUMBIA
90.5FM

Important Info

In accordance with the FCC and their PSA policies, here is what we are allowed to air over the radio waves about your business:

- 1. A logo or slogan that identifies but does not promote the donor.**
- 2. The donor's location and phone number.**
- 3. Value neutral description (no comparative or superlative language) of the donor's product line or service.**
- 4. The donor's trade name(s), products or service listings that aid in donor identification.**

FAQ

Q: How long is the turn around period?

A: Once we have received your payment and what you would like to be included in the PSA, WUSC requires 7 days to produce the PSA, at which point they will email a copy of the PSA to you for approval before it runs.

Q: How do we know our underwriting is being played?

A: You can always tune in, but we have our DJs log when they play underwriting on a physical copy and in our electronic system.

Q: Can I be billed?

A: All payment for underwriting is due upfront or must be paid in advance.

Student Media

University of South Carolina Student Life

Interested?

Contact WUSC Public Affairs

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