

# WFSS 91.9 FM

Your public radio station for NPR news and jazz

*A Constant Voice Of Our  
Community...24 Hours A Day, 365  
Days A Year*

## Public Radio Underwriting and your organization

*An Investment in underwriting provides  
a distinctive and effective complement  
to public relations, marketing and  
advertising*



**NPR News & Jazz**  
Fayetteville State University

Listen Live at [www.wfss.org](http://www.wfss.org)

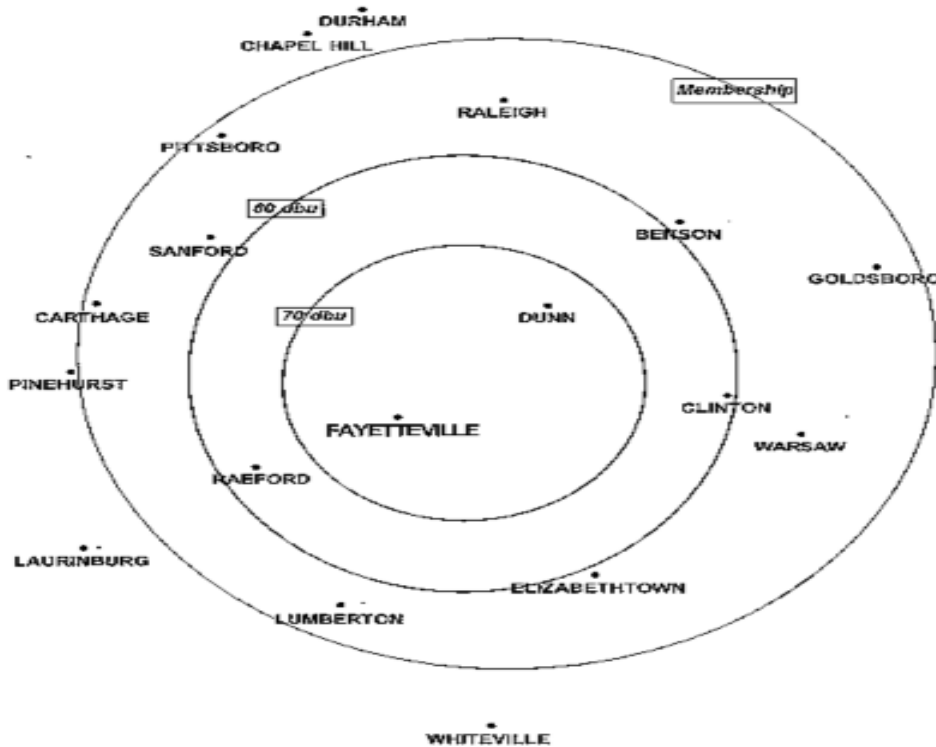


1200 Murchison Road Fayetteville, NC 28301 Phone: 910-672-1381 Fax: 910-672-1964

# WFSS 91.9 FM

Your public radio station for NPR news and jazz

## WFSS Coverage Area



NPR News & Jazz  
Fayetteville State University

Fayetteville,  
Lumberton,  
Elizabethtown,  
Dunn, Clinton,  
Goldsboro, Benson

# WFSS 91.9 FM

Your public radio station for NPR news and jazz

## Our Outstanding Audience



NPR News & Jazz  
Fayetteville State University

### Target Audience:

- Age 25-54
- College Graduates: 64%
- Post Graduates: 30%
- Income Levels: 70% \$50K-\$75K – 48% \$75K-\$100K - 29% \$100K+
- Occupation: 53% hold professional, managerial, technical, or administrative positions



# WFSS 91.9 FM

Your public radio station for NPR news and jazz

## Station Profile

- Broadcast Power at 100,000 watts
- Broadcast to 13 counties throughout the North Carolina Sandhills region
- WFSS is an affiliate of National Public Radio (NPR) and provides local news and information, jazz, bluegrass, African, Latin, folk and Gospel music
- Web-streaming around the world via [www.wfss.org](http://www.wfss.org)
- Largest supporter of non-profit organizations in the Sandhills



**NPR News & Jazz**  
Fayetteville State University



# WFSS 91.9 FM

Your public radio station for NPR news and jazz

## WFSS Program Schedule



NPR News & Jazz  
Fayetteville State University



WFSS Program Schedule							
	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
5 am	 MORNING EDITION with Kathy Klass			Jazz & Co. MP3 Cellar Full of Jazz Divas of Jazz This Week in Jazz		Jazz	Jazz
6 am						Jazz	Jazz
7 am						 Weekend EDITION	Sunday Morning Gospel
8 am							 Weekend EDITION
9 am	Jazz			 Weekend EDITION		 Weekend EDITION	
10 am	 more			 Acoustic Planet		 AR	
11 am	 ALL THINGS CONSIDERED			 Local Music Showcase		 Making Contact	
12 pm	 New Urban Jazz Lounge with Bob Baldwin			Original Down Home Blues (6:30p-7:00p)		 JazzSet	 CounterSpin
1 pm						 African Rhythms	 En Voz Alta
2 pm						 Cool Ambiance	 La Hora Latina
3 pm						 JazzSet	 Golden Jubilee
4 pm	Jazz			 JazzSet		 JazzSet	
5 pm	 JazzSet			 JazzSet		 JazzSet	
6 pm	 JazzSet			 JazzSet		 JazzSet	
7 pm	 JazzSet			 JazzSet		 JazzSet	
8 pm	 JazzSet			 JazzSet		 JazzSet	
9 pm	 JazzSet			 JazzSet		 JazzSet	
10 pm	 JazzSet			 JazzSet		 JazzSet	
11 pm	 JazzSet			 JazzSet		 JazzSet	
12 am	 JazzSet			 JazzSet		 JazzSet	

NPR News Update at 1 minute after the hour weekdays 5am-3pm



# WFSS 91.9 FM

Your public radio station for NPR news and jazz

## Benefits of Underwriting

- An effective complement to ongoing advertising, public relations, and marketing communications campaign
- A distinctive alternative to commercial advertising that will enhance your corporate image, product positioning and public awareness
- Association with WFSS programming strengthens public perception of your company's commitment to the community and the quality of its products and services.
- Seventy percent of public radio's listeners say that a company's support of public radio has a positive influence on their decision to purchase that company's products and services.



**NPR News & Jazz**  
Fayetteville State University



**WFSS 91.9 FM**

Your public radio station for NPR news and jazz

**Thank you for taking the  
time to consider  
supporting WFSS**



For underwriting assistance contact:

**Dorothy Whittington**

*Development Director*

**910-672-2029**