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.

* Audio Today 2019-A focus on Black and Hispanic Consumers-Nielsen-October 2019
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

...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

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

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

Web Stream | Auto HD2 Receiver
wersplus.org | 88.9 FM
ERS+ Organic Statistics

54% of streaming is on mobile devices

87% of streaming is in the US

57% in MA

13% in CA

Bringing Urban Alternative listeners together coast to coast

* Triton Digital Webcast Metrics-February 2021
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