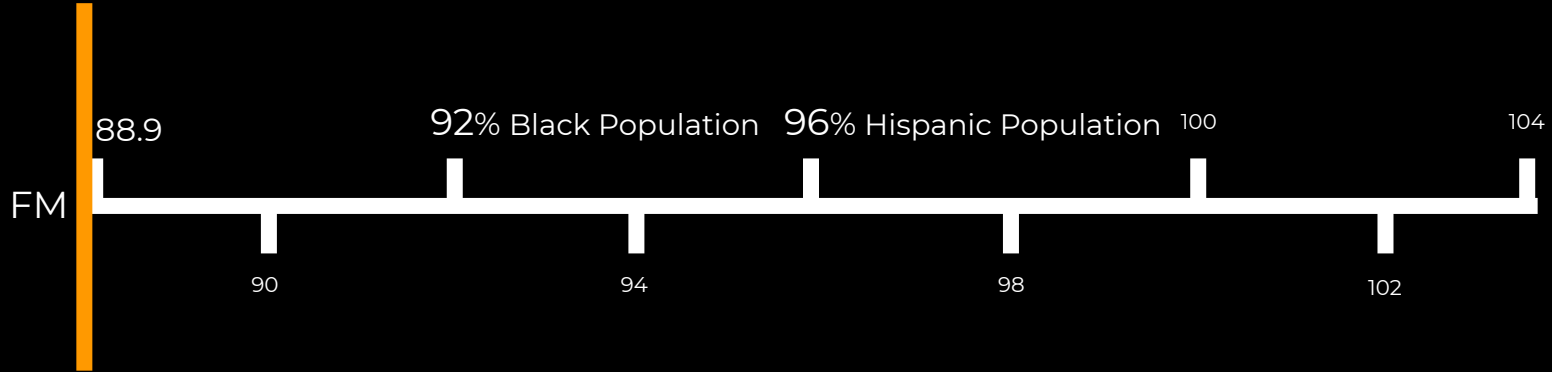




**2021 Media Kit**

# Radio Reaches More Black and Hispanic Users Than Any Other Platform



Radio use among black and hispanic Americans has never been higher. 75 million tune in every week. Blacks and Hispanics make up  $\frac{1}{3}$  of the national total radio audience.

Weekly reach, in 2019 radio reached 32.7 million Black Americans and 43.2 million Hispanic Americans.

# WERS | A 70 + Year Legacy

Celebrating over 70 years of broadcasting, WERS Boston is one of the oldest non-commercial radio stations in the Northeast.

Since signing on in 1949, a variety of formats have been transmitted from 88.9FM including Classical, Jazz, and Blues.

The one variable that has remained constant is the station's three tiered mission:

1. Train future leaders of the media industry
2. Deliver a viable on-air product to listeners in the Boston Market
3. Reflect on the quality of the institution, while respecting the various constituencies of the Boston community



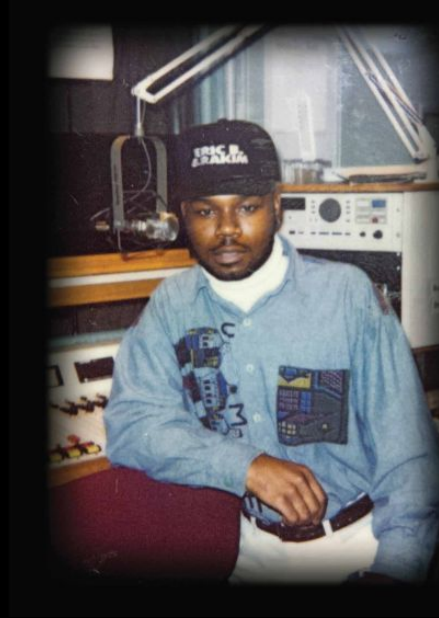
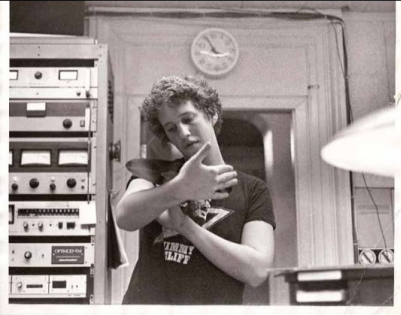
# ERS + | The Evolution



The 1970's

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...the beginning of an urban era at WERS. Student driven programming took off with urban music at the helm.



The 1980's

---

WERS became a respected source for R&B and Hip-Hop with many graduates launching their careers through experience gained at Boston's only commercial radio frequency, WILD 1090 AM.

# ERS + | The Evolution Continues

The 2000's

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In 2005, the Secret Spot was launched, serving as Boston's home for R&B and Soul music. Inspired by the Quiet Storm format, the program has been described as the "perfect storm" of R&B and Soul.



2020

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The Secret Spot gave way to ERS +, a Black Experience for the masses to learn from and enjoy. Funky fresh beats combine with thought provoking lyrics that impact our nation.



# What is ERS + ?

Powered by 88.9 FM, ERS + is a whole unique vibe that hits different.

It's a deep dive into R&B and Hip-Hop that includes the legendary voices of soul alongside new and pioneering MC's.

ERS + threads together the most powerful and outspoken members of the urban music community, presenting a Black Experience that's as danceable as it is insightful.



# How to Listen

wers 88.9fm  
wers.org

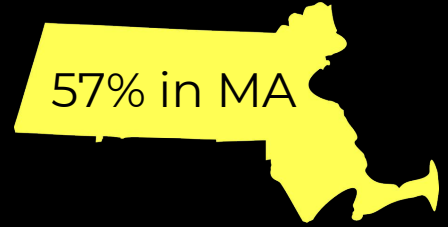
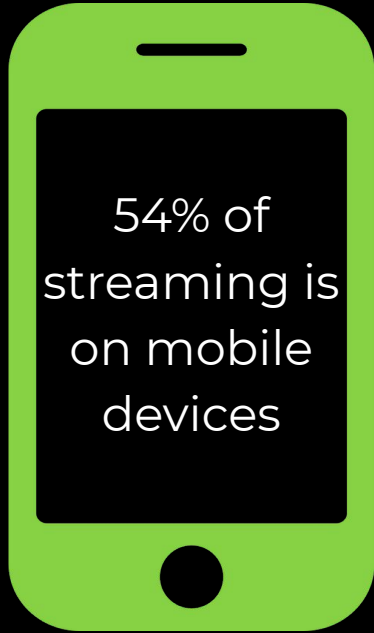


Boston's Black Experience-R&B and Hip Hop 24  
Hours A Day

LISTEN NOW

Web Stream | Auto HD2 Receiver  
wersplus.org | 88.9 FM

# ERS+ Organic Statistics



Bringing Urban Alternative listeners together coast to coast





# Partnership Activations

ON-AIR: (IN-HOUSE MESSAGING PRODUCTION INCLUDED IN ALL PROPOSALS)

- MESSAGING SPOTS

DIGITAL:

- SMART SPEAKER
- PRE-ROLL
- MEMBER NEWSLETTER
- SPONSOR FEATURED NEWSLETTER

EVENTS:

- ONLINE ACTIVATIONS THROUGHOUT THE YEAR

END

