

2019

Underwriting on WGXC

Wave Farm's WGXC 90.7-FM is a creative community radio station based in New York's Greene and Columbia counties. Hands-on access and participation activate WGXC as a public platform for information, experimentation, and engagement. Produced by volunteers ranging in age from 12 to 84, WGXC programming, serves more than 78,000 potential listeners on 90.7-FM and international listeners at wgxc.org. WGXC is a Program Division of Wave Farm.

Wave Farm is a non-profit arts organization driven by experimentation with broadcast media and the airwaves. A pioneer of the Transmission Arts genre, Wave Farm programs provide access to transmission technologies and support artists and organizations that engage with media as an art form.

Underwriting on WGXC 90.7-FM offers a specialized form of non-commercial advertising. Underwriting provides a unique opportunity to reach WGXC's 78,000 potential listeners, and thousands more who regularly visit wgxc.org.



CONTACT US

(518) 697-7400

WGXC.ORG/UNDERWRITING

UNDERWRITING@WGXC.ORG

Listener Feedback

"WGXC is the best thing that has ever happened to Columbia and Greene counties."

STEVE | EARLTON, NY

"This station is one of the most eclectic things I've ever listened to! We just spent a long weekend in Chatham, NY and couldn't get enough of everything we heard! We were very confused and entertained the whole time, as we mostly couldn't understand what we were listening to! Really loved the radio from radio show on Saturday! And listening to the guy from Wichita's dad from Olathe explain Ham radios was... something we did. Keep up the good work! ... Keep it weird WGXC!"

EMILY | PORTLAND, OR

"The importance of WGXC is apparent now more than ever, both as an artist who creates something kept at the fringes of our society and as a citizen of this strange place we call Hudson. In other words, it was clear to me why we need this station and on a large scale, this organization."

NATHAN | HUDSON, NY

"WGXC has brought a new voice of culture and community to the region."

CHRISTY | SAUGERTIES NY

"I listen so often to the offerings of WGXC and still remain so thankful to have it available! I so often hear great things... usually amazing, varied music shows by people with great record collections and unusual interests that have shows every third week that I never catch again but instead find another."

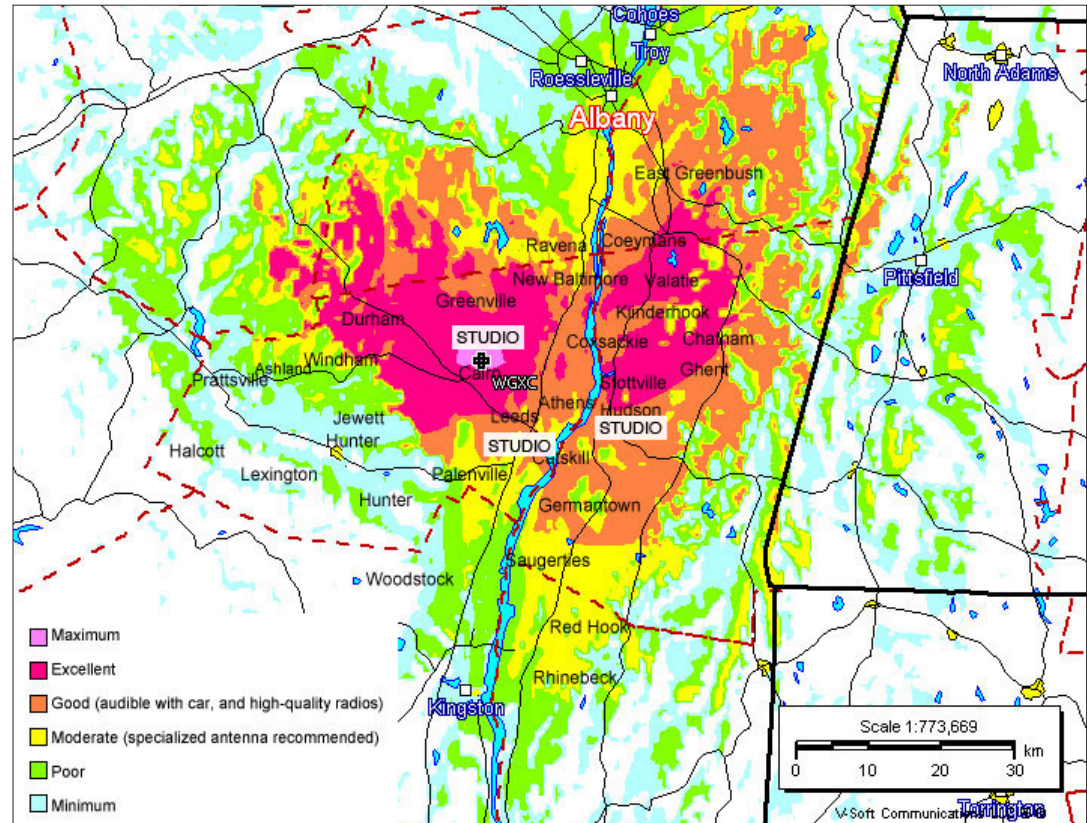
MICHAEL | DURHAM, NY

WGXC broadcasts to New York's Greene and Columbia counties and beyond.

Wave Farm's WGXC transmits 3,300 watts on 90.7-FM to more than 78,000 potential listeners in New York's Upper Hudson Valley and Western Massachusetts. Our online radio stream serves regular listeners in New York City, the Capital Region, and internationally.

WGXC's program schedule features a multiplicity of voices and styles serving an equally diverse audience base. The station broadcasts local, regional and international news, cultural programming, experimental sound, and a wide variety of musical formats.

What makes WGXC truly extraordinary is its commitment to both creative and community radio. WGXC amplifies not only the communities dwelling within its FM geographic boundaries, but it also serves as a groundbreaking and celebrated venue for radio as an artistic medium.



WGXC's mobile broadcast capabilities mean broadcasts happen anywhere in the listening area—and beyond.

Studio Locations

Multiple studios serving many local communities

WGXC's Hudson studio is located in the historic First Presbyterian Church at Warren and Fourth streets, providing a central, accessible location for its broadcast and production studios in Columbia County. The Hudson location is the heart of community broadcasting, with more than 90 hours of programming originating from this studio every week.



LEFT: Wave Farm's organizational headquarters, the Wave Farm Study Center, is home to an artist residency program, research library, site-specific installations by collaborating artists, Standing Wave Radio 1620-AM and WGXC 90.7-FM's Acra Studio.

RIGHT: WGXC broadcasts from many remote locations throughout the 90.7-FM listening area. Tuesday mornings are live from HiLo in Catskill. .



WGXC Believes In...

We are a hands-on participatory radio station, and serve many communities. WGXC's volunteer programmers range in age from 12 to 85, and come from all walks of life; what they produce is as varied as the communities we serve. WGXC is an unbiased source for local news and cultural affairs information. Local interview programs are brought to the foreground during expanded morning and afternoon drive time programs.

WGXC is a program division of the non-profit arts organization Wave Farm based in Acra, NY. We are the only station in the country to dedicate significant airtime to radio as an artistic medium. Tune into and hear artists who sculpt and compose with the airwaves. WGXC's new schedule commits increased daytime listening hours to sound art and experimental music, and evening programming features live performance from near and far.

We provide public access to the airwaves, giving individuals and organizations the means to tell their own stories. WGXC listeners make radio, participate in on-air conversations, record public meetings for broadcast, contribute content, host their own shows, and more. The G and the C stand for Greene and Columbia counties in New York. WGXC is listener-supported, and we serve 78,000 potential local listeners in the Upper Hudson Valley, in addition to listeners from across the globe online. Our programs can be uplifting, surprising; are very often experimental, and almost always entertaining. Program applications are accepted year-round, and no prior radio experience is required.



Underwriting on WGXC connects you to over 78,000 potential local listeners.

1-YEAR WGXC BASIC UNDERWRITING PLAN

\$2,900*

10 on-air announcements per week

WGXC will recognize your support throughout the day and week, during a diverse selection of music programs; cultural and arts programs; local, national and international news programs; and public affairs programs. Plus, your logo will be displayed at wgxc.org for the duration of your sponsorship.

ACADEMIC YEAR (9-MONTH) WGXC UNDERWRITING PLAN

\$1,950*

10 on-air announcements per week

WGXC will recognize your support throughout the day and week, during a diverse selection of music programs; cultural and arts programs; local, national and international news programs; and public affairs programs. Plus, your logo will be displayed at wgxc.org for the duration of your sponsorship.

3-MONTH WGXC BASIC UNDERWRITING PLAN

\$775*

10 on-air announcements per week

WGXC will recognize your support throughout the day and week, during a diverse selection of music programs; cultural and arts programs; local, national and international news programs; and public affairs programs. Plus, your logo will be displayed at wgxc.org for the duration of your sponsorship.

WEB ONLY

\$300 / three months - \$960 / one year

Your organization or business logo will be displayed at a highly visible location at wgxc.org, and link directly to your website or Facebook page.

EVENT BURST

\$110 / 10 announcements

\$200 / 20 announcements

On-air announcements to get word out in the days leading up to your event.

WGXC's listeners believe in the importance of local media, and support the local businesses and organizations that support us.

Our listeners are engaged and informed consumers. They value and recognize the investment made by local and regional businesses and organizations in support of community media.

What is underwriting? Underwriting is a specialized and non-commercial form of advertising. These on-air announcements are broadcast at the top of every hour, 24 hours a day. The content and broadcast schedule of these announcements must comply with FCC regulations, and are drafted cooperatively by WGXC and each underwriter.

*Non-profit discounted rates available.

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