

## What is Underwriting?

**WNRB-LP** is a non-commercial community radio station supported by contributions and not by advertising. When you make a business contribution, your support is acknowledged on air; this is called underwriting.

## Why Underwrite at WNRB-LP?

**WNRB-LP** reaches the Wausau metropolitan area, which includes over 6,000 Southeast Asians. That is the highest per capita population in Wisconsin.

Underwriting is an affordable alternative to advertise your business, and it will enhance your image as a participant in and supporter of the community.

**WNRB-LP** is a non-profit station, which means your writing support is tax-deductible.

Supporters will be listed on our Web site.  
[www.wausauhmong.org](http://www.wausauhmong.org)

### An Underwriting Announcement includes:

- Business/organization name
- Address, phone number, and/or Web site
- List and value-neutral description of products and services
- Business/organization's special event information: date, time, location, and description
- Non-promotional business slogan

### An Underwriting Announcement does NOT include:

- Sales or prices
- Incentives
- Call to action ("Go to this..." "Come over to...")
- Comparative language (better, best, etc.)
- Quantitative language (most, largest, complete)
- Qualitative language (great, excellent, awesome)

### Underwriting Sample:

Support for this program is provided by the Hmong American Center, offering educational services to Southeast Asian families in the Wausau area. Business hours are Monday through Friday from 8:00am-4:30pm at 1109 6th Street in Wausau, phone number (715) 842-8390.

**Live streaming:** <http://71.13.194.250:88/listen.pls>

### Other Underwriting Information:

Underwriting Announcements are 20 seconds or less, and we will work directly with you to compose the message that listeners will hear.

Underwriting contracts with WNRB-LP are 4, 8, or 12 months long. You may have up to 6 mentions per day. In addition, if you choose to underwrite for either 8 or 12 months, WNRB-LP will announce your underwriting support an additional four times from 12am-7am (the overnight) without adding to your rate(s). There is a pre-pay 5% discount, otherwise, you can pay on a monthly basis.

**To Become a Business Underwriter**  
**Call (715) 842-8390 or email**  
**[wnrb@wausauhmong.org](mailto:wnrbs@wausauhmong.org)**

### Some of WNRB-LP's Shows

- Suab Ywj Pheej
- VOA Thai
- VOA Lao
- Radio Free Asia
- Boogies and Blues
- Travoil Two Bear Tuttle Show
- K-Man Show
- The Church Underground
- It's Not Work, It's Fun
- Ride The Planet
- The Mix
- Conversation Digest
- Faith and Belief in Christ
- Religion
- Temple of Love
- Disciple of Yeshua

Length of contract	Cost per mention	Total Amount	Number mentions per week	Number mentions per day
4 Months (\$98/mos)	\$ .70	\$392	35 mentions	5 mentions
8 Months (\$86.80/mos)	\$ .62	\$694.40	35 mentions	5 mentions
12 Months (\$84/mos)	\$ .50	\$1008	42 mentions	6 mentions

## What is WNRB-LP?

**WNRB-LP** 93.3 FM is owned by the Hmong American Center. **WNRB-LP** is licensed by the FCC as a low-power FM "community" radio station. This designation means we are a non-commercial, non-profit entity offering primarily locally produced programming.

**WNRB-LP's** broadcast radius includes the greater Wausau metropolitan area and extends as far as Merrill, Marathon City and Mosinee. Our on-air programs are presented by non-paid volunteers.

**WNRB-LP's** programming has Hmong and English speaking shows. The Hmong speaking programs are generally during the day, and the English speaking programs are during the evenings. Live Hmong speaking shows are from 7:00 - 8:00 am, 12:00 - 1:00pm and 6:00 - 7:00pm, Sunday through Saturday.



## WNRB-LP's Mission Statement

**WNRB-LP** community radio serves the underserved, provides a voice for the voiceless and invites all to participate by delivering locally based, commercial-free programming that offers cultural diversity, artistic variety, information, education and alternative viewpoints to listeners in our broadcast area.

## What is HAC?

The Hmong American Center, Inc. (HAC) was organized as a non-profit 501 (c) (3), tax-exempt organization in 1984 to assist in community integration as well as economic and social advancement of Southeast Asian refugees (primarily Hmong) in the Wausau-Marathon County area. Currently, this community has more than 6,000 Southeast Asian residents, making it the second largest and the highest per capita Southeast Asian population in Wisconsin.

HAC's programs and services have changed to meet new individual, family, and community needs as the Southeast Asian population has become more diversified. The majority of current programs are directed toward enhancing family self-sufficiency, family stability, community integration, and higher education.



Hmong American Center Building

**WNRB-LP** (93.3FM)

**Hmong American Center**

1109 6th Street

Wausau, WI 54403

**Office Tel:** 715.842.8390 ext.210

**Studio Tel:** 715.842.8900

**Fax:** 715-842-9202

**Business Hours:** Monday-Friday 8:00am - 4:30pm

# WAUSAU'S COMMUNITY RADIO



**UNDERWRITING BUSINESS OPPORTUNITIES**