



Thank you for considering sponsoring **WDSO 88.3 FM**, Chesterton High School's student run, not for profit radio station for the 2022-2023 year. WDSO has been on the air since 1976 and our soundwaves reach the Chesterton, Portage, Valparaiso, and Michigan City areas. We broadcast a wide variety of music for the entire year and during the school year we also bring listeners local news, report the weather, local sports coverage, and a variety of educational and community driven programs Monday through Friday. By sponsoring WDSO you support students getting involved in media production, learning broadcasting skills, gaining confidence, and connecting with their community.

WDSO members engage with community members and give them an opportunity to teach others about topics they are passionate about. The integration of these programs allows listeners to strengthen their bond with their community and become involved and informed citizens. We bring attention to and elevate the voices of residents, community assets and issues, local history, and cultural highlights. Students who join WDSO value diversity, inclusion, and journalistic integrity while having a great time and providing a service to their hometown and its neighbors. WDSO is dedicated to being a place where young and emerging adults can form lasting mentorship bonds and community connections. Students can explore futures in broadcasting careers while building confidence, leadership, communication, and STEM skills that they will use throughout their lifetime.

WDSO also provides a free to use recording studio for community members to reserve time to produce their own projects. WDSO has been a commercial-free radio station since 1976, we are only able to do this with the support from individuals and businesses of all types, no donation is too small. If you choose to sponsor WDSO your business's name will be announced at the beginning or during each program. For football and basketball broadcasts, announcements will be made at the beginning, the end and after each quarter. You may also choose to sponsor general programming, if you select this option your generosity will be acknowledged at the beginning and end of each broadcast day. These sponsorships will run for approximately one year after donation is received unless you choose to renew and is **TAX DEDUCTIBLE!**

Once your donation is received a staff member of WDSO will contact you to confirm your business's information and have your donor announcement script approved. These announcements can include: the business's name, location and type of product or service you offer, and any slogan connected to your business's name. If you are interested in sponsoring content you may email, call, or return this packet with your business's name and contact information. Thank you again for consideration and tune in to 88.3 FM to listen in or listen online at www.duneland.k12.in.us/WDSO

Please reach out to WDSO with any questions or concerns by calling **(219)983-3777** or emailing efletcher@duneland.k12.in.us

We appreciate all your support!

-Emily Fletcher
WDSO Operations Manager

WDSO SPONSORSHIP GUIDELINES

WDSO is a not for profit, commercial free FCC licensed FM station. Because WDSO is licensed in such a way our programming sponsorship spots must adhere the following guidelines:

Your sponsorship announcement may contain the name, address, phone number and a short "slogan" or your business or organization, but according to FCC guidelines the spots cannot do any of the following:

- It cannot make a "**judgement call**," your spot couldn't say, "Purdue University - the best university in Indiana." But it could say, "Purdue University has campuses throughout Indiana, more information can be found by dialing, (123)123-1234."
- It cannot contain a "**call to action**" – it could not say : "Come on down to Purdue and register for classes on August 23 at 1:00 pm" instead, it would just have to say something such as, "Purdue University is having open registration the week of August 23 at 1:00pm."
- Donor spots **cannot include comparisons**, such as "Purdue University, is much better than Indiana University."
- Donor spots **cannot include information about pricing**, a donor spot could not include statements such as, "Purdue University is much cheaper than Indiana University." It also cannot make statements such as "Classes at Purdue University cost \$100.00 each!"
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WDSO Overview

MUSIC:

7:00 am – 4:00 pm or 5:00 pm: One-hour blocks of music – a huge variety of songs from the 1960s through today's favorites. Classic Rock, Indie Rock, and everything in between. These hours include news, weather, and programming and are hosted by student DJs - the sponsor's name and announcement will play at the top of the hour following the station ID.

4:00 pm or 5:00 pm – 7:00 am: A continuous mix of all the best songs from the 1960s through today's hits come to you uninterrupted all night. Sponsors name and announcement play at the top of each hour following the station ID

NEWS & WEATHER:

Monday – Friday: Starting at 7:00 am, 8:00 am and every hour on the ½ hour until 3:30 pm

Includes local and state news, sports updates, and weather with CHS students serving as reporters

SPORTS:

Live Coverage of CHS sports: Football and Girl's and Boys' Basketball. Including play by play action during most home games and selected away games. (No away games for 2020-2021 year due to COVID-19 restrictions)

WDSO'S TENTATIVE DAILY FEATURES:

Bird Note: 10:45 am – Short segment for nature lovers including bird calls and stories and updates on bird species coinciding with the time of year we could see or hear the featured bird.

CHS News & Events: 7:15 am – Daily CHS announcements

Community Bulletin Board: 8:15 am and 1:15 am - Highlights of upcoming local community events in Chesterton and its surrounding cities

Melinda's Garden Moment: 8:00 am – Short segment full of gardening tips from gardening expert, Melinda Myers

Profile America: 12:45 pm – A 60 second feature with information about America and its people. Provided by the US Census Bureau.

WDSO TENATIVE SPECIAL FEATURES:

Naturally Speaking: 1st Tuesday at 9:00 am and 12:00 pm – Naturalists from the Indiana Dunes National Park speak on upcoming events, history, and news involving the park.

CHS Weekly Report: Wednesday at 7:15 am and 12:15 pm – Hosted by CHS's Principal or Assistant Principal, Weekly Report's guests include CHS students involved in a variety of activities at the school

Porter County Perspective: Thursday at 4:00 and again Friday at 12:00 – The WDSO News Director hosts and interview style radio program focusing on members of the Porter County community, and upcoming events or issues.

Historically Speaking: 1st Thursday at 9:00 am and 12:00 pm – Your host Serena Ard, the curator of the Westchester Township History Museum speaks on a monthly historical topic. Includes upcoming events and programs at the Westchester Township History Museum and a history spotlight on a topic of local importance.

Pet Talk: 2nd Thursday at 9:00 am and 12:00 pm – Hosted by veterinarians from Arbor View Animal Hospital. Advice on how to best care for and enrich the lives of pets of all kinds.

Art on the Air: Wednesdays at 9am – Hosted by Larry Brechner, this spotlight segment features interviews with artists of all medias and discusses upcoming local art related happenings going on in Northwest Indiana.

Life in the Credits: Two CHS graduates and their guest discuss working in the film industry and review movies, new and old.

Scope: Wednesdays at 4:00 pm – An hour of Prog Rock hosted by Greg Kovach

TENATIVE PROGRAMMING SCHEDULE – Monday – Friday

7:00 am	Live Programming begins	Monday – Friday
7:00 am	News and Weather	Monday - Friday
7:15 am	CHS News and Events	Monday- Friday
7:30 am	News and Weather	Monday- Friday
7:45 am	CHS Weekly Report	Wednesdays
8:00 am	News and Weather	Monday - Friday
8:05 am	Melinda's Garden Moment	Monday - Friday
8:15 am	Community Bulletin Board	Monday – Friday
8:30 am	News and Weather	Monday – Friday
9:00 am	Art on the Air	Wednesdays
9:00 am	Life in the Credits	Every other Monday
9:00 am	Historically Speaking	1 st Thursday
9:00 am	Pet Talk	2 nd Thursday
9:00 am	Naturally Speaking	1 st Tuesday
9:30 am	News and Weather	Monday - Friday
10:30 am	News and Weather	Monday – Friday
10:45 am	Bird Note	Monday - Friday
11:30 am	News and Weather	Monday - Friday
12:00 pm	Historically Speaking	1 st Thursday
12:00 pm	Art on the Air	Wednesdays
12:00 am	Naturally Speaking	1 st Thursday
12:00 pm	Pet Talk	2 nd Thursday
12:00 pm	Porter County Perspective	Friday
12:15 pm	CHS Weekly Report	Wednesday
12:45 pm	Profile America	Monday - Friday
1:00 pm	Life in the Credits	4 th Friday
1:30 pm	News and Weather	Monday - Friday
1:35 pm	Community Bulletin Board	Monday - Friday
2:15 pm	Naturally Speaking	1st Tuesday
2:30 pm	News and Weather	Monday – Friday
3:30 pm	News and Weather	Monday – Friday
4:00 pm	SCOPE- Prog Rock Show	Wednesday
4:00 pm	Porter County Perspective	Thursday
4:00 pm	Explain it to me like I'm 10	Every other Tuesday

If interested in sponsoring content, we truly appreciate it! Please call, email or complete this form and either return to:

WDSO
2525 South 11th Street
Chesterton, In
46304

DAILY PROGRAM TITLE	COST	INDICATE IF DESIRED
Bird Note	\$50.00	
Melinda's Garden Moment	\$50.00	
CHS News and Events	\$50.00	
Community Bulletin Board	\$50.00	

SPECIAL FEATURES	COST	INDICATE IF DESIRED
Naturally Speaking	\$80.00	
CHS Weekly Report	\$80.00	
Porter County Perspective	\$80.00	
Historically Speaking	\$80.00	
Pet Talk	\$80.00	
Art on the Air	\$80.00	
Local Music Segment	\$60.00	

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MUSIC HOURS:

SPONSORING	TIME	PRICE	INDICATE IF DESIRED
MUSIC HOUR	6:00 AM – 7:00 AM	\$100.00/YEAR	
MUSIC HOUR	7:00 AM- 8:00 AM	\$100.00/YEAR	
MUSIC HOUR	8:00 AM- 9:00 AM	\$100.00/YEAR	
MUSIC HOUR	9:00 AM – 10:00 AM	\$100.00/YEAR	
MUSIC HOUR	10:00 AM – 11:00 AM	\$100.00/YEAR	
MUSIC HOUR	11:00 AM- 12:00 PM	\$100.00/YEAR	
MUSIC HOUR	12:00 PM- 1:00 PM	\$100.00/YEAR	
MUSIC HOUR	1:00 PM – 2:00 PM	\$100.00/YEAR	
MUSIC HOUR	2:00 PM- 3:00 PM	\$100.00/YEAR	
MUSIC HOUR	3:00 PM- 4:00 PM	\$100.00/YEAR	

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SPORTS

SPORTING EVENT	PRICE	INDICATE IF DESIRED
Single Football game	\$20.00	
Entire Football Season	\$100.00	
Post Season Football	\$60.00	
Boys Basketball Season	\$160.00	
Girls Basketball Season	\$160.00	
Both Boys and Girls Basketball Season	\$300.00	
Post Season Boys Basketball	\$60.00	
Post Season Girls Basketball	\$60.00	
Both Boys and Girls Post Season Basketball	\$100.00	

General Programming: WDSO also appreciates one-time donations in any amount. If you wish to donate to our general programming your business's name will be aired at the beginning and ending of broadcast day, thanking you for contributing to the success of the station. Any amount is appreciated and is TAX DEDUCTIBLE!

Amount desired to sponsor general programming / Gift Card Donation for on air give away :	\$
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THANK YOU!

NAME OF YOUR BUSINESS: _____ :

Contact Name: _____ :

Phone number: _____ :

E-MAIL address: _____ :