

Your Independent Music Source

WSGE 91.7 FM



**WSGE 91.7 FM is the best-kept marketing secret in the region.
Our listeners are your clients, customers, patrons and employees.**



About the Station

WSGE's mission is to provide distinctive music and information programming designed to stimulate, educate and entertain. WSGE will serve in the public's interest, advancing the educational goals of Gaston College by providing a unique alternative to commercial broadcasting in Gaston, Mecklenburg and surrounding counties.

WSGE has stayed consistent with its roots dating back to 1980. It's an independent voice that doesn't shy away from taking creative risks. Whether digging deep into a music genre, breaking the latest songs, or making local and regional music accessible with friendly commentary, it's definitely the station for curious minds. Central to this dynamic mix is music and news programming from National Public Radio.

WSGE's slogan is "Your Independent Music Source." Our programming appeals to a growing audience of more than 25,000 listeners per week. Many tune in for our Carolina Beach/Shag music, which has garnered significant listener and industry support. WSGE was named "FM Beach Music Station of the Year" for 2015 - 2019. Others enjoy our Rock, Rhythm and Blues, Gospel and Highway 321 Blues shows because of our commitment to recognizing and promoting Carolina musicians.

WSGE is a noncommercial public radio station that gives back to the community by supporting organizations such as the United Way of Gaston County, The House of Mercy, The Community Foundation of Gaston County, Gastonia Downtown Development Association and others. Also, the station annually coordinates Socks for Seniors, which collects socks, gloves and toiletries for people in need during the holiday season.



More information is available at 704.922.2251

Benefits of Corporate Support

Strategic Marketing Partnership Focused on Your Goals

Underwriting on public radio delivers dual marketing benefits to your organization: Your message reaches an exceptionally devoted audience that is hard to capture through traditional media, and your support of a respected, nonprofit public service generates goodwill.

The Public Radio Difference

Underwriting is an effective alternative to commercial advertising and can help your business gain name recognition with our loyal audience by supporting the programs they enjoy.

Reach your Target

Target the influential people in the community: opinion leaders, decision makers, and business leaders. WSGE's program schedule can also help you place messages to reach a more specific audience.



Underwriting FAQ

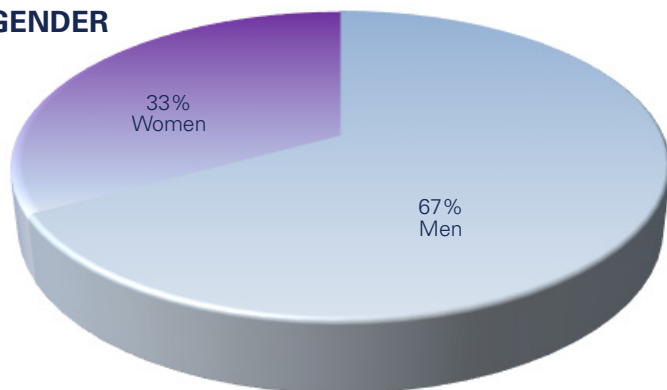
- Q. What is the length of an underwriting spot?
- A. We produce 30 second spots written and recorded by our on-air talent. You may submit copy suggestions and ideas and we will put it together for you as part of the underwriting package.
- Q. What kind of language can we use in our announcement?
- A. You can include:
- Your business name, street address, and city
 - Your telephone number
 - Value-neutral descriptions of your products and services
 - Brand or trade names you carry
 - Historical information, such as length of time in business
- Q. What kind of language is not allowed?
- A. You may not include:
- Comparative or superlative language (no "largest," "best," "oldest," etc.)
 - Qualitative language (e.g., award-winning, leading, etc.)
 - Mention of price - no interest rates, discounts, sales or savings
 - Promotions or calls to action ("call," "come by," "be sure to," etc)

All underwriting messages must comply with regulations established by the Federal Communications Commission (FCC) for noncommercial public broadcasting.

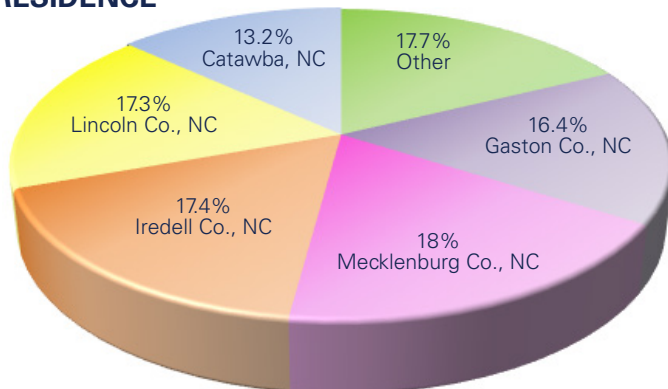
A Dynamic Audience

WSGE attracts loyal listeners and supporters from all walks of life. They are educated, influential, culturally passionate and concerned about the issues facing their community and the world at large.

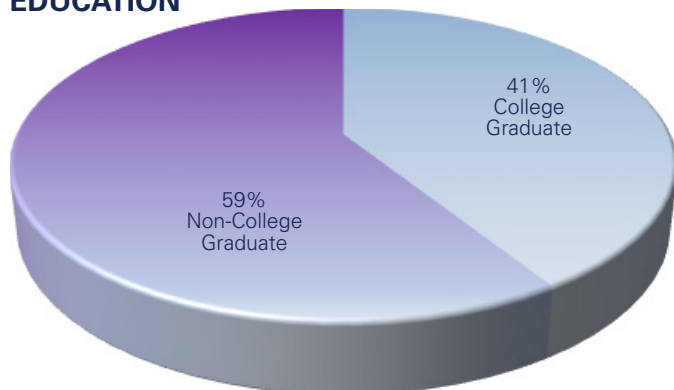
GENDER



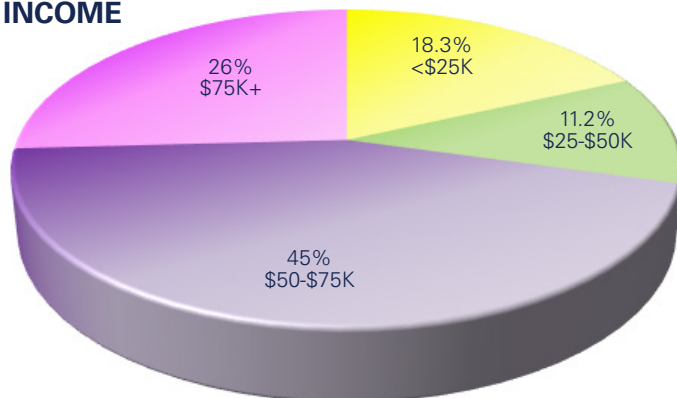
RESIDENCE



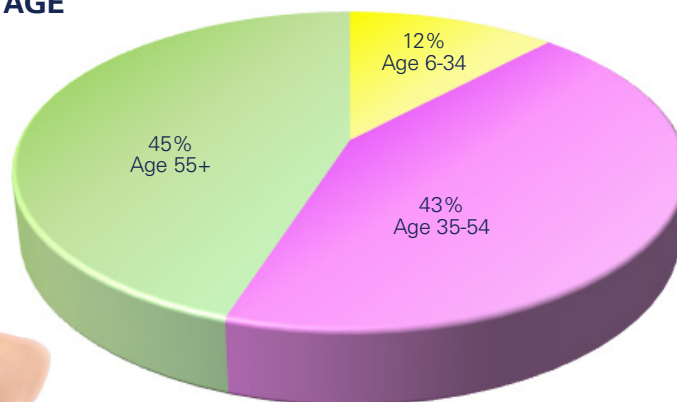
EDUCATION



INCOME



AGE

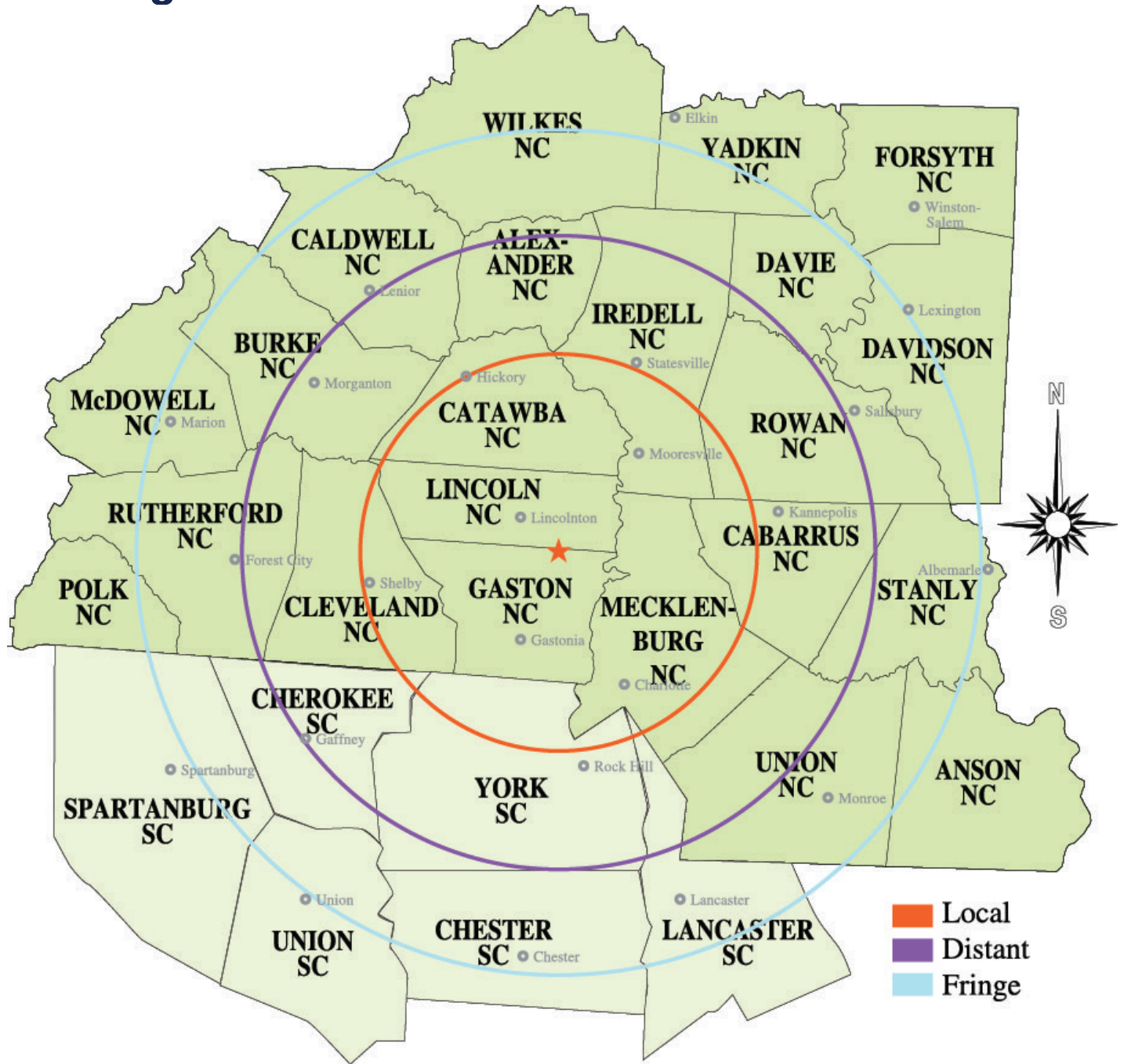


Charlotte-Rock Hill Metro, Weekly Cume, Persons 6+, Mon - Sun, Fall 2022, Nielsen, Inc.



More information is available at 704.922.2251

Coverage Area



YOUR INDEPENDENT MUSIC SOURCE
wsgc
 91.7 fm

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Business Supporters

Alligator Records
Amos Southend
Beam Construction
Blumenthal Performing Arts Center
Brinkley Financial
Brown & Walker Co
Caldwell Arts Council
Carolina Pottery Festival
Carolina Trust Bank
Charlotte Regional Visitors Authority
The Crossing at Hollar Mill
Cultural & Heritage Museums of York County
Daniel Stowe Botanical Gardens
Elements of Empowerment
Ellis Group Realty
GN Music Productions
Gaston County Schools
Gaston Low-Cost Spay/Neuter Clinic
Hickory Downtown Development Assoc
Hickory Music Factory
Historic Morganton Festival, Inc
InSouth Insurance Services
Integrity Financial Services, Inc.
J & G Fencing Company
Jackson Hewitt Tax Service
Journeyman Tours
Judie's Patio Parties
King's Mountain Beach Blast
Lake Forest Church
Live Nation
Messina Touring Group
Metal Recycling Services of Gastonia
MerleFest
National Shows 2
Oktoberfest
Ovens Auditorium
Pack Brothers Collision Center
Queen's Landing
Randy Marion Automotive Group
Sun-Kool Window Tinting
Sunshine Uniform Service
Town of North Wilkesboro
Webb Custom Kitchen



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Programming

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
5 am	NPR MORNING EDITION					BEACH/SHAG (Rhythm & Blues)	RHYTHM & BLUES MUSIC MIX	5 am	
6 am							BLUEGRASS GOSPEL	6 am	
7 am	ROCK, RHYTHM & BLUES (includes hourly NPR newscasts)						CONSIDER THIS & WITH GOOD REASON	7 am	
8 am								GOSPEL BLEND	8 am
9 am								9 am	
10 am								10 am	
11 am								11 am	
12 noon							BEACH/SHAG (Rhythm & Blues)	12 noon	
1 pm	WORLD CAFÉ							1 pm	
2 pm	ROCK, RHYTHM & BLUES (includes hourly NPR newscasts)							R&B HOUSE PARTY	2 pm
3 pm						3 pm			
4 pm						4 pm			
5 pm						5 pm			
6 pm						6 pm			
7 pm	HIGHWAY 321 BLUES				BEACH/SHAG (Rhythm & Blues)	BEACH/SHAG (Rhythm & Blues)		7 pm	
8 pm					PAT GWINN AT THE BEACH (Rhythm & Blues)			8 pm	
9 pm								SOUL MUSIC EXPRESS	9 pm
10 pm	WORLD CAFÉ				BEACH/SHAG (Rhythm & Blues)		10 pm		
11 pm							RHYTHM & BLUES MUSIC MIX	11 pm	
12 mid	UNDERCURRENTS (Rock, Rhythm & Blues)						UNDERCURRENTS (Rock, Rhythm & Blues)	12 mid	
1 am								1 am	
2 am								2 am	
3 am								3 am	
4 am								4 am	



More information is available at 704.922.2251



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