



Community Partner Opportunities



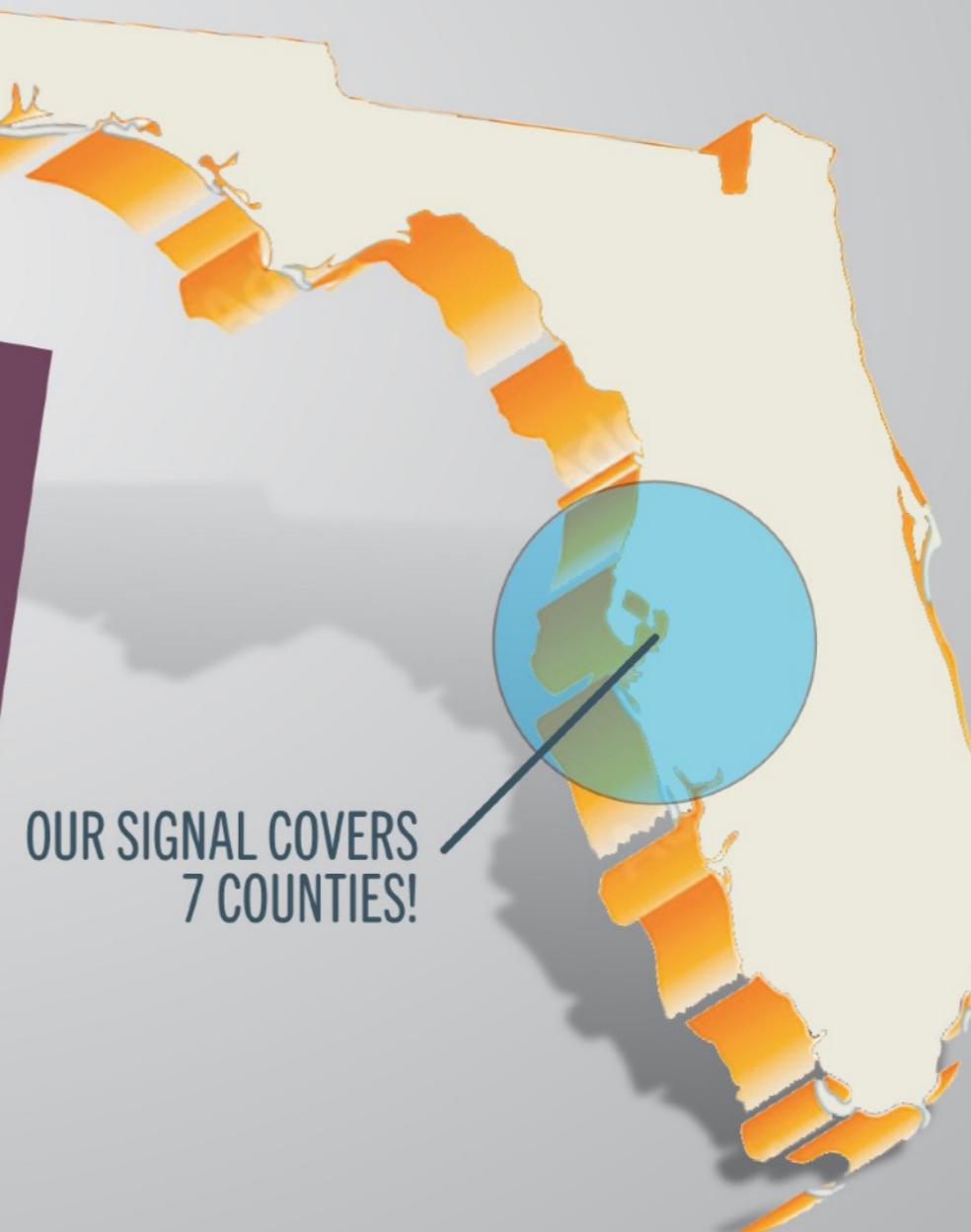
4 WAYS



TO LISTEN



HIGHLIGHTS & STATS



2024



AWARDS & RECOGNITION

CREATIVE LOAFING'S
BEST OF THE BAY
WINNERS

WMNF 88.5 FM
Best Radio Station

WMNF on Saturday Night
Best Spirit Of Kenny K.

Mango Groove
Best World Music Wormhole

FLORIDA ASSOCIATION OF
BROADCAST JOURNALISTS

**NEWS
AWARDS**

WMNF News Team - Finalist
Educational Reporting

Janet and Tom Scherberger - Finalist
Public Affairs

**MEGHAN
BOWMAN**
WINNER

Edward R. Murrow Award
Excellence in Podcasts

FLORIDA ASSOCIATION OF
BROADCAST JOURNALISTS

Podcasts
SUNSHINE STATE AWARDS

FINALIST

Mark of Excellence Award
SOCIETY OF
PROFESSIONAL JOURNALISTS

MITCH PERRY
WINNER

Beat Reporting:
Policy and Politics
FLORIDA ASSOCIATION OF
BROADCAST JOURNALISTS

**CHRISTOPHER
GORMAN**
WINNER

Best Activist
CREATIVE LOAFING'S
BEST OF THE BAY

WMNF Public Media Sales
813.865.8260
development@wmnf.org



PROGRAM SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
MID-NIGHT							
1		HIP-HOP	HEAVY METAL	LGBTQ+	EMO	FREEFORM ECLECTIC	HIP-HOP & RAP
2	FREEFORM ECLECTIC						
3		SINGER-SONGWRITER	40s, 50s & 60s	FREEFORM ECLECTIC		JAZZ & MORE	HIP-HOP & DANCE
4							
5							
6	WMNF NEW & CLASSIC MUSIC & NEWS HEADLINES					WORLD	GOSPEL MUSIC
7						BLUEGRASS	
8							LOCAL PUBLIC AFFAIRS
9						AMERICANA/ INTERVIEWS	
10	LOCAL & NATIONAL NEWS & PUBLIC INTEREST PROGRAMMING						
11							
NOON					LOCAL ART		
1					HEALING SOUNDS	60s	
2	WMNF NEW & CLASSIC MUSIC & NEWS HEADLINES					70s	JEWISH MUSIC & CULTURE
3					LIVE MUSIC		INDIAN MUSIC & CULTURE
4					ROOTS SOUL/R&B	NEW WAVE LOUNGE	INTERNATIONAL REGGAE
5							
6						SOUL/BLUES	CHRISTIAN HIP-HOP
7	BLUES / JAZZ BLOCK	60s & 70s BLOCK	LATIN BLOCK	ALTERNATIVE INDIE BLOCK	SOUL & R&B BLOCK		SPOKEN WORD
8							
9						CLASSIC FUNK & DANCE	JAZZ
10						HIP-HOP & R&B	EXPERIMENTAL
11							



For-profit \$100 / Non-profit rate \$50



For-profit \$75 / Non-profit rate \$35



For-profit \$50 / Non-profit rate \$25

Click page to link to full schedule on wmnf.org



RATE CARD

DAY PART	TIMES	PROGRAMS	FOR-PROFIT RATE	NON-PROFIT RATE
AM DRIVE	6AM-9AM	ECLECTIC MUSIC/ NEWS UPDATES		
NEWS & PUBLIC AFFAIRS	9AM-1PM	NATIONAL & LOCAL NEWS/PUBLIC AFFAIRS		
MIDDAY/ MUSIC	1PM-3PM	ECLECTIC MUSIC	\$100 - 6AM-6PM	\$50 - 6AM-6PM
PM DRIVE	3PM-6PM	ECLECTIC MUSIC/ NEWS UPDATES		
LATE EVENING	6PM-MIDNIGHT	VARIOUS MUSIC BLOCKS	\$75 - 6PM-MIDNIGHT	\$35 - 6PM-MIDNIGHT
OVERNIGHT	MIDNIGHT-6AM	VARIOUS ECLECTIC AND THEME SHOWS	\$50 - MIDNIGHT-6AM (+SUNDAYS)	\$25 - MIDNIGHT-6AM (+SUNDAYS)

Amounts reflect cost per 15-second For-profit and 20-second Non-Profit announcement.

All rates are good for 30-days from time of presentation.

Some rates are negotiable.

For special package pricing, please contact:

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WEBSITE & NEWSLETTER ADS

MONTHLY NEWSLETTER

30K IMPRESSIONS

12 MONTHS
\$2,000

\$7/CPM

6 MONTHS
\$1,225

\$8.50/CPM

1 MONTH
\$240

\$10/CPM



WEBSITE VISITS/ LISTENERS

WEEKLY
30,000+

STREAMING



WEB AD LENGTHS & COST

13 WEEKS
\$2,000‡

\$153.85/WK

26 WEEKS
\$3,500‡

\$134.62/WK



SIZE & LOCATION

HOME PAGE
(image carousel)
550x550

PIXELS



‡ Average ad cost.

Contract prices range from \$2,000-\$4,000

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SPONSORSHIP GUIDELINES

Your sponsorship message will be carefully crafted to suit your marketing and public relations needs while complying with the FCC (Federal Communications Commission) regulations applicable to non-commercial stations.

Your sponsorship messages may be 15 seconds or up to 20 seconds on WMNF 88.5FM. Sponsorship messages may include some of the following elements:

- Sponsor's business or organization name, or that of the subsidiary, legal DBA, operating division or parent company
- Business location and hours
- A value-neutral description of the business or organization
- Trade names, products or services that identify the underwriter (No more than three) *Third party names, corporations or sponsors cannot be included in an NPA.*
- An established corporate slogan that complies with all FCC regulations applicable to non-commercial stations.

Sponsorship messages must be:

- Consistent with WMNF's image and of general interest to listeners
- Not intended to solicit contributions from listeners

Additionally:

Acceptance of messages and sponsors with potential conflicts of interest and problems of listener misconceptions will be taken into consideration on a case-by-case basis.

The FCC precludes qualitative, comparative, or promotional language. Calls to action, pricing information and inducements to buy or sell are not permitted. *Mention of awards, favorable reviews, endorsements or testimonials are not permitted.

Sponsorship messages are read "live" by WMNF staff and volunteer programmers. Submitted copy must be approved by WMNF before the start of a schedule.

These regulations serve to protect the non-commercial content that public broadcasting listeners value so highly. In this way the special integrity of the relationship between the stations and their listeners extends to the underwriter as well. The public broadcasting audience positively identifies the sponsor with the high quality programming of WMNF. WMNF may refuse to accept messaging from companies, businesses, organizations, or any other entities deemed to be inconsistent with WMNF's mission, not of general interest to the WMNF audience, or that could be detrimental to the welfare and mission of the station.

*Section 399B of the Federal Communications Act of 1934, and sections 73.504(d) and 73.503(e), FCC 2D 255 (1994)



COPY EXAMPLES

WMNF Community Radio is dedicated to respecting and maintaining the non-commercial quality of our programming. We have established legal guidelines designed to enhance the value of your association with WMNF and create a clutter-free, commercial free broadcasting environment.

When you decide to support WMNF through underwriting, your message will include your company name, location and a brief, non-qualitative description of products or services telling listeners or viewers you made this broadcast possible. This on-air message will be an important element of your communications and marketing plan, demonstrating your support of WMNF Community Radio and favorably impressing your target market. We will be happy to help you develop an announcement that delivers your message and matches our requirements.

To the right are just some of the on-air messages, both local and national organizations are using to reach their target audience through WMNF Community Radio.

"Support for WMNF comes from our members and Happy Feet Plus, NOW OPEN. Since 1985, Happy Feet Plus has been providing healthy footwear solutions including brands such as Birkenstock, Finn Comfort, and Kenkoh massage sandals. Styles and selections at happyfeet.com."

"Support for WMNF comes from our members and Goodwill, one of the original recyclers. The EPA says the average American throws away 81 pounds of clothes each year. When those clothes are donated to Goodwill they're sold, and the proceeds support job services for people locally."

Goodwill donors promote a greener world while helping people.

More at [Goodwill Suncoast dot org](http://GoodwillSuncoast.org).

"Support for WMNF comes from our members and Ruth Eckerd Hall, presenting Australian Pink Floyd August 1st. This Pink Floyd tribute show travels the world with music and special effects. Ruth Eckerd hall dot com has more."



NON-PROFIT ANNOUNCEMENTS

FCC DEFINITION:

A Non-Profit Announcement is an Underwriting Spot on behalf of non-profit organizations. The FCC's primary rationale for this allowance is that non-profit organizations are created to serve a public good. Therefore, an on-air promotion of an organization serving a public good or public service is non-commercial and serves the public service.

THE IMPLEMENTATION OF THIS RULE IS LEFT TO THE DISCRETION OF INDIVUAL STATIONS:

The following guidelines are meant to allow for Underwriting Spots to be purchased and broadcast on WMNF while maintaining the sound, quality and integrity of the programming.

- Non-profit underwriting is available to any 501(c)(3) non-profit organizations related to cultural performance or visual arts or that meets the public service mission priorities of WMNF.
- Descriptive and value-neutral phrases can be used.
- Non-profits receive discounts.

Underwriting Spots cannot be used for fundraising purposes of organizations that are seeking subscriptions, donations or memberships. Phone numbers may be included, but, ticket prices are forbidden.

Third party names, corporations or sponsors cannot be included in an Underwriting Spot.

UNDERWRITING SPOT EXAMPLES:

"Support for WMNF comes from our members and Citizens Property Insurance. Whether recovering... or preparing, Citizens is available. Claims can be tracked at Citizens F-L-A dot com or reported by calling a live Citizens rep 24/7."

"Support for WMNF comes from our members and the Straz Center, presenting Anna and Elizabeth at the Jaeb Theater Monday March 26th. In the tradition of Rhiannon Giddens and Gillian Welch, Anna and Elizabeth mined the old-timey Appalachian mountain style of music which has been heralded as some of the best since Bill Monroe. More at Straz Center dot org."



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