

Who We Are



We're the community-owned and volunteer operated stations of WGDR, Plainfield and WGDH, Hardwick. Featuring over 50 area folks who produce weekly shows with local content, guests, and curated musical selections.

For over 50 years, we've filled the Vermont airwaves with community-centered content, national news and analysis, local views, and civil discourse.

Community radio gives Vermonters free access to the airwaves to share their talents and thoughts on shows. It gives listeners a non-commercial, free media source to tune in to and explore topics and tunes. We're the only media platform that provides this kind of accessibility and community connection.

Supporting our stations is a great way to show your commitment to your community!

Listen & Learn More

Broadcasting at 91.1 FM in greater Plainfield and at 91.7 FM in greater Hardwick. Streaming everywhere at WGDR.org.

Contact

Station Manager, Llu Mulvaney-Stanak
802-276-0365 (office)
Llu@WGDR.org
123 Pitkin Rd. Plainfield, VT 05667



WGDR 91.1 FM
WGDH 91.7 FM

CENTRAL VERMONT COMMUNITY RADIO



Underwriting & Sponsorship

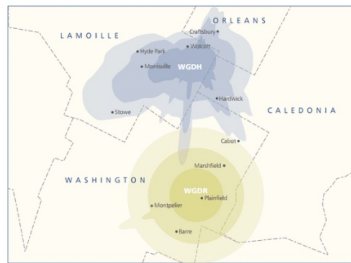
The most affordable way to get the word out in Central and Northern Vermont!

Station Reach

Broadcast Radio Reach

Our two full power frequencies reach over 70,000 households across four counties and over 60 cities and towns. With such a rural area, listenership is part of everyone's day on commutes, errands, in the barn, at work, or at home. **On average, we know at least 9,000 Vermonters listen to WGDR/WGDH on their radio each month.**

WGDR/WGDH Combined Coverage



Streaming Reach

More and more folks stream the station online, off smart phones and speakers or from their computers. The vast majority of our listeners are still in Vermont, but we have many fans far and wide.

New in 2024, we're offering a limited all day sponsorship on our stream. **On average, we reach 3,000 unique streamers a month.**

Rates

Underwriting

This is a 20 second spot on the air that let listeners know about your services, products, or mission. Unlike ads, they are not loud or flashy, they simply tell folks what you do, where you are, and where they can learn more. This has to follow FCC regulations.

# of Mentions	6-months
Once a week	\$273
Once a week drive time	\$356
Two or more a week regular or drive time	Starts at \$356 or \$712

Sponsorship

This is also a 20 second spot, but on our livestream that tells listeners about your services, products, or mission, but with some flair! More like an ad, they tell folks why what you do matters, where you are, and where they can find you. Sponsorships are great for online retailers and the cannabis sector. These do not have FCC regulations.

# of Mentions	Cost
Once a day, all day (6 months)	\$1,000
Once a day, all day (full year)	\$2,000

Our sponsor spots are limited! We have just 7 or 14 for the year.

Choose Us



We share these other rates for comparison, not competition. We fully support the range of independent and non-profit media outlets in our state.

- Weekly local newspaper: \$65-\$245 per issue
- Online forum: \$900/week for our area
- Public radio: \$67/per mention (CVCR is \$10.50/per mention)

Join Us

These are a few of our underwriters and sponsors, thanks to all of them!
Bear Pond Books, Black Bear Biodiesel, Buch Spelier, CVEDC, East Hill Tree Farm, Galaxy Bookshop, Green Mountain Film Festival, Hardwick Community TV, Hunger Mtn Coop, Nelson's Ace Hardware, Noyle Johnson Group, Onion River Animal Hospital, Onion River Campground, Queer Arts Fest, SolarFest, Talmo Hair Co., Vermont Arts Council, Woodbelly Pizza, Woodbury Mtn. Toys, and more.