Click on the “WEHC-FM” link at www.ehc.edu.
WEHC Emory is a non-commercial station, licensed to Emory & Henry College by the Federal Communications Commission. We broadcast at nearly 9,000 watts to a five county area in Southwest Virginia and East Tennessee.

Mission
The station is chartered as an independent enterprise of Emory & Henry College to fulfill the station’s federal licensing requirements of serving the community’s public interest, convenience, and necessity. Our goal is to present high-quality programming as part of a forum for a wide range of issues and views, to present College community news, information, and sports, to provide entertainment, and to showcase the distinct culture and arts of our region.

Local Programming
Programmers include Emory & Henry faculty, staff, and students as well as a number of high-profile community professionals who bring wide-ranging experience and expertise to the airwaves. You’ll hear our local programming from 1-4 each afternoon and again throughout the evening following a break for “All Things Considered” at 4 p.m. each weekday. Weekends vary slightly.

Radio IQ
We are proud to present Radio IQ for much of our broadcasting day through a partnership with the Virginia Tech Foundation. Radio IQ is the only all-news public radio station in central and western Virginia featuring BBC news and NPR talk programs such as “Morning Edition” and “All Things Considered.” Each weekday, you’ll hear Radio IQ overnight, through the morning, and in the afternoons from 4-6. Weekends vary slightly.

Streaming
Listeners from anywhere in the world can tune in to WEHC 90.7 FM through our live web stream. To hear it, go to www.ehc.edu. Then click “WEHC-FM” on the left-hand menu and click “Listen Live” in the bottom corner of the main page.

Audience
A non-commercial station typically attracts a more educated/higher-income audience. In the case of WEHC, we also appeal to the college audience and younger people because of our Emory & Henry connection.
Our Programs

We broadcast our local programming from 1 p.m. to 11 p.m. with a break for “All Things Considered” from 4-6 p.m. Local programming covers topics ranging from arts and sports to politics and current events. The rest of the time we are proud to carry Radio IQ programming.

Sports

WEHC coverage of sporting events draws some of the most faithful and enthusiastic listeners to the station. Tune in for coverage of all football games, and home men’s and women’s basketball games.

Talk Shows

30 Minute Appointment with Dr. Mark Handy
You’ve got questions, and he’s got answers. Join Dr. Handy as he examines medical issues, ranging from diabetes and high blood pressure to substance abuse. Call in and find out what you want to know.

Art Speaks with The William King Museum
William King Museum is an accredited museum and a partner in the Virginia Museum of Fine Arts, located in the heart Abingdon. Museum staff bring art and artists to the airwaves in sharing the best of our cultural heritage with listeners.

Building Power with Brian Johns of the Virginia Organizing Project
Building Power focuses on real issues in the lives of real people. You’ll hear how the grassroots organization helps empower local people to deal with health, jobs, finances, and family issues.

Cultural Transition with Ron Edins, Roger Golden and Cassa Von Kundra
Join your hosts as they explore the meaning of living sustainably and why a change in cultural values is needed to achieve that goal. Learn about permaculture and its importance to our lives.

Out of this World with Dr. Shari Stacy and Clayton Trout
The program’s goal is to have thought-provoking discussions of the curious and the spiritual and to provide the opportunity for listeners to tell their own stories of eerie happenings.

Poets and Writers with Henry McCarthy
The philosophy of Poets and Writers is that we write poems in our heads every day. Tune in to hear interviews with people around the region who are now sharing their poems with us.

Safe Space with Melissa Roberts of the Crisis Center
Everyone experiences some kind of crisis in life, whether personal or through loved ones. Crisis Center staff offer guidelines in dealing with stressful times and suggestions about where to go for help.

Theatre Matters with Evelyn Baron
Abingdon’s Barter Theatre is the State Theatre of Virginia. Actors who perform on the Barter stage also appear on television and in film. You’ll hear behind-the-scenes stories and meet the performers on Theatre Matters.

This Conversation with Dr. Teresa Keller
This Conversation features just plain interesting people from combat veterans to authors, local professionals, or the person next door. Everyone has a story on this weekly program.
Music Shows

**Curious Covers with Bob Hoffman**
Bluegrass Pink Floyd? Black Sabbath in Latin?? How about the Talking Heads on a tuba?? Unusual musical combinations provide the concept for Curious Covers with Bob Hoffman.

**Monday Night Jazz with Al Bradley**
Al has been a fan of jazz since his teenage years and is most knowledgeable about “old-school” jazz of the 1940s through the 1970s. Swing with Al in this truly American art form.

**Wombats and Music with Harry Baya**
This program showcases a wide range of music, interviews and a few surprises. The music includes country, folk, string band, soft-rock, and 50s hits with Harry’s enjoyable commentary and insight.

**The Local Music Scene with Lori Price**
Lori Price introduces you to talented local musicians and lets you know where they’ll be performing. You’ll love her musical choices, from the Avett Brothers to Robinella, among many others.

**The Shaggin Wagon with Noah Hayden**
In Noah’s show, shag is not a dirty word. His selections bring life to beach music and swing that is still spreading from its Carolina roots. If you can dance to it and it’s real music, Noah will play it.

**Vinyl Reflections with David Winship**
David shares his treasured vinyl collection with WEHC listeners. David appreciates the way a stylus picks up vibrations on a record and loves the memories of the songs, artists and times he presents.

**Women on Air with Susan Lachman**
Although the folk roots of women’s music influence contemporary artists, Lachman’s popular program shows that the genre has become much more diverse.

Other

**Audio Bookworm with Rob Chamberlain**
Everyone enjoys a good tale, and Rob Chamberlain’s masterful delivery of classics such as *The Adventures of Tom Sawyer* and *Treasure Island* will delight listeners of all ages.

**Emory First United Methodist Church Service**
Join the congregation for worship every Sunday morning at 11 a.m. on WEHC with Rev. David Jackson and Rev. Mary K. Briggs.

**Many Voices with David St. Clair**
A commentary, sometimes whimsical, sometimes serious, on things that matter, or should matter to us. Many Voices operates with the belief that the more voices we listen to, the better our world.

For more information on these and other 90.7 programs, visit the WEHC link at www.ehc.edu or call the station at 276-944-6593.
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As a non-commercial station, our messages are not buried in the clutter of advertising. In fact, we are prohibited from “advertising.” We can, however, accept money from businesses or organizations to sponsor or underwrite our programs.

**What is acceptable?**

Stations are allowed to ‘identify’, not ‘promote’ commercial entities that provide general support for the station. This identification can include the following:

- the name of the person or entity
- location information
- telephone numbers and web site addresses
- audio logos or slogans that identify but do not promote
- value-neutral descriptions of a product line or service
- brand and trade names
- product or service listings that do not include qualitative or comparative language

**What is not acceptable?**

*Price information* of any sort is prohibited, including product or service price, savings information, value information, interest rates, or indication of no cost. For example:

“Starting in the low $200’s.” “Offering free admission.” “Available with a 6.5% APR.”

*No calls to action* regarding the company or a product or service are allowed. For example:

“Come in for a test drive.” “Get your ticket today.” “Buy XYZ at your local drugstore.”

*Inducements to buy, sell, rent, or lease* a product or utilize a service are prohibited. This includes announcements of special promotions. For example:

“Offering a gift with purchase.” “Special deals in the month of June.”

*Comparative Language:* Anything that favorably compares an underwriter to competitors or industry standards is unacceptable. This includes mentions of awards of recognition or merit. For example:

“Offering the best in garden supplies.” “The leading maker of...”

*Qualitative Language:* Descriptive information that is not value neutral is deemed qualitative and is not acceptable. For example:

“Offering exceptional customer service.” “High quality medical care.”
Underwriting Rates

Any of the following opportunities includes one full spot (15-second spot/approximately 30 words) at the top of the show.

I. **Sponsorship with Name of Show/Pre-Recorded Open**
   1. For a sponsorship the underwriter name is part of the pre-recorded show introduction.
      
      Example: Now it’s time for *This Conversation*. From combat veterans to authors... *This Conversation* is underwritten by Business X. And now here’s your host...
   
   2. This package includes the full spot at the beginning of the show.
   
   3. In addition the sponsor’s name is attached to any use of the show’s name, specifically in all promo spots. The number varies, but generally three per week, minimum.
      
      Example: Tune in to *This Conversation* Monday at 1 p.m. The guest will be... *This Conversation* is underwritten by Business X.
   
   **12 shows minimum** $800 per semester ($66 per show)
   
   **24 shows minimum** $1,400 per year ($58 per show)

II. **Sponsorships with Full Spot at Beginning**

   For a sponsorship, each program begins with the full 15-second underwriting announcement.
   
   **12 shows minimum** $300 per semester ($25 per spot)
   
   **24 shows minimum** $550 per year ($22.91 per spot)

III. **Daypart Sponsorship**

   Four announcements in a three-hour time period. (15 second spot)
   
   Sunday afternoons: 1 p.m. – 4 p.m. **$150** ($25 per spot)
   
   Monday through Friday: 1 p.m. – 4 p.m. **$100** ($25 per spot)
   
   Weekday Evenings 7 p.m. - 10 p.m. **$75** ($18.25 per spot)

IV. **Weekly Spot**

   Various time slots depending on availability. Can run during any time slot.
   
   10 spots per week **$250.00** ($25 per spot)

V. **Sports: Limited Sponsorships Available**

   Sports sponsorships include (1) pre-recorded opens with sponsor names, sportscaster announcements at (2) open, (3) halftime and (4) close. Limit: 3 sponsors per spot for these prestigious and popular underwriting opportunities.
   
   Football season (10 games) **$1500** **$37.50**
   
   Men’s Basketball season (10 game minimum) **$1500** **$37.50**
   
   Women’s Basketball season (10 game minimum) **$1500** **$37.50**

VI. **Weather: Limited Sponsorships Available**

   WCYB’s News 5 weather team prepares regularly updated weather reports that are broadcast on WEHC each hour. The Weather sponsorship is a prestigious opportunity for those who would like a high profile for community.
   
   M-F 1-4 **$3000** (4 months) ($12.50 per spot) **$7000** (full year) ($11.11 per spot)
   
   M-F 7-10 **$2500** (4 months) ($10.41 per spot) **$5250** (full year) ($7.29 per spot)
The bold line indicates the area of best reception. Reception beyond the primary signal area depends on the contour of the land.

Our primary signal area covers Richlands to the north, Mountain City to the south, Rural Retreat to the east and Blountville to the West. However, our maximum signal carries much farther. We have regular reports from listeners in Tazewell, Va., Johnson City, Tenn. and even Boone, N.C.

And, of course, WEHC’s live internet stream gets clear reception all the way around the world.