WUMR 91.7 FM
U92, “The Jazz Lover”

UNDERWRITING INFORMATION

TABLE OF CONTENTS

Page

1. Station Information
2. WUMR Rate Card
3. Underwriting: Definition, Rules, and Sample Copy
4. WUMR Programming Sampler
WUMR 91.7 FM-U92, The Jazz Lover

As the University of Memphis’ radio station and the only station in Memphis that plays Jazz music, WUMR is looking forward to 2009.

WUMR, 91.7 FM is located in the Department of Communication building on the campus of the University of Memphis. Broadcasting at 25,000 watts of power, WUMR has a strong signal that covers the entire Memphis metro area and now covers the world with internet streaming at wumr.memphis.edu. Now broadcasting 24-hours a day, WUMR is anchored by a “Classic Jazz” sound while also keeping Mid-South jazz fans “hip” to what is new on the jazz scene. Research shows that WUMR has gathered a loyal, mobile, and well-educated audience with higher than average disposable incomes.

WUMR has gained a strong following in and beyond the Jazz community by playing the right mix of contemporary and traditional jazz, along with a sampling of fusion, new age, and Latin jazz. WUMR also offers extensive coverage of local sports as the exclusive home of University of Memphis Lady Tiger Basketball, Memphis Tiger Baseball, Rhodes College football, and Memphis University School high school football.

We invite you or your company to help us continue to carry out our mission of providing quality Jazz music, sports, and educational programming. While assisting us, you will be drawing attention to and enhancing your company’s image.

We would love to welcome you to the WUMR family of sponsors. Please look over the enclosed information about our programming and the many underwriting opportunities available. If you have any questions or need more information, please feel free to contact us anytime. It would be a pleasure to welcome you to WUMR and our loyal audience of Jazz lovers.

Best wishes,
Mark Bialek, WUMR Station Manager
WUMR RATE CARD
October 1, 2008

Spot Rate:

Standard programming $25.00 per spot

Hour sponsorship:

Standard programming (ROS) $85.00 per hour

News/Public Affairs Programming

U-92 WEATHER AND TRAFFIC
Get the latest up-to-date weather in the Mid-South at half-past the hour and at the top of each hour, and get to work safely every morning with U-92 traffic reports every 15 minutes. Underwriting for the U-92 weather and traffic reports is $10.00 per report and includes a 15 second live copy read during each sponsored forecast.

SPORTSTALK
The U-92 sports crew gives you an in-depth, ten minute morning sports report, covering the University of Memphis, the Grizzlies, Redbirds, Riverkings, and national sports stories as well. Underwriting for Sportstalk is $25.00. It includes opening and closing credits, and it includes one underwriting announcement in the middle of the ten minute sportscast.

SPOTLIGHT 92
Malvin Massey conducts this weekly 30 minute interview program about important issues facing the University of Memphis and the entire city of Memphis. The show airs every Thursday morning from 11:30 am til noon. Underwriting for Spotlight 92 is $40.00 and includes opening and closing credits and two underwriting announcements within the broadcast.

FOCUS ON THE ARTS
The arts are alive and well in Memphis, and U-92 appreciates the importance of art in our community. Each week, Malvin Massey brings you interviews with the movers and shakers on the Memphis arts scene. The shows airs on Friday mornings from 11:45 am until noon, and underwriting for the show is $30.00. The underwriter of the show receives opening and closing credits, and one underwriting announcement during the program.
Underwriting: Definition, Rules and Sample Copy

What is underwriting?

Underwriting at U92 is an efficient, inexpensive, and tax deductible way to help your product or service reach a mobile, well-educated, and upscale audience. At the same time, it allows WUMR to continue to provide the blend of programming that Memphis listeners have come to know and expect from the station representing the University of Memphis and local Jazz community. Underwriting at U92 is soft-spoken and keeps in harmony with the music being played, allowing your product or service to be properly showcased.

Underwriting Guidelines

WUMR 91.7 FM is licensed as an educational, non-commercial radio station. The Federal Communications Commission allows such stations to broadcast the names of companies or individuals that have chosen to sponsor portions of programming. In addition, underwriting must follow these guidelines:

1. Underwriting announcements CAN include a company name and/or individual’s name, identification of products or services offered, location, contact information and a slogan that DOES NOT contain a call to action.
2. Underwriting announcements CANNOT broadcast comparative descriptions (example: better than, best, hottest), calls to action (example: come to, eat at, make your way to), price or value information (example: lowest, free, special, sale), or endorsements.

WUMR Underwriting Sample

ACME Window Washers is a proud supporter of the Jazz Lover, U-92 FM. ACME offers landscape services and window washing. The customer is our concern at ACME. ACME Window Washers, 1234 Maddox Road in Midtown. More information is available at 585-9874 or ACME.com. ACME Window Washers...windows clean and clear...serving Memphis for over 40 years...a proud supporter of the University of Memphis.
WUMR Programming Sampler

**Jazz 10 Countdown**
Found out what’s hot every weekday morning from 9am until 10am, as U92 gives you the Jazz 10 countdown. Compiled from leading industry sources and listener requests, the Jazz 10 countdown features the hottest CDs of the week.

**Jazz 20 Countdown**
When you want to get deeper into what’s hot in today’s jazz, the Jazz 20 countdown is the place to find it. This weekly show expands the horizons of Jazz lovers by featuring a top twenty countdown every Saturday from 11 am until 1 pm, compiled by leading industry resources and listener requests.

**Blues in the Night**
A lively blend of the roots of Jazz…the Blues. Each Wednesday night from 7 until 8 p.m., Mitch Grisham serves up an hour dedicated to current and original Blues music.

**Island Dreams**
Sail away to the tropics with Clay Yager on Thursday night from 7 until 9 p.m. “Babalu” will take you around the world with a breezy blend of relaxing Jazz music that will make you think you’re in paradise.

**Images of Jazz**
Fly away with the Jazz Jet, as Malvin “Le Pilot” Massey takes off on an exploration of Jazz past, present and future. The Jazz Jet takes off every Sunday at 10 a.m. and doesn’t land until 2 p.m.

**The Latin Cruise**
“Le Pilot” lands in the tropics for an hour and invites you to join him on his journey. Malvin gives you the best that Latin Jazz has to offer, both contemporary and original, each Sunday from noon until 1 p.m.

**Jazz and Moore**
The stuff from which legends are made. Take a journey back to the days of the Rat Pack and enjoy some of the finest swing, vocal, and traditional jazz ever made on Sunday nights from 6 until 9pm.