

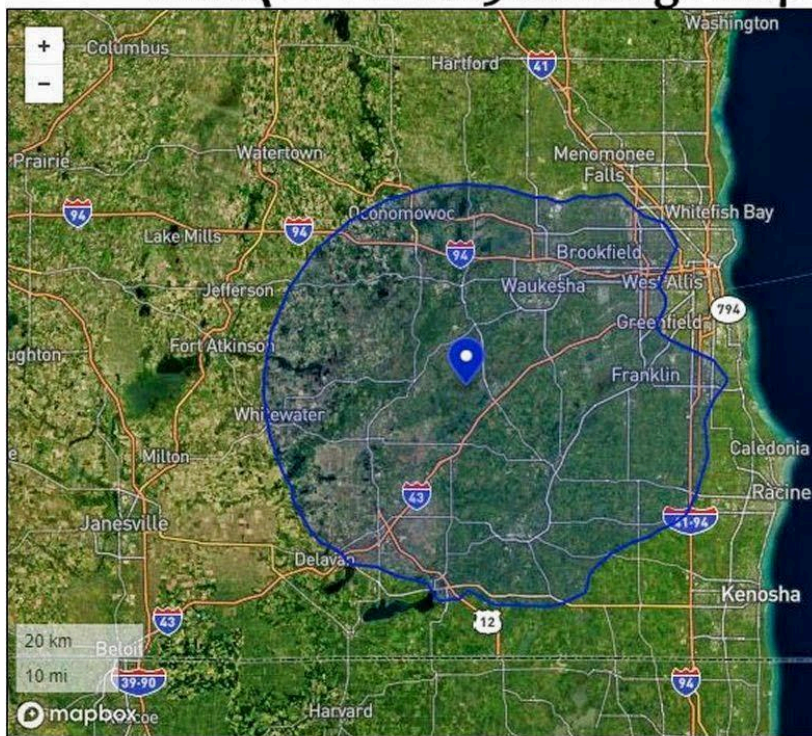


Licensed to Mukwonago, Wisconsin- WFAQ LP FM is a low-power (LP) 100 watt non-commercial, community radio station operated by the non-profit Kettle-Moraine Community Radio, Inc. Authorized by the FCC and broadcasting 24-7 since 12/12/07, the station is volunteer-run and has the tagline “The Nation’s Music Source”. We feature (almost) every genre of music “all at once” - randomized (not block formatted) and devoid of commercials. The station has news, weather, and information about area activities, live in-studio musical performances, an oral history show collab with the Mukwonago Historical Society “Memories Of Mukwonago”, interviews with local public servants, and so much more!

The signal reaches approximately 200k people (2020 census) in Waukesha, Walworth, and

Racine counties (on a good day). Listenership: While we don't show in the Milwaukee Metro market ratings, the June '22 Nielsen's have a comparable (style /format) station with a .5 share (age 6+ , Mon-Sun, AM-Mid). That translates to perhaps 900 people listening to WFAQ during that time. The station streams on the TuneIn app 24-7 , with zero commercials. <http://tun.in/seW8c> Our relationship with these listeners is very loyal, as they report enjoying WFAQ exclusively. Sometimes that enjoyment takes the form of wanting to show appreciation (*awe shucks*) by donating time and / or funds. And

### Contour Map WFAQ LP FM 101.3 Coverage Map



when this happens we absolutely love to thank you when we’re behind the mic! In fact the FCC allows **Underwriting** - a formal on-air acknowledgement of financial support from businesses. An underwriting announcement can be more meaningful than an advertisement because it shows our listeners that you support the independent radio station that they Love. Experienced WFAQ volunteers will help you craft a suitable message to get the word out and feel good at the same time.

Opportunities for placement are scalable with the schedule being simply based on the # of times per 24 hr period an announcement is aired, with some 'bulk discounts' for a longer-term contract, and always includes the production of the audio spots.

All based on 10x / Day, and totals:

- 1 week 70x
- 4 weeks 280x
- 13 weeks 910x
- 26 weeks 1825x
- 52 weeks 3650x

Costs include the spots parked on our [wfaq.com](http://wfaq.com) server and can be linked to your socials to enhance your current campaign, or spark a new one and approach. *Creativity and fun is key*, and of course we'll provide inclusions on all our WFAQ social platforms when promoting our partnership.

Examples:

- [http://www.wfaq.com/WFAQ\\_Citizens\\_Bank\\_Underwriting\\_01.mp3](http://www.wfaq.com/WFAQ_Citizens_Bank_Underwriting_01.mp3)
- [http://www.wfaq.com/WFAQ\\_Citizens\\_Bank\\_Underwriting\\_02.mp3](http://www.wfaq.com/WFAQ_Citizens_Bank_Underwriting_02.mp3)
- [http://www.wfaq.com/WFAQ\\_Underwriting\\_Oddwillows\\_03.mp3](http://www.wfaq.com/WFAQ_Underwriting_Oddwillows_03.mp3)
- [http://www.wfaq.com/WFAQ\\_Underwriting\\_Oddwillows\\_04.mp3](http://www.wfaq.com/WFAQ_Underwriting_Oddwillows_04.mp3)

Additionally, specific shows or special events broadcasts like the "Memories Of Mukwonago" series, Live at WFAQ performances, etc. are even more special ways to show your support for independent community radio and the people it serves.

Please reach out to the station for the current schedule of donation tiers that are remarkably cost effective.

WFAQ promotes itself heavily on social media (Facebook), has been in the Mukwonago Father's Day Parade for the past 6+ years, sponsors the Phantom Junction Stage Summer Concert Series and provides emcee, covers news events, co-hosts and emcee candidates forums, mobile sound and record spins, live remote broadcasts, offers premiums and merch for donations, etc. **And Yes! People still listen to the radio:**

## Share of Ear®

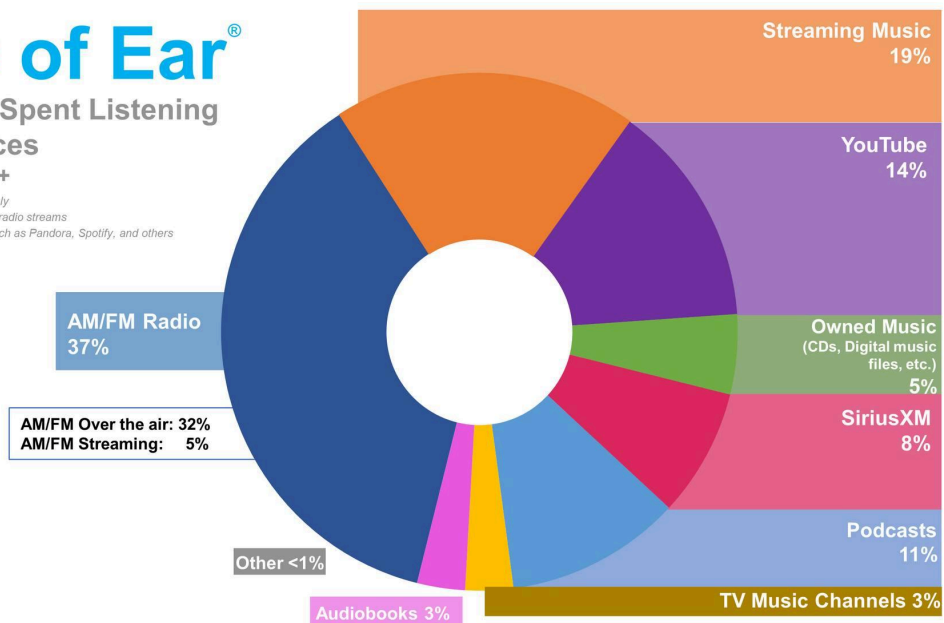
Share of Time Spent Listening to Audio Sources

U.S. Population 13+

YouTube for music and music videos only

AM/FM Radio includes over the air and radio streams

Streaming Music includes pure plays such as Pandora, Spotify, and others



Edison Research Share of Ear © Q4 2022; Q1 – Q3 2023

**We'd love to have Your ear, and your message on the Air.** Reach out: [radio@wfaq.com](mailto:radio@wfaq.com)

or call 414-426-0051 **Thank You!** WFAQ-LP FM 101.3