
WVUM 90.5 FM "THE VOICE"

AWARD-WINNING STUDENT-RUN RADIO STATION
OF THE UNIVERSITY OF MIAMI

WVUM is a non-profit and non-commercial radio station, licensed to Coral Gables, FL. The station serves the University of Miami and surrounding communities.

ALL UNDERWRITING AND DONATIONS TO WVUM ARE TAX DEDUCTIBLE.

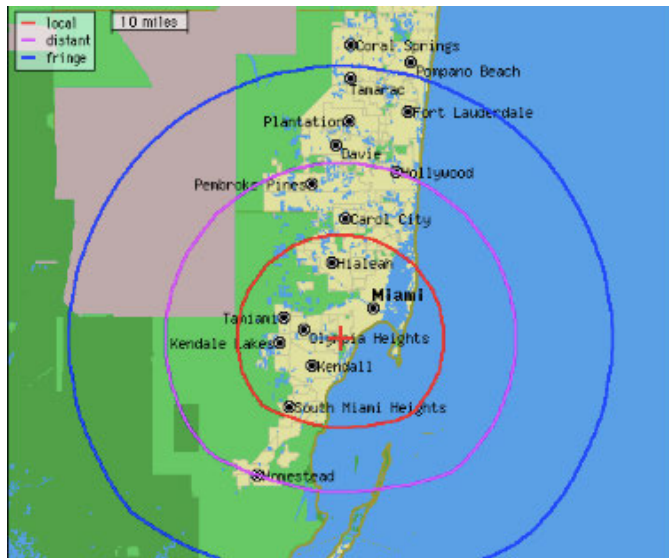
Who We Are

WVUM is the leading and longest-running radio station in South Florida committed to broadcasting alternative and independent electronic and analog music. Our listeners are very loyal to our independent radio station and are committed to its mission. WVUM focuses on being creatively involved in the local music and art scene.

Audience/Target Demographic

18 - 49 year olds. Primarily young adults, those interested in art and alternative culture, progressive and community conscious individuals. Sports broadcasting is intended for all Hurricane Athletics fans. News programming is intended for all interested in current events, public affairs, campus affairs, etc.





LISTENING AREA

Broadcasting at 5.9 kilowatts, the radius of WVUM reaches about 15 miles surrounding Coral Gables.

The station does not subscribe to typical reporting services, but listenership is estimated to be over 60,000 every week. In addition, WVUM has an online streaming audience of hundreds of listeners at a time. Our live broadcast is streamed worldwide at wvum.org/stream.

Our broadcast reaches cities:

Coral Gables, Coconut Grove, Miami, Miami Beach, Kendall, South Miami, and the Miami-Dade Metro Area

BROADCASTING/PROGRAMMING & AWARDS

WVUM, the University of Miami's award-winning radio station, is home to some of the most diverse and beloved music, news and sports programming in South Florida. Visit wvum.org for the full list of current programming on WVUM 90.5 FM.

MUSIC

WVUM has been recognized locally and nationally for excellence in college radio. MTV awarded WVUM the "Woodie" in 2011, identifying the station as the Best College Radio Station in the country. The station has also been selected as the Miami New Times' "Reader's Choice Best FM Radio Station" and "Editor's Choice Best FM Radio Station" (as well as a slew of other titles for individual air talent and shows). WVUM's primary focus is broadcasting alternative music for

South Florida. New, independent music rising in popularity is continuously introduced and selected by the music staff. WVUM hosts a variety of featured artists on air, both live and over the phone, including Diplo, Bonobo, Oliver Heldens, Mac DeMarco, The Drums, DJ Tennis, MK, and many more.

SPORTS

WVUM is the flagship station for University of Miami sports broadcasts. Our all-student broadcasting team announces all Miami Hurricanes men's Baseball, Football, and Basketball games as well as women's Basketball and Volleyball games. WVUM has been the official radio host for all games of the NCAA Coral Gables Regional Baseball tournament and has won the National Broadcasting Society's award for best audio sports program two years in a row. Our sports broadcasting team covers over 100 different Hurricane's sports games per year and boasts a dedicated listenership.

NEWS

WVUM News broadcasts regular newscasts and community affair shows that cover current events, public affairs, and social issues.

WVUM News interviews notable individuals in both politics and community affairs including Deepak Chopra and Barbra Bush among others.





CONNECT WITH OUR FANS

WVUM generates considerable web traffic for an alternative and independent radio station. On average, wvum.org and blog receives 600 visits per day. 50% of all website hits are from new sources, providing continuous new interest and a growing potential customer base for underwriters and affiliates of WVUM. WVUM has a steady growth of Facebook fans on the station's page, currently exceeding 11,000 fans, as well as similar growth on Twitter, currently nearing 6,000 followers. A separate WVUM Sports Twitter account has over 4,000 followers. WVUM reaches thousands of individuals on social media per day through posts, comments, photos, updates, etc. Partner with WVUM and connect with WVUM's fast-growing fan base!

PARTNERS

WVUM is supported by underwriting from a variety of companies as well as listener donations. Our underwriters, both past and present, include Vitamin Water, Urban Outfitters, American Apparel, Best Buy, Cadillac, 5 Hour Energy, The Adrienne Arsht Center, Denny's, Big Cheese, Stir Moon, Evok Advertising, Grove Ink, New Age Body Piercing, Miami's Best Pizza, Plato's Closet, Catch-A-Wave, Cheesecake Factory, Friends With You, Brickell Irish Pub and more.

SPONSORS

WVUM is privileged to work with many great organizations in Miami and across the country, including Ill Points Festival, Winter Music Conference, CMJ, Miami Book Fair, Art Basel, Perez Art Museum Miami (PAAM), Miami Art Museum (MAM), The Fillmore (Live Nation), Grand Central, The Vagabond, Revolution Live, The Overthrow, Miami Marketing Group (Liv and STORY), Roofless Records, Cocowalk, Sweat Records, The Electric Pickle, SCOPE Art Fair, and Bardot among many others.

ORIGIN

In 1967, a group of engineering students in Mahoney Hall (a University of Miami dormitory) created an unlicensed transmitter and began operating an illegal radio station. Shortly after being discovered by the FCC, it was requested that they discontinue broadcasting. In order to amend relations, the University of Miami decided to register the station and create what expanded to become WVUM. In February 1968, WVUM received its license to broadcast a 10-watt non-commercial, educational radio station. The first call letters were WVOH (Voice of Hurricanes), later changed to WBIS (IBIS), which was later changed to WVUM (Voice of the University of Miami). Over the years, the station's power level has increased from 35w ERP to 365w ERP, to 1.3Kw ERP, and finally to its present 5.9Kw ERP directional, away from a second adjacent channel station on 90.9, in the upper Florida keys to the south..



11,558

likes for the year
2017



2,877

followers for
the year 2017



5,976

followers for
the year 2017



4,187

followers for
the year 2017

LICENSE & REGULATION

The Federal Communications Commission (FCC) is the regulatory agency monitoring WVUM. The FCC prohibits the broadcast of information about prices and discounts, qualitative, comparative and promotional language and calls to action for a station with a non-commercial and non-profit broadcasting license such as WVUM. Vulgar and offensive language is prohibited and WVUM does not produce content endorsing or referencing alcohol and drug consumption or crude sex.

Get in touch with "The Voice"

In Studio Phone (request line): 786-309-8861

E-mail: underwriting@wvum.org

Website: wvum.org

Facebook: facebook.com/wvum905

Twitter: [@wvum_905](https://twitter.com/wvum_905)

1301 Stanford Drive
University Center Room 110
Coral Gables, FL 33146

