



WESR is your local radio station

We want our stations to be accessible to you. If your non-profit charity group is **not spending money in any other media**, including newspapers, posters and direct mail, we offer these six

options:

1. Community Calendar

Throughout each day, we rotate announcements of upcoming community events free of charge to non-profit clubs, groups and civic organizations. It would be helpful if you would format shown below and submit three weeks in advance.

1. Email to events@wesr.net or
2. Mail to WESR Radio, Box 100, Tasley, Va. 23417
3. Fax to 757-787-3819

Format:

What is the event? Example: There will be a turkey dinner..

When: give day, date,time

Where: give building, street, town

Details in a few words: Example: There will be turkey, dumplings, and more

Cost: Admission is \$_____

Who: "Sponsored by" OR "proceeds will go to"

The more concise your announcement is, the more it will run. Please avoid long dissertations about the history of the event etc. These don't get run as often.

2. News Release-

Provide similar content as above, but you should give more detail, including a contact name in case we want more info.

Email it to news@wesr.net or Fax to 757-787-3819

3. Swap Shop

Swap Shop is designed to allow listeners to buy, sell or trade personal items. **Swap Shop is not for businesses. A business is any commerce that is conducted repeatedly which can include backyard enterprises.** Swap Shop is on Monday thru Friday at 2:05 PM -3 PM, Saturdays from 9 AM-10 AM.

Swap Shop phone number: 757-787-3200 (callers are given priority over fax and email)

Fax: 757-787-3819

Email: swapshop@wesr.net

4. Non Profit Advertising Rate

WESR's Non Profit Advertising Rate: \$14.00 per 30 sec. ad/buy one get one free. We realize your event is very important to your organization. So are the others in our rotation. We rotate all PSAs equally and cannot give preference to any particular announcement. However, by purchasing ads at our non profit rate, they will be run as frequently as you would like and in our best times available.

5. Shore Talk

Shore Talk is designed for local organizations to get on the air for approximately 15 minutes to talk about their event or service. Shore Talk can be purchased to advertise a business for \$65.00per program. We offer Shore Talk at no charge to charitable organizations to promote their activities. **Shore Talk is very popular and you should try to book your appearance at least a month in advance.**